

BIG FISH METHOD





Or... How to
convince well
known gurus to
pay you big \$\$\$
every month

Who am I working with?



Andrew Graham is 🎉 celebrating this day with **Sam Servidio** and [3 others](#).

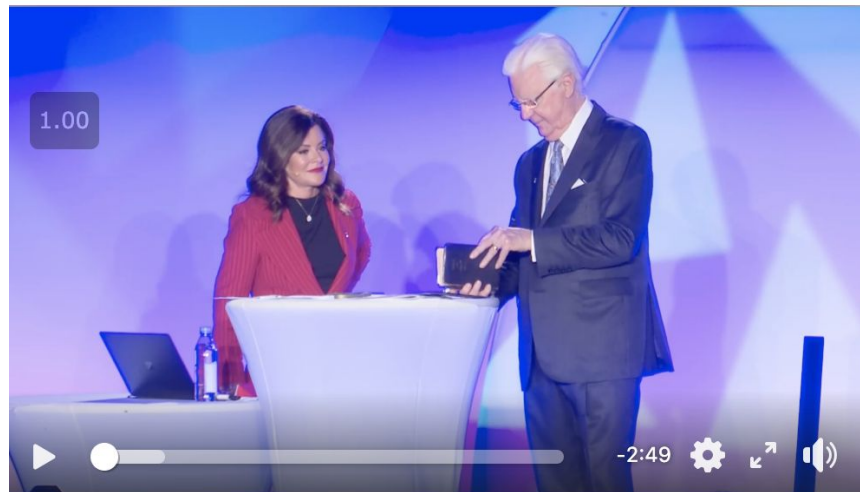
April

Brian Cassingena

Brandon Burgess

Scott Cervine

Truly an honor to be on this project with so many brilliant people! By the way, the Training Course we've ever created!
#ayearinthemaking



You, Mike J. Searles, David Schloss and 17 others

7 Comments



Like



Comment



Share



Brian Cassingena Loved working with you guys on this, Bob Proctor rocks!

Like · Reply · 3w





MARISA PEER

Best-selling **Author**, Motivational **Speaker** and
Leading Celebrity **Therapist** & Pioneering
Hypnotherapist Trainer. Voted Best Speaker at
Awesomeness Fest.

▼ Discover How ▼





Justin Brooke

January 19 at 3:24 AM · 🌐 ▼

He is a man of many many talents...

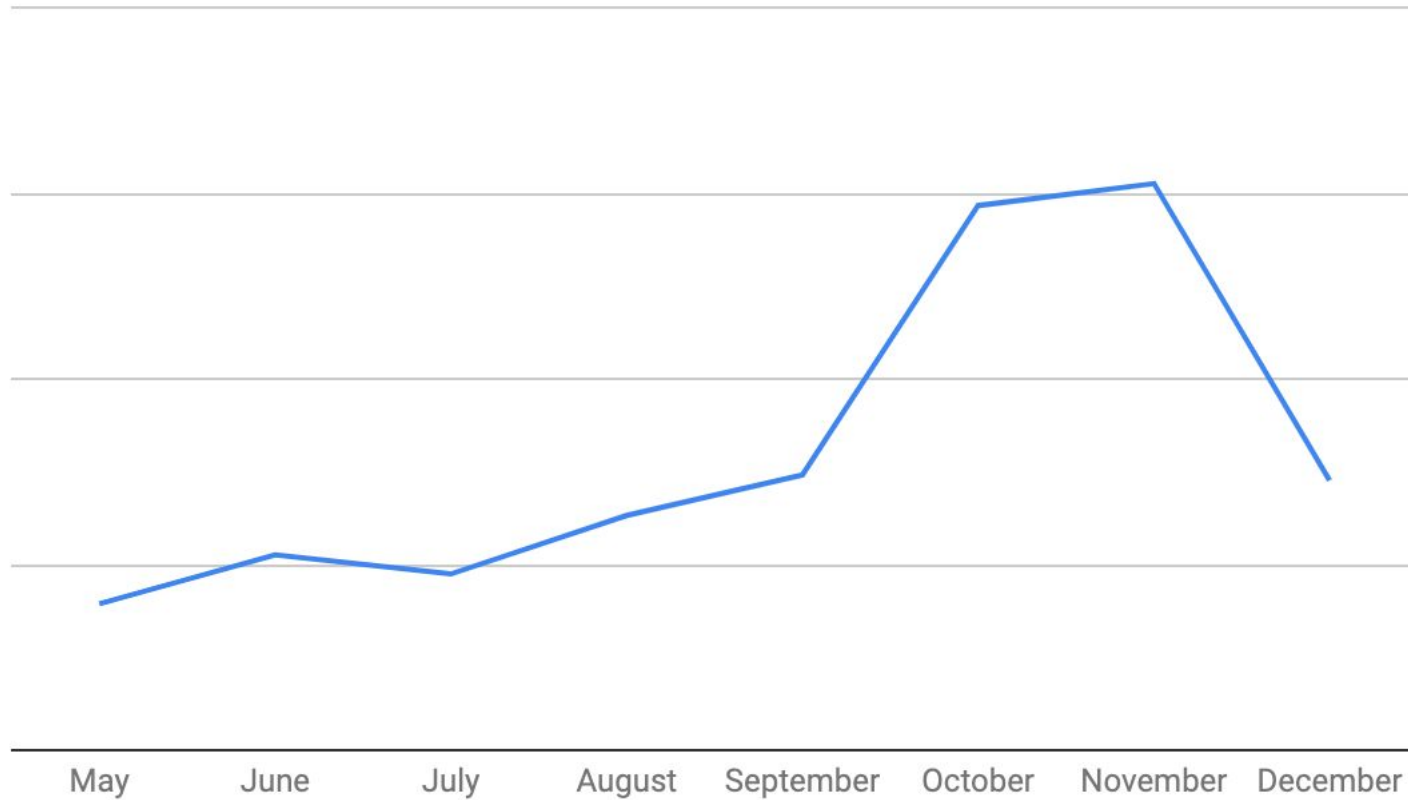
One of which is magically transforming short emails into hundreds of thousands of dollars.

