

## **Email Copy for Investment Platforms**

### **Sample 1:**

#### **SL: Big Paycheck, No Freedom – Here's Why**

Hi %FIRST NAME%,

Did you know that 78% of people with a six-figure salary live paycheck to paycheck?

It's shocking, but it's a reality.

Francis Bacon was right when he said *"Money is a great servant, but a terrible master."*

Even high earners can get trapped in overspending and debt.

Without a solid strategy for saving and investing, your salary could work against your freedom.

#### **So, what's the secret to true financial freedom?**

It's not about how much you make, it's how well you resist the "buy now" button!

Instead working for money, your money should be working for you.

Clear goals, automated savings, and long-term growth turn financial freedom into reality.

#### **Ready to take control of your future?**

Let's talk about how you can create a financial plan that works for you.

**[Click here to schedule your free consultation today!](#)**

Best regards,  
Anthonia

## **Sample 2:**

### **Subject Line: You Can't Retire Without a Pension – Or Can You?**

Hi %FIRST NAME%,

For years, we've been told a pension is the golden ticket to retirement.

But here's the truth: you don't need a pension, just smart planning and investing!

**Did you know?** Nearly 60% of pension plans are underfunded.

Which means relying only on a pension could put your financial future at risk.

The true key to a secure future is taking proactive control of your finances now and making strategic plans for tomorrow.

#### **Here's how to get started:**

- Have different ways to make money, like saving and investing.
- Invest in things like stocks or property.
- Let your money grow on its own.

This helps you build the retirement you want, without needing a pension.

To build the retirement you want without depending on a pension, you need to:

- **Define your financial goals:** What's your ultimate goal—retirement, a new home, or wealth-building?
- **Create a solid plan:** Plan for saving, investing, and budgeting to stay on track.
- **Act early:** The earlier you start, the more you'll benefit from compound interest.
- **Take action now:** Start today and set yourself up for a secure future.

#### **Ready to take control of your financial future?**

Let's discuss how to create a retirement plan tailored to your goals.

**Click here to schedule your free consultation today!"**

Best regards,  
Anthonia