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I'm sharing these samples so you can get a feel for the quality of my work. Please do not swipe or steal them or you'll get a letter from my attorney. – Joshua Monen

Wave 1 – Super Early Bird Promotion Emails

Email 1 – Day 1

Theme: Learner vs Doer (Video)

CTA: Watch video

From: Sam Carpenter

Subject: Doers vs Learners [video]

Hi ~Contact.FirstName~,

There are two types of people in the world: Doers and Learners.

[[CLICK HERE](#) to watch a short video about this.]

Learners are people who always know the solution to everything. If you tell them about a problem, they always have a great idea of what *you should* do.

But have you noticed they never act on their own advice?

The overweight woman tells you how to be healthy.

The broke guy tells you how to be rich.

And the new college grad with ZERO real-world experience will tell you how to run your business!

Now, there's nothing wrong with learning. I enjoy reading and studying but learning doesn't pay the bills. ACTION does.

I've coached or consulted 412 business owners over the last 7 years. Each time, I help develop systematic solutions to their complex business problems so they can scale their businesses in a healthy, profitable way.

One reason why clients pay \$80,000 to \$100,000 for my services is because I've DONE this.

Imagine if I had only LEARNED about this.

"Sir, trust me, I've read over 100 business books so I know what I'm doing." *How do you think that would go over?*

Not too well. That's because Doers want to work with other Doers.

[[CLICK HERE](#) to watch a short video about this.]

- Josh

P.S. In this video, I mention a new event we're hosting in early 2018. It's for DOERS who want to get 6 months of business systematization work DONE in 2 days! [Click here](#) to DO (not learn) more.

Email 2 – Day 2

Theme: This is for you if...

CTA: Watch video

From: Josh Fonger

Subject: Our New Live Event (early bird pricing)

Hi ~Contact.FirstName~,

We just opened registration for a brand-new event we're hosting this year called Systems = Success.

This event is for you if you're tired of being stressed out about your business and are ready to do whatever it takes to fix it.

It's for you if you want to make the leap from being self-employed to being an actual business owner in charge of managing a growing enterprise.

And it's definitely for you if you still find yourself stuck doing low-level work – work that could easily be outsourced or delegated if only you had the proper systems in place.

For the last 7 years, my partner Sam Carpenter and I have helped over 400 business owners solve these very problems.

We've mainly done this through our 4-month WTS Group Coaching Program, which we've hosted 11 times now, with a 100% success rate.*

...and through our private consulting where clients pay \$80,000 to \$100,000 to have us come and implement the Work the System Methodology in their businesses over the course of 6 months.

But now we're hosting a special 2-day intensive for those who don't want to wait 6 months to install the WTS Method in their business and would rather get it done in 2 days.

If this interests you, then click the link below to watch a short video about the event for details.

We're offering a special super-early-bird-promo if you register now. You can save \$500 off the normal price, bringing your ticket to just \$795.

[CLICK HERE](#) for Systems = Success details.

- Josh

P.S. Systems = Success is not another hyped-up business conference where people go to hear a bunch of "gurus" tell you what they *think* you should do to grow your business. It's not about "learning" what to do; it's about actually **DOING** the important work of systematizing your business. [Click here to watch a video](#) for details. Super-early-bird pricing ends soon.

*We measure success by how many refunds we get from unhappy clients. We tell students that if the WTS Method does not transform their business, we'll gladly refund their money. And to this day, we've never had one single person tell us it didn't work. Instead, we have almost 100 glowing testimonials from business owners letting us know just how grateful they are with their new reality!

Email 3 – Day 10

Theme: Problem-Agitation-Solution

CTA: Register now

From: Sam Carpenter

Subject: Ends tomorrow, DATE

Hi ~Contact.FirstName~,

I recently surveyed our readers asking them what they wanted help with most.

Here are some of the answers I got:

“I totally get that I own a job, but I want to own a business.”

“I feel like I always have 20 things to do to grow my business that should have been done yesterday... or last year even... but I need help and I can't until I develop systems and processes.”

“I spend too much time working IN my business on little fires instead of working ON my business doing the important things that will allow me to grow. This is stressful and makes me feel ineffective and like I'm always behind.”

Now think about the current state of your business.

Do you have any important revenue-generating projects that have been sitting on the backburner far too long because you've been too busy?

