

Case study in an email sequence

This case study email was part of a longer evergreen email sequence for this coach and course creator. I interviewed some of her successful students and included their stories in her evergreen sequence along with her stories and written in her tone and voice.

Subject line: How Jessica grew her investments to \$10k 💰

Salaams (Name),

If you're on the fence about stepping into investing in the stock market, I get it.

It can be scary.

There's SO much confusing information out there.

Well-meaning relatives relating frightening tales of those who lost all their money in the stock market!



The haram police telling you you're going to hell!! 🤖

And don't even get me started on the complex terms that those financial advisors throw at you! 🤔

Like, do they purposely want us to not understand what they are saying? 🤔

Listen sis, I get ALL of that. I was there. Hundreds of my students have been there.

I have worked with hundreds of women who come in *full of doubt*. Unsure whether it's **really** going to work for them.

And I live for the delight on their faces when things finally **start making sense**.

It's like a breath of fresh air! 💨

Ready to be inspired by Jessica's INCREDIBLE story? 🌟

Jessica Rafiq, a mom of three, had been through a divorce. Although she got happily married again, she understood the importance of having some financial security and wanted to be smarter about her finances. She wanted to be more responsible and educated about how to manage her money.

When Jessica enrolled in Confident Investor, she was already investing in stocks but making a lot of mistakes. She was constantly putting in money and taking it out, buying stocks and then selling them when she saw things going downhill - feeling anxious and confused. After going through the course, Jessica is investing more confidently and consistently and seeing steady growth in her investments.

“I was an unorganized mess,” she says. “I was constantly selling and then moving my stock to something that was you know “winning” or “getting gains”. But now, I have kept them in. And as Malak said: When they drop, look at it as being on sale and buy more if you want. And I’ve been a lot more consistent and I’m seeing growth and I’m letting it sit there, because now I feel more confident that it’s going to be ok and not to freak out about them going down. Before that I was constantly checking many times throughout the day and being like, oh my god, this stock is going down, hurry up and sell it. And I did that and I was losing money. Now, I don’t look at it that way anymore. And I just, do feel more confident.”

Jessica started off with investing \$1000 to begin and automating \$200 to go into her investments every month. After taking my Budgeting course, Jessica also started putting in any extra money she had leftover after her monthly expenses into her investments as well after keeping some in her liquid savings.

“I put a little bit in savings, but I put a lot of it in the stock market,” she says. “Just throw it in there. This, to me, is a better way to use my savings.”

“Whenever I see like a dip, I always see it come back as an increase,” Jessica shares. “Right now, because of Malak’s course, I was able to put in close to \$10,000 in the stock market because I don't sell, just keep building.”

Success like this possible for you too, (Name)!

All you have to do is get past your fears, learn the methods and start investing.

Ready to be the next Confident Investor success story?

[Join Confident Investor today.](#)

Your \$111 off is still valid for a few more days.