

Touch 1 Set the Stage: Tuesday 8 a.m.
Subject Line: debt is the new slavery

<NAME>,

Lot of things getting compared to slavery these days.

Obviously, most of those are not true, but the one that IS true for most brown girls like you and me is a dirty, 4-letter word: DEBT.

It keeps us at jobs we don't love, it keeps us shackled to monthly payments that take away from things we might enjoy, and it keeps us in bondage to the idea we may never get out of this hole.

Girl, it's just the worst.

Right now, though, you have a tingling inside of you— a belief.

You want to see if YOU could free yourself from drowning in debt, and actually get your financial life back on track.

It's a good thing you already downloaded my free "Demolish Debt without Sacrificing Your Lifestyle in 4 Easy Steps" checklist. It's like dipping your toes in debt-free water.

But to get serious about demolishing debt, you're gonna need the big guns that give you EVERYTHING you need to slay debt and get your life on track.

So...

Do you want to know EXACTLY what you need to do to get out of debt?

Do you want to learn about the myths of good and bad debt?

Do you want to know how to defend yourself from those aggravating debt collectors?

Do you want to know how you can save money WHILE slaying debt? (This one is huge)

If you're 100% cool with how your life is going right now, that's OK.

But if you're not ok with how your life is going and if the answer to any of those questions was yes— then you'll want to stick around for the next few days.

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Stay Tuned,

Kara

In my next email, I'm going to share MY story about the woman I once was and the one thing that changed my life for the better.

Touch 2: Checking In/High Drama

Thursday 10 a.m.

Subject Line: Time 🙌 to 🙌 Change 🙌 Your 🙌 Life

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<NAME>,

There's only thing that made the difference between the woman I once was and the woman I am today...

HUNGER

The woman I once was \$65,000 in debt.

The woman I once was struggled to stay afloat.

The woman I once was barely saved her money.

The woman I once was used to be stuck.

I used to front and pretend that I didn't really care about living a debt-free life.

I used to say, "You only live once," when I bought something I barely even wanted and definitely didn't need instead of making plans to get out of debt.

Tell me if you heard this one, "I can't afford to save right now."

Yeah, that used to be me too.

I used to tell myself, "I'm good. I don't want more or better." But deep down I knew that was a lie. But it was a lie I told myself to protect myself from failure.

Deep down, I couldn't handle another misstep, and I can't do it right, so might as well not even try.

If any of that sounds familiar, let me save you some much-needed emotional energy...

It's NEVER going to be perfect. As a financially focused brown girl, perfection is NOT the goal.

The goal is to get yourself out of debt with baby steps at the beginning and then bigger steps as you gain traction.

Let the universe know that you want to slay debt and that you're HUNGRY to do the work.

It was that hunger to change my life that got me to where I am today: debt-free with money in the bank, helping other brown girls like you get to where you want to be in your financial life.

Sis, if you're hungry and ready to move towards being that debt-free brown girl you know you were meant to be:

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Hugs,
Kara

P.S.

Stay tuned for my next email. I'm going to talk more about WHY freeing ourselves from debt is SO DANG IMPORTANT.

Touch 3: Informational/Epiphany

Friday 10 a.m.

Subject Line: Here is your answer to less stress about debt...

<NAME>,

How ya doin' this week?

Stressed?

Overwhelmed?

Can't stop thinking about those payments you still have to make even though we're in the middle of a literal pandemic?

Well, have no worries, <NAME>, you have me by your side.

I LOVE helping women like you because I was once like you... no savings, in tens of thousands of dollars in debt, just plain stuck.

And I want you to know how important it is to slay debt. Think about it: debt keeps us shackled to monthly payments and keeps us from working on other, more important aspects of our financial lives.

What if an unforeseen circumstance comes up and you can't take care of that, because your hard-earned money is going towards credit card debt?

What if you're dreaming of a tropical vacation when it's safe to travel again, but those car payments are making that beautiful sun and sandy beaches look even more far away?

Debt keeps us behind in so many ways... it ain't even fair.

If you're ready to demolish debt but not sure where to start, then set aside an afternoon just for you so you can focus on this course. Don't be overwhelmed, though.

This course will teach you that you CAN slay debt WITHOUT sacrificing your lifestyle. You can have your cake and eat it to... the bites will just be a little smaller.

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Talk soon,
Kara

P.S.

How is it going trying to slay debt on your own? If it hasn't gone how you thought it would – no shame. But it IS time to get with it. You don't have to spend another year trying to do this on your own, sis. Try my course on [Demolishing Debt, While Still Maintaining Your Lifestyle](#).