Have you been meaning to create more systems to delegate all the “stuff” that sucks your time and energy so you can be free to focus on more high-level work?

If you're like most business owners we coach, the answer is a resounding “YES!”

The problem isn't that you don't know you should do these things. The problem is usually two-fold:

1. No time to do it
2. No clear path and plan to follow

In other words, you don't need more information, knowledge or education. The problem is IMPLEMENTATION, right?

If that's true for you, then the Systems = Success workshop is where you need to be this winter because it solves both problems.

You'll have 2 full days devoted to doing this work. And you'll be working with two of the world's top business systemization experts (my partner Josh Fonger and myself) who will guide you, step-by-step, through our proven WTS Methodology.

It's worked in over 500 businesses in every imaginable industry over the last 7 years and it'll work for you too if you show up with a willingness to work and follow the steps we give you.

And if you want to attend, then now is the time to register to save \$500 by taking advantage of our super-early-bird special pricing (which ends tomorrow).

[CLICK HERE](#) to register.

- Sam

P.S. If you want to stop owning a job and start owning a business, you must take the time to work ON your business. And the best place to work on your business this year will be at the Systems = Success Workshop (one in Atlanta and one in LA).

P.P.S. We're offering a \$500 discount right now because we haven't made the final decision on which venue we'll be using. We'll know in a couple days but if you register before midnight tomorrow, you'll save \$500. [Click here for details.](#)

Email 4 – Day 11

Theme: Last Chance

CTA: Register now

From: Sam Carpenter

Subject: Last chance – ends tonight

Hi ~Contact.FirstName~,

I want to remind you that the special super-early-bird pricing for WTS Live ends at midnight Pacific U.S. time tonight.

Remember, the deal is if you register now, even before knowing which venue we'll be using, you can save \$500 off the regular price!

You have two cities and dates to choose from:

Atlanta on February DATES

L.A. on February DATES

We're limiting attendance to just 50 people at each event because this event is all about helping you actually systematize your business (not just learn about it).

So, we want to allow enough time to answer each person's questions.

This means we expect both events to sell out quickly once we ramp up our advertising campaigns in those cities.

If you want to attend, now is the time to act. Plus, this is the lowest price you'll ever be able to register for (save \$500).

[CLICK HERE](#) to register now.

- Sam

Wave 2 – Early Bird Emails (Early November)

Email 5 – Day 01

Theme: Winner and Losers

From: Josh Fonger

Subject: Why only 5% of business owners succeed

Hi ~Contact.FirstName~,

Take any 100 people who start a business and follow them for 40 years until they reach retirement age and here's what you'll find, according to the Social Security Administration:

- 1 will be wealthy
- 4 will be financially secure
- 5 will continue working (not because they want to)
- 36 will be dead
- 54 will be dead broke

That's 5% successful. 95% unsuccessful.

What makes the difference? Why do some business owners thrive while others fail?

Depends who you ask. Some say it has to do with things like luck, the economy and industry trends.

What's interesting is this data has been remarkably consistent over the years, even in major economic downturns.

After working with nearly 500 businesses, I propose to you that success in business has little to do with luck or the economy and everything to do with one thing:

Your ability to create and manage systems.

[Note: This is what our [Systems = Success](#) is all about.]

This is what separates the self-employed crowd from true business owners.

Self-employed people own a job. Business owners own a system and hire people to operate that system.

But to do that you first need to design the system. And that's what our Systems = Success event is all about.

It's a 2-day "workshop" type of event, which means you're not just going to listen to speakers tell you "how to" systematize your business...you're actually going to do it!

We will guide you, step by step, through our proven Work the System Methodology.

This is the same methodology that nearly 500 businesses, in every imaginable industry, have used to transform their dysfunctional companies into well-oiled, profit-generating machines!

All you have to do is show up with a willingness to work and follow the steps we give you.

If you want to attend, now is the time to register because you'll save \$300 by taking advantage of our early-bird special pricing (which ends in 11 days).

[CLICK HERE](#) to register.

- Josh

P.S. If you want to stop owning a job and start owning a business, you must take the time to work ON your business. And the best place to work on your business this year will be at the Systems = Success Workshop. [Click here to register](#) and save \$300.

