

## Writing Samples from Colin Ngai

*Hello,*

*I want to share with you 4 emails and newsletter content that I've written.*

*Please take a look.*

*And thank you for your consideration. I won't forget it. :)*

*Colin*

### **Email #1 - This is a post-reg email I wrote for WealthPress.**

Subject line: I Can't Believe it Happened This Quickly

Hey **first name**,

The markets were down again around 3% last week.

Jerome Powell is intent on destroying everything with another rate hike, and it seems like everyone with money in the markets is suffering.

[But not us.... We've got this locked in.](#)

On Sunday, Forbes said that the healthcare sector had one of the most significant increases over the past week in blended earnings.

Didn't I tell you that healthcare was the one sector that could skyrocket in the upcoming months?

Wow....that happened quickly!

Last year the healthcare sector was lagging the S&P by nearly 40%.

But recession fears and the possible COVID resurgence is causing the sector to flip.

Finding these flips before they happen is the only way I've been able to see an average of 159% returns every year for the past five years without using any options.

I can't think of any other way to make those gains with this kind of stability.

[Now we were supposed to close this, but we've still got a few spots left at the \\$997 price.](#)

You'll get my LIVE TRADE ALERTS, plus my #1 stock pick every two weeks. (The one with a 92% win rate this year!)

And all the bonuses we talked about.

I believe we're on the verge of one of the biggest sector rotations ever, and there is a huge opportunity that is coming with that.

Take advantage of it.

SIG

PS....there's a 30 day money back guarantee. Let me put your success on my shoulders. If this service doesn't perform like you expect, then call my team after 30 days and we'll make it right.

## **Email # 2 - Wealth Growth Summit**

**Subject line** - One Secret this boss trader can't live without

Hello **first name**,

[A new way to trade for retirement.](#)

Did you know that Forbes says 66% of older Americans don't have enough for retirement?

Those guys could be in some big trouble if they plan on retiring in the next 5 years.

Experts are predicting that stocks could fall by as much as 50%, with tech stocks getting hit the most.

Fortunately, now there is a way to manage your portfolio so that you can protect your money while still making above average returns.

[A little known secret could keep you out of hot water during the next market downturn.](#)

Kate Stalter wants to show you some great ways to get in a comfortable spot for retirement, all while making sure a steep market downturn won't cost you a wink of sleep.

It's all happening this Saturday.

Join her at the Wealth 365 growth summit as she shares how she has been able to beat the market for the past 10 years.

[RSVP now to reserve your spot for FREE.](#)

See you there,

SIG

### **Email # 3 - Back Pain**

**Subject line -** First name, how are you sleeping?

Hey %%first name%%,

Have you ever experienced severe shoulder pain? Like the kind where you can't sleep?

It's really common for this kind of pain to keep people up at night.

Especially for side sleepers because of the way they position themselves.

So if you're experiencing this kind of pain, I wanna tell you about Terry.

Terry's a great guy. (Served in the military for 27 years.)

But he couldn't sleep more than 6 or 7 hours a night without experiencing extreme back pain.

His shoulders were constantly bothering him, and it prevented him from doing just basic daily activities.

And this was a guy who had been exercising all his life.

You gotta feel for him.

He wasn't asking for much.... He just wanted to do the simple, everyday activities that most people take for granted.

So he came to OsteoStrong. And what he got here really changed his life.

I'll tell you what..... He's not in pain any more.

And he credits OsteoStrong for helping him be able to live a more normal life.

So if you're like Terry and you're experiencing shoulder or back pain, I'd like to try to help you get rid of it for good.

I'd love for you to come by and let me give you a free (no strings attached) session.

All you have to do is [fill out this form](#).

And we'll give you a call to schedule your session.

Easy peasy.

I hope to see you soon.

**SIG**

PS.... If you wanna hear Terry tell the story for himself, [CLICK THIS LINK for the video](#).

#### **Email # 4 - Trading Strategies**

Subject line - This is Trading On a Silver Platter

Hello **first name**,

I'm writing to you because I wanted to share something special with some of my most ambitious traders.

And because you bought my Options Income Strategy I know you're serious about your future.

Please do not share this link with anyone else, as it is only for a few select people on my list.

[RIGHT NOW I'm opening access to one of my portfolios that is already up 48% this year - Click this link to piggyback my exact moves in the market while you master the strategy yourself.](#)

If you decide to take me up on this offer you will get text and email alerts with the exact entry, exit, and risk parameters for all of my trades for this portfolio.

It's all done for you, and these trades have a 75% win rate.

You could generate income every month by just opening an email or a text and then setting a trade.

This is a low-stress, high probability cash flow strategy that I'm handing to you on a silver platter.

Just think about what people would do if they knew they could generate 48% returns by trading 10 minutes a week.

Who wouldn't want to be a part of that?

The problem is that if everyone does it, then it wouldn't be as profitable.

That's why I only share this with a few traders.

It's just too good.

[CLICK HERE to get in before this offer is closed.](#)

We're also offering monthly coaching sessions with myself and one of my head traders for anyone that signs up for this portfolio service.

As well as an online portal so you can access trades in real time with all of my trade history.

Because I don't just want to make money for you, but I also want to teach you how to become a successful trader on your own.

So you can take this profitable skill and use it for the rest of your life.

## **SIG**

PS... With proper risk management this strategy works for every account size. So don't let a small account keep you from realizing this opportunity. [Click Here to get started now.](#)

## **SMS:**

RIGHT NOW I'm opening access to one of my portfolios that is up 48% this year - [CLICK HERE](#) to piggyback my exact moves.

## **Writing Sample # 5 - Newsletter**

Cash-flow issues can be the death of even well established businesses.