Touch 4: The One Thing - Direct Pitch/Promo Code
Sunday 8 p.m.
Subject Line: 30% OFF Your Roadmap to Slay Debt
Pre-Header: Promo Code Revealed Inside >>>

Hi <NAME>,

SURPRISE 😊

The course that's helped sisters just like you change their financial lives is OPEN for registration and NOW it's 30% off!

You'll get access to everything you need to demolish debt once-and-for-all, including:

- Why you should use your emotion when eliminating debt
- How you demolish debt on an irregular income
- How to save and slay at the same dang time

Just use code: 30PERCENTOFF (case sensitive) at checkout.

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Imagine how much freer you'll feel knowing you don't have to make those monthly payments and can focus on other things like:

- Saving for an emergency fund
- Investing and buying stocks
- Treating yourself to self-care Sunday without feeling guilty

I know you know dozens of women just like you with degrees and great jobs, but they're not struggling like they used to and like you still are. They're not any better than you, trust and believe... they just did the hard work to slay their debt.

What would slaying debt mean to you?

Hit reply and let me know 😊

Hugs,
Kara

P.S.
Seriously... I want to know. Hit that reply button, sis!

Touch 5: Testimonial/Hidden Benefits

Tuesday 8 a.m.

Subject Line: This Brown Girl Made Money Moves...

Pre-Header: doors close in 2 days

<NAME>,

Hey sis!

I've been all up in your inbox these past few days, telling you about the importance of slaying that dreadful debt dragon, and how my class, [How to Demolish Debt Like a Grown Woman](#) is your best first step to do it...

But then I realized, maybe you want to hear it from someone else who's been in your same situation.

Take Lydia, for example.

"I completed the course. I made a spreadsheet with all of my debt, and their respective interest rates, and was depressed for a hot minute.

Nevertheless, I pressed through and came up with a plan. I have 3 student loans with Discover and have been making \$1100 monthly payments, but hardly anything goes to the principal.

Since I'm on a H1B Visa, I'll have to refinance my loans instead of consolidating, but that's OK. My debt doesn't have to be with me for the next 18 years.

I appreciated the format of the course and the workbooks that make it easy to set and review my goals and create a Debt Domino plan that I can stick with. I'll surely review some of them from time to time when I need a refresher."

YASSSSS, GIRL!

I LOVE LOVE LOVE hearing from my fellow brown girls on how they were able to slay debt and get on the right financial path 😊

If that testimony inspired you to make your own money moves, don't let the work stop there.

Sign up for this course and learn what she was able to learn.

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Hugs,
Kara

P.S.

You have 2 days left to get 30% off this program designed to help you slay debt without sacrificing your lifestyle.

Touch 6: Last Chance/Close the Loop

Thursday 8 p.m.

Subject Line: FINAL REMINDER: 30% OFF ends at midnight

Pre-Header: Grab Your Promo Code

Hey <NAME>,

You there?

I've been thinking a lot about the risks we take, lately.

It's been a couple of days and you still haven't used your promo code to get 30% off *How to Demolish Debt Like a Grown Woman*.

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But I get it.

Life is full of the risks we take and the ones we DON'T take. But I'm talking about the kinds of risks we don't take.

The kind that keep us shackled to debt because taking that first step to slay debt *seems* daunting.

Hell... it *IS* daunting.

But I've done it, and so many women I've taught or coached have done it too.

Haven't you seen your friends, colleagues or cousins brag on how they made that last credit card payment?

You ever feel a little salty that someone was a little geeked on making that last car payment, while you're still stuck making payments?

Girl there is NO reason that can't be you too.

Today is the day you make that ONE decision that can either change your life or keep you on the exact same path you've been on.

So, if you ARE serious about demolishing debt...

If you ARE tired of debt keeping you in mental, emotional and financial bondage...

If you'd LOVE to go on a vacay without having to max out your credit cards...

If you WANT to protect yourself from the next possible pandemic...

Then you've gotta do something, sis.

Use Promo Code: 30PERCENTOFF (case sensitive) at checkout.

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By the end of this course, you'll know how to:

- Use the Debt Domino system to really slay through debt in less time than you probably thought possible
- Keep from going BACK INTO DEBT (don't wanna be THAT girl, now do you?)
- Keep impulse buying at bay

You deserve to live a better financial life, and the journey to that life begins with a single step.

Don't let yet another year go by without you demolishing debt.

I hope you'll join me.

Hugs,
Kara