Email 6 – Day 3

Theme: Not more ideas

From: Sam Carpenter

Subject: You don't need more ideas

Hi ~Contact.FirstName~,

Think of the last business conference you went to.

You probably walked away with a “bunch of good ideas” of things you *could* do in your business.

But then what happened?

You got home and your stack of notes took a backseat to all the urgent demands waiting for you.

When you finally got the chance to review your notes, you realized you didn't have time to act on any of them.

Now imagine going to an event ([like this one](#)) that was not focused on “new ideas” but on “getting things done.”

And what if the things you got done were some of the most important projects that led to more profit, more freedom and less stress?

Things like:

- Creating your Strategic Objective so you can finally focus your company on your top product or service and stop being pulled in a hundred directions.
- Designing a Sales and Marketing Funnel that automatically, and systematically, sells your products so that no leads or deals fall through the cracks ever again.
- Creating Operating Principles so you finally have decision-making criteria that empowers your team to get more done in less time (whether you’re there or not).
- Documenting your business systems so you can turn your company into a well-oiled, profit-generating, machine where tasks get executed perfectly each time!

[\[Click here to register\]](#) for Systems = Success and save \$300]

Imagine flying home, not with a bunch of “new ideas,” but with a digital binder full of business systems like these above. **Ideas are worth a dime a dozen but these systems are worth millions.**

These systems will become the lifeblood of your operation and the key to your growth and future success.

Even if it took you an entire month to create these systems, it would be worth it. But you can do it in just TWO days at Systems = Success in February.

But you have to register soon because we’re limiting this to 50 people. We want to keep the group small so we have time to personally work with every business owner there.

[CLICK HERE](#) to read all about it.

Remember, if you’d rather get important things done than get “new ideas,” then join us at Systems = Success so you can transform your business.

- Sam

P.S. You can save \$300 if you register now before our early-bird pricing expires on DATE. [Click here](#) to learn more and register.

Email 7 – Day 10

Theme: Sam's Story

From: Sam Carpenter

Subject: From 80-hr to 2-hr workweeks

Hi ~Contact.FirstName~,

Whenever I hear someone speak at an event, I always have two questions.

1. Is the life of the speaker consistent with his message?

and

2. Are the results they've experienced the type of results I would want?

Unless the answer to both questions is yes, I'll pass on listening.

And since I'm inviting you to come hear me speak and train at [Systems = Success this February](#), I thought it'd only be right to share a little of my story.

My story

For the last 33 years, my primary business has been a call center in Bend, OR.

The first 15 years were a nightmare of 80-hour workweeks, no money, and a broken marriage.

My business and my life were a chaotic mess.

It wasn't until I had my late-night systems mindset revelation that I "got it" and could finally see that my problems were a direct result of the unmanaged machinery – the systems – of my life...and my failure to take control of that machinery.

Once I understood this, I focused on perfecting that machinery – those systems.

The result?

For the last 15+ years, I've worked less than 2 hours a week on my primary business, which by the way, is ranked number one in an industry with over 1,500 competitors.

Their story

After I got my business and life in order, I decided to [write a book](#) to help other business owners do the same.

After reading my book, hundreds of business owners asked me to help them “systematize” their business too.

So, I partnered with a top-notch business consultant, Josh Fonger, to do just that. We launched WTS Consultants in 2010 and we've now helped about 500 businesses breakthrough to the next level by using the Work the System Methodology.

People like Mark Ainley who said, *“Work the System gave our company the clear path to getting our company operating the way we always wished it would. There isn't a company or manager in the world that would not benefit from Work the System.”*

And people like Angelina Swanson, who said, *“Prior to implementing the Work the System Method, I was working 90 hours a week. Now I work about 30 hours per week, my income has tripled, and my productivity has increased by over 500%.”*

Your story

If you want to “change your story,” then come join us at Systems = Success in February.

I promise that this event will not be a waste of time.

It will be one of the most transformative experiences of your life. I know that's a bold promise, but I'm willing to stand behind it.

I've attended enough business conferences to say, with confidence, that **you'll get 2x more value out of Systems = Success than any other event out there.**

If at the end of the event you disagree, then simply email my support team and they'll promptly refund ALL your money. No questions asked.

If you're interested, click the link below to register now and save \$300.