Here's how you might be able to avoid these issues altogether.

Maybe you have a great business idea (or a brand-new startup), but you aren't sure how to make it work with the kind of stability you need to keep it going.

After all, committing to your business 100% could mean putting yourself financially at risk.

And that can be hard for a lot of people, especially when they've got a family that depends on them to pay the bills. So how do you start a business when you still need money to keep the lights on?

That's what we're going to talk about today.

I'm going to tell you exactly how you can start earning money before you've even begun to create the thing you want to sell.

All you really need is an idea plus some grit, and you can make your dreams a reality.

## **So you've got a great business idea... Now what?**

One of the absolute hardest things to do as a new business owner is to get started.

And this is especially true when you don't have a huge pile of money you can draw from whenever something goes wrong.

I mean... your idea could be great, and people might love it.

But in order to deliver whatever your idea is... You're going to need to hire people, get the word out, and create systems.

All of that costs money. (And probably a lot of time too.)

And that's the problem, isn't it?

You have to build something, promote it, and then hope that someone buys the thing.

If you're wrong then you've depleted your savings for nothing.

Worst case scenario is that you'll end up homeless and hungry somewhere. Right?

And those are the exact thoughts that keep most people from taking chances on their businesses in the first place.

But there's actually a way around this.

You can validate your idea, and make sure it'll work before you spend any money actually developing it.

It's easy to do when you use the same system we've seen property developers take advantage of for years.

## **What can we learn from property developers?**

When you're a big property developer, you can't just bet huge amounts of money on a building project without some sort of guarantee that you'll make a return on your investment.

Have you ever bought a new house?

Did they wait until after you've moved in to collect money for that house?

Absolutely not.

The builders probably got you to sign a contract upfront. And then in that contract, they probably also specified some sort of payment system.

They sold you with things like pretty pictures, or maybe even a display house. Then you paid them.

You didn't get into the house immediately. After you gave them money, you had to wait a while for them to build it for you.

That's how most pre-sales work.

You get sold. You pay money. And then you wait while someone builds the thing that you paid for.

## **How can you apply pre-sales to your business?**

Just like developers pre-sell houses, you can also pre-sell whatever it is that you want to build for your clients.

*Now I'm not saying that you can just go out and sell fake or imaginary things on the internet, and then run off with people's money.*

But if you have a viable business plan, there's nothing wrong with asking for pre-sales while you build out assets.

Everyone does it. (Well... at least the smart people do.)

And it's one of the most powerful tools in your arsenal as an entrepreneur.



You can use it to self-fund almost any project you want.

All you have to do is create a sales page, and then drive traffic to it. If no one buys, then you know it's not a project that you want to invest your time and energy into.

So then you build another sales page and drive traffic to that one.

Repeat this process as many times as you need to until you have something that people actually want to buy.

And then you can peacefully continue down your path knowing that you are creating something that can be reliably sold.

## **Ready to build? Here's how you get started?**

You'll first need to find out how long it takes you to convert the cash you'll need to spend in order to run your business, into money going into your bank account.

And you can do this by using cash conversion cycles.

It sounds fancy but it's basically a metric that business owners use to find the time (usually measured in days) that it will take for a company to convert its investments (or cash spent) into cash flow.

And it comes in handy when you're trying to buy inventory or other assets you need for your business, but you need money coming in the door to do that.

Here's how you measure for your Cash Conversion Cycle:

**(DSO) Days Sales Outstanding + Days Inventory Outstanding (DIO) - (DPO) Days Payable Outstanding = (CCC) Cash Conversion Cycle**

Remember: the goal is to make your cash conversion as short as possible. The shorter it is, the more cash flow you'll have coming in and out of your business.

***Here's a really simple example of how this could work.***

Let's say you're in the cake making business, and you can create really delicious cakes for weddings or other celebrations.

In order to maximize profits you want to buy your ingredients in bulk. And your supplier agrees to charge you \$2,000 for enough ingredients to make 25 cakes.

Now you're out \$2,000. How long is it going to take to get your money back?

Ok... let's start with how many cakes we can make in a day. You aren't paying anyone to help you, and you're making these in your kitchen to save money. So you can really only make 2 cakes a day.

And for each cake you make, you're charging your customer \$300.

*So you're going to need to sell 6 cakes in order to pay your supplier.*

And if it takes you 3 days to make those cakes, then your Cash Conversion Cycle is going to be 3 days if you sell every cake you've made.

***But don't forget to pay yourself too.***

In the example above you're going to have to wait 3 days for the money to pay back your suppliers.

But most business owners have to pay for more than just business expenses. They also have to pay for the things that they need personally.

So let's say you (the cake baker) also need \$200 a day for personal expenses...

Does that change anything?

Yep.

You'd need 5 days (and 10 cakes) to pay your supplier and yourself.

***So how does this all tie into pre-sales?***

If you know that you need to sell 10 cakes to pay for all your expenses, then you can pre-sell 10 cakes before you even buy any ingredients from your supplier.

That way there is zero risk on your end.

If you can't sell 10 cakes, then you don't order your supplies in bulk, and you don't lose any money.

It's a great system, especially if your business needs steady cash-flow to survive.

### **Here are your next steps...**

Ok... So you know how it's done.

Now, I'd love for you to convert the cash conversion cycle for your business.

Use what I've shared with you to find out how many days you'll need to pay your suppliers (and hopefully yourself too.)

Then once you've come up with a number, try to shorten it. If you can't, that's fine. Just try a little.

Then I want you to do the math, and find out how many pre-sales you'd need to run the business risk-free.

And after that, try to make those pre-sales.

If you can do all this, then you'll always know how to create successful risk-free businesses of your very own.

I hope this has been helpful.

Go make some money.

