

## Procrastinate On Purpose Book Launch (Webinar)

### INVITE EMAIL 1 - SENT TO HOUSE LIST

Subject: 5 ways to multiply your time [video training]

Hi ~FirstName~,

Do you want to take your business or career to the next level?

If you do, then I have some important news to share with you. But first I need to confront a popular myth that will keep you from reaching your next level:

MYTH: Time is the one thing you can never get more of.

TRUTH: Not only can you get more time... you can multiply it!

I know this is true because I've experienced it in my own life.

Plus, after working with over 3,000 professionals, from 35 countries, we've witnessed it in the lives of the world's top-performers.

But before you can multiply time you'll need to think differently about time.

[\[FREE VIDEO TRAINING: 5 Ways To Multiply Your Time\]](#)

You'll also need to be open to the possibility that most of what you've been told about "time management" is wrong.

And that brings me back to the "big news" I want to share with you, which is:

My new book, *Procrastinate On Purpose: 5 Permissions to Multiply Your Time*, will be released on January 6, 2015!

And for a limited time I'm offering a free live video training where I reveal the groundbreaking research about "time management." It's the same research my new book is based on.

So if you want to learn how to multiply your time then go grab your free video training right now by clicking the link below:

[\[FREE VIDEO TRAINING: 5 Ways To Multiply Your Time\]](#)

As Jay Bear said, "If you're a super-busy person, this is your new playbook." And

I couldn't agree more. I truly believe this training will change the way you view "time management" forever.

At your service,

<insert signature>

P.S. I'm also extending a special offer to everyone who pre-orders a copy of *Procrastinate On Purpose*. For \$30 you'll get 3 books and a video course (total value = \$189). [To learn more click here.](#)

**EMAIL 1 - SEND IMMEDIATELY AFTER CONFIRMATION LINK IS CLICKED**

Subject: Your free online video training

Hi ~FirstName~,

Thank you for confirming your request for the free online video training on How To Multiply Your Time.

To instantly access this free 1-hour online video training click the link below:

[\[5 Ways To Multiply Your Time - Video Training\]](#)

If you watch this training you will be one of the first in the world to be exposed to this groundbreaking research on "time management."

I'm confident you will find this to be among the very best training you've ever gone through on this topic. And you will learn how top-performers think about time.

Remember, this research is also the basis for our new book, *Procrastinate on Purpose: 5 Permissions to Multiply Your Time*, coming out January 6, 2015.

To pre-order your copy, and to get \$189 worth of resources for only \$30, click the link below now:

[\[The Procrastinate On Purpose Book Bundle!\]](#)

So what are you waiting for... go warm up your coffee and watch this video now:

[\[5 Ways To Multiply Your Time - Video Training\]](#)

Enjoy!

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P.S. For only \$30 you can pre-order a copy of *Procrastinate On Purpose*, plus get a copy of my last book, *Take the Stairs* and get access to 9 training videos (total value = \$189). [To learn more click here.](#)

**EMAIL 2 - SEND 2 DAYS AFTER EMAIL 1 TO THOSE WHO HAVEN'T WATCHED**

Subject: Crushing the “only 24 hours in a day” MYTH

Hi ~FirstName~,

I'm really excited about my new book, *Procrastinate on Purpose: 5 Permissions to Multiply Your Time*.

But instead of telling you what I think about it, I thought I'd share what other leaders had to say about it:

“We all think we have 24 hours, but Rory Vaden crushes that myth with his time multipliers approach. If you're a super-busy person, this is your new playbook.” - Jay Baer, New York Times best-selling author of *Youtility*

"If you've ever thought, 'I wish I had more time,' read the great principles in this book. And then I dare you to do what Rory does: live them."

- Jon Acuff, New York Times bestselling author of *Start and Quitter*

“Every once in a while a book comes along that completely shifts the way an entire generation thinks about a specific topic. When it comes to time management and productivity, *Procrastinate on Purpose* may be the one!”- Andy Andrews, New York Times bestselling author of *The Traveler's Gift* and *The Noticer*

And remember, the video training you requested a few days ago is based on the same research that *Procrastinate on Purpose* is based on.

[\[5 Ways To Multiply Your Time - Video Training\]](#)

If you haven't watched this video because you're “quote too busy” then that's a sign you really need to watch it!

That's because the very reason we wrote this book was to help you create more time by investing in things today that will give you more time tomorrow.

After studying some of the world's top-performers we've identified strategies that enabled them to multiply their time, income and all-around results.

We believe we stumbled onto something HUGE!

And this video will introduce you to these new concepts that can change your life.

So I urge you to check it out.

I promise it'll be worth your time!

[\[5 Ways To Multiply Your Time - Video Training\]](#)

At your service,

<insert signature>

P.S. I'm also extending a special offer to everyone who pre-orders a copy of *Procrastinate On Purpose*. For \$30 you get 3 books and a 9-week video coaching course (total value = \$189). [To learn more click here.](#)

**EMAIL 3 - SEND 3 DAYS AFTER EMAIL 2 TO THOSE WHO HAVEN'T WATCHED**

Subject: Invest 1 hour now to get 3 hours next week

Hi ~FirstName~,

I noticed you still haven't watched the video training you requested last week.

[\[5 Ways To Multiply Your Time - Video Training\]](#)

You must be busy.

And I understand. In fact, I was in the same position as you 4 years ago.

Everything in my life was going gangbusters (in a good way). But it seemed impossible to keep up with it all.

That's why I wrote this new book *Procrastinate on Purpose*.

You see, I needed to take back control of my life.

I needed more leisure time.

I needed more margin.

I needed more space.

And so my team at Southwestern Consulting and I set out to learn what Multipliers, those who know how to multiply their time, do differently in their life to create more results in less time.

You may feel like you don't have time to watch this but I urge you to make the time.

I believe strongly this will change the way you think about time forever.

Investing 1 hour now will pay dividends for the rest of your life. So what are you waiting for? Go check it out...

[\[5 Ways To Multiply Your Time - Video Training\]](#)

At your service,

<insert signature>

P.S. I'm also extending a special offer to everyone who pre-orders a copy of *Procrastinate On Purpose*. For \$30 you get 3 books and a 9-week video coaching course (total value = \$189). [To learn more click here.](#)

**EMAIL 4 - SEND 4 DAYS AFTER EMAIL 2 TO THOSE WHO HAVEN'T WATCHED**

Hi ~FirstName~,

I just wanted to check in with you one more time because it looks like you still haven't had a chance to watch that video training you requested.

[\[5 Ways To Multiply Your Time - Video Training\]](#)

But that's OK. I know how busy life gets.

So I'll leave the link to the video training active for a little while longer. Hopefully at some point soon you can grab an hour to watch it.

I'm not sure when I'll take it down but I know it will be no later than January 7, 2015 (the day after my book is released).

In the meantime there is a special limited offer available that I still want you to know about.

For only \$30 you can get all this:

- An advance reader paperback copy of *Procrastinate on Purpose* [POP] mailed to you right now... before it even hits bookstores! (\$25 value)
- A second hardcover copy of POP mailed to you in January (\$25 value)
- And my first book, *Take the Stairs* (\$15 value)
- Instant access to my online video coaching course (\$99 value)
- A downloadable workbook that walks you step by step through a series of exercises and key principles from POP [\$25 value]

That's \$189 of resources for only \$30!

Check it out here before it's gone:

[\[The Procrastinate On Purpose Book Bundle!\]](#)

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