[Register for Systems = Success today and save \\$300.](#)

- Sam

P.S. The early-bird special pricing ends in just two days. So, if you plan to register, you may as well do it now because the price will go up by \$300 soon.

Email 8 – Day 12

Theme: Last Chance for Early Bird

From: Josh Fonger

Subject: Last chance [ends tonight]

Hi ~Contact.FirstName~,

Just a quick reminder...our early-bird pricing for Systems = Success ends Friday at midnight.

Once this early-bird special ends on Saturday morning, the price goes up a full \$300.

So, if you're thinking of attending, now is the time to register.

[CLICK HERE for early-bird pricing.](#)

- Josh

P.S. We offer a full refund up to 45 days before the event. So, if you're worried there's a small chance you may not be able to make it, just know that this is an option just in case.

Special December Email (Right before New Year)

Email 9

Theme: Tax advantages

From: Sam Carpenter

Subject: Best business investment ever?

Hi ~Contact.FirstName~,

I just wanted to send you a quick email to remind you about our upcoming [Systems = Success](#) event in February.

If one of your goals for next year is to systematize your business so you can be free from all the low-level tasks that eat up your time, then this event is for you.

We still have some spots left (we're capping it at 50).

But next month we'll be sending another series of emails to our list to fill the remaining spots.

So, if you want to go, now is the time to register before it's too late.

If you're wondering if this will be a "good investment," then read what Miranda says about her experience with us:

*"When I first started my company, it was just me and I was merely flying by the seat of my pants and hoping for the best. **Less than a year later, thanks in large part to Work the System, I have a thriving million-dollar business** and a great staff who are helping the business grow even more each day. Work the System was one of the best investments I've ever made!" – Miranda Burnet*

Plus, if you're looking for some end-of-year purchases to use as deductions, this could be a great investment (*of course, check with your CPA to see what's right for you first*).

Remember, there is no other event out there like Systems = Success. It's designed with one single goal in mind:

To get 6 months of business systematization work done in just 2 days so you can stop owning a job and start owning and operating a business.

You can read all about it here: [Systems = Success Workshop](#)

- Sam

P.S. If you have any questions about the event, you can read our [FAQs here](#) or send a message to support@workthesystem.com.

Wave 3 – Last Chance Emails (Early January)

Email 10 – Day 1

Theme: Success Story

From: Josh Fonger

Subject: Self-employed to biz owner: Jeremy's story

Hi ~Contact.FirstName~,

When I met Jeremy, he was running a single-location fitness studio in LA.

From the outside, his life appeared to be great. His classes were packed, he had a beautiful wife and he was in great shape.

But behind the scenes it was hell.

He was teaching all the classes himself, doing the books, scheduling appointments, managing the website, etc.

Not only was he “stuck,” but he was also very stressed out, and his health was starting to suffer (not the sort of image you want as a gym owner!).

“The worst part was that due to the amount of time I was spending on my business, there was a lot of tension between my wife and me. It was not good for my marriage,” Jeremy said.

So, he decided to get his business – and his whole life – healthy, before it was too late

We met one-on-one every week for 4 months. I helped him:

- Develop a system for teaching his classes so he could hire other coaches, which freed up his time to work ON the business instead of IN it.
- He then used the time he freed up to document his thought processes so others could make decisions for him, which freed him up even more.
- We then isolated and optimized every subsystem in his business so that his business could run without his direct day-to-day involvement.

The result? He went from being self-employed to being a true business owner.

[Note: This is what our Systems = Success Workshop is all about.]

He trimmed 20 hours off his workweek and opened two new locations!

I recently saw Jeremy and asked how things were going. He said:

“Business is great. All three locations are growing, and I have a great team now. But the best part is I now have 20 more hours each week to spend with my wife and family. That’s made a HUGE difference in my life.”

Jeremy is just one of about 500 business owners with a story like this.

If you can relate to this story and want help systematizing your business, then join us at [Systems = Success](#) in February.

Sam Carpenter and I will be taking a group of 50 business owners through the same process Jeremy went through, except we’ll condense it into just TWO DAYS!

This event is for you if you’re the “all or nothing” type and prefer to “batch” important work like this into a couple hyper-focused days instead of spreading it out over 3-6 months.

All you have to do is click the link below to register, show up with a willingness to work and follow the steps we give you.

[CLICK HERE](#) to register now before this event sells out!

- Josh

P.S. Some people have asked, “Is it really possible to document all the systems of your *whole* business in just 2 days?” I tell them, “Of course not, but you can get the foundational architecture laid to scale your business fast as well as critical systems built in the core areas of your business, such as sales, operations, marketing, HR, and customer service. Having the structure and strategy built will get you “over the hump” so that you’ll be able to finish the rest with your team when you’re back to the home office...which is 80-90% more than most businesses ever do!” So, you will be light years ahead of your competitors by attending Systems = Success next month. [Click here](#) to register now.

Email 11 – Day 3

Theme: Increase profit

From: Sam Carpenter

Subject: Systematically improve pretax profit margin

Hi ~Contact.FirstName~,

If you have a systems mindset, then you already know your current situation is simply the result of your individual subsystems.

For example, think of your last year’s pretax profit margin. How much was that?

Let’s say it was 7%, but you’d like it to be 15%.

If you want to change the *outcome*, in this case the “pretax profit margin,” then you must first isolate and optimize the systems that contribute to that outcome.

Those systems include growth systems, like your sales and marketing system. But they also include your service and support system. One will help you make more money. The other will help you keep more of that money. (Simple I know, but stay with me...)

I know this is true, because this is exactly what I’ve done in my primary business, Centratel. Before I systematized our operations, I could barely make payroll every two weeks.

Now, in an industry known for razor-thin margins, we enjoy a +20% pretax profit margin.

[Note: At the [Systems = Success Workshop](#) next month, I'm going to take a group of 50 entrepreneurs through the same process I used to systematize my business and the businesses of nearly 500 others.]

And because our operation is based on systems, we have just a few people accomplishing a lot of work, which allows us to pay our employees high wages.

The good news is that this systems mindset approach will work for you too.

It doesn't matter who you are, what your personality type is or what kind of business you own.

It works because you're dealing with the basic truth of how the world mechanically operates.

But the hard part is doing it, right?

It's hard to "squeeze in" important work like this in a normal week.

And that's exactly why we're hosting the [Systems = Success Workshop](#).

This event is designed for you if you're a serious business owner ready to apply the Work the System Methodology in your business.

If you're done *hearing* about "how to systematize your business" and you just want to **DO IT**, click the link below to register for this life-changing event.

[CLICK HERE](#) to register now.

- Sam

P.S. We're limiting [Systems = Success](#) to just 50 serious business owners who want to go through a 2-day experience that will change the trajectory of their lives and business forever. Our goal is not to put on some hyped up event for a big crowd. Instead, we want to spend 2 action-packed days with some of the smartest, most driven entrepreneurs in the world—people who are ready to roll up their sleeves and do the important work necessary to grow and scale their businesses. If that's you, then you don't want to miss this once-in-a-lifetime opportunity!

Email 12 – Day 7

Theme: Last Chance – Ends tonight

From: Josh Fonger

Subject: Registration ends tomorrow

Hi ~Contact.FirstName~,

We're gearing up for our annual event, [Systems = Success](#), that takes place next month.

Remember, this is the only way you, or anyone else for that matter, can work with the legendary Sam Carpenter.

You will not find Sam making the rounds on the "speaker circuit." Instead, he spends his time practicing what he preaches and working the systems of his own life and business.

His main business, Centratel, only requires 1 hour a week of his time. And it's highly profitable.

So, if you want to learn from the master himself, someone who is an accomplished practitioner, not just a teacher, then this is the event for you!

And since we need to take a final head count for the event, we will be closing registration Friday at midnight PST.

So, if you want to "sneak" in before we close the doors, now is the time to register!

Remember, this event is for serious business owners who want to systematize their businesses so they can grow to the next level.

[CLICK HERE](#) to register now.

- Josh

Email 13 – Day 8

Theme: Last Chance – Ends tonight

From: Josh Fonger

Subject: Closing registration tonight

Hi ~Contact.FirstName~,

Quick reminder: we're closing registration for Systems = Success tonight at midnight PST.

So, if you've been meaning to register, now is the time to do it!

If you wait until tomorrow, it'll be too late to sign up for this life-changing event!

[CLICK HERE](#) to register now.

I look forward to seeing you next month!

- Josh