Proud to announce [Brian Cassingena](#) is on the AdSkills team. I haven't written an email in months, it's all been his wordsmithing.

And boy has our bank accounts enjoyed every minute of it!

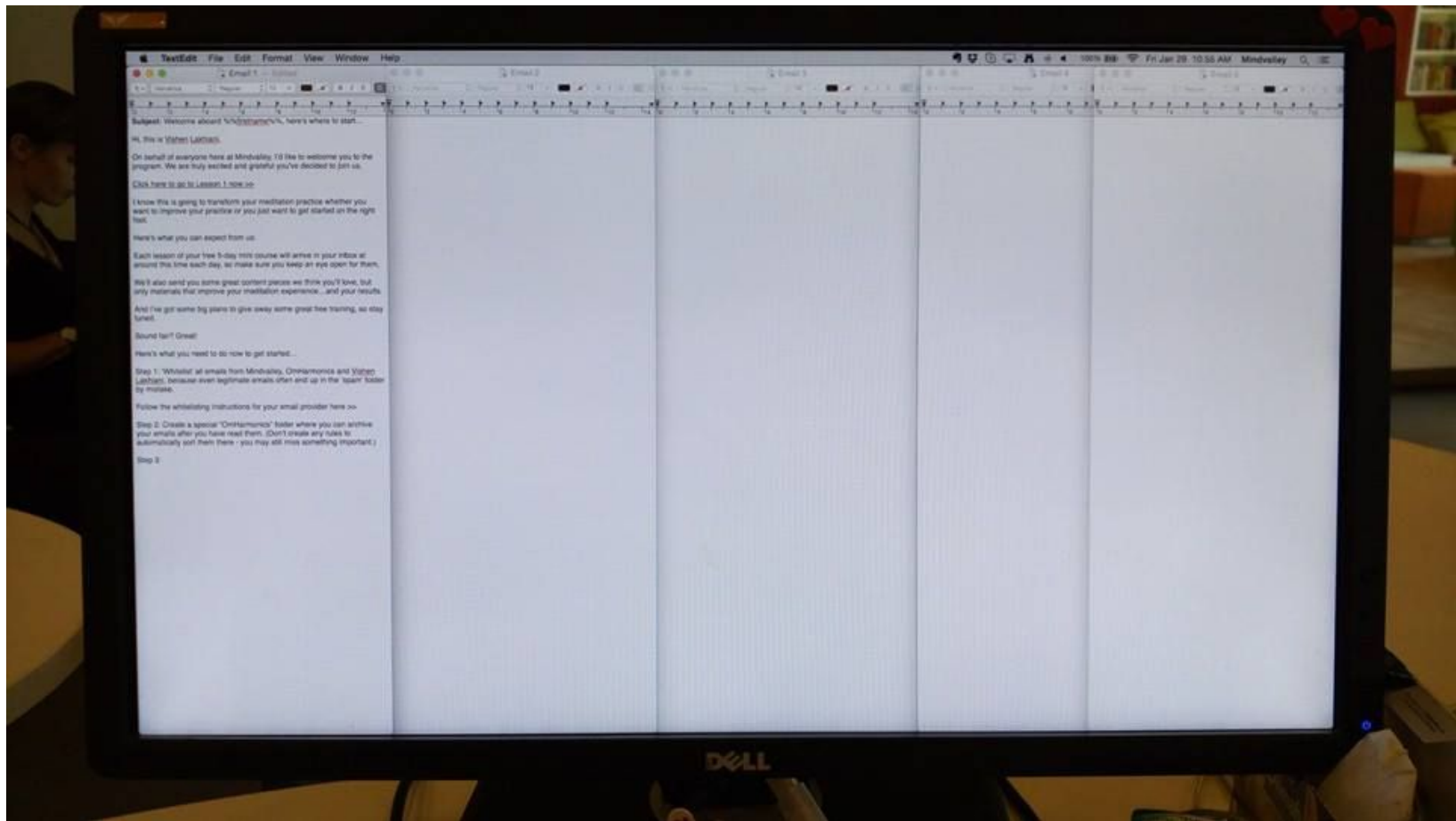
Now maybe he'll update his FB profile from "former Mindvalley guy" to "Copy Chief at AdSkills." 😊😄😁🙌❤️🙏

Revenue Per Subscriber: 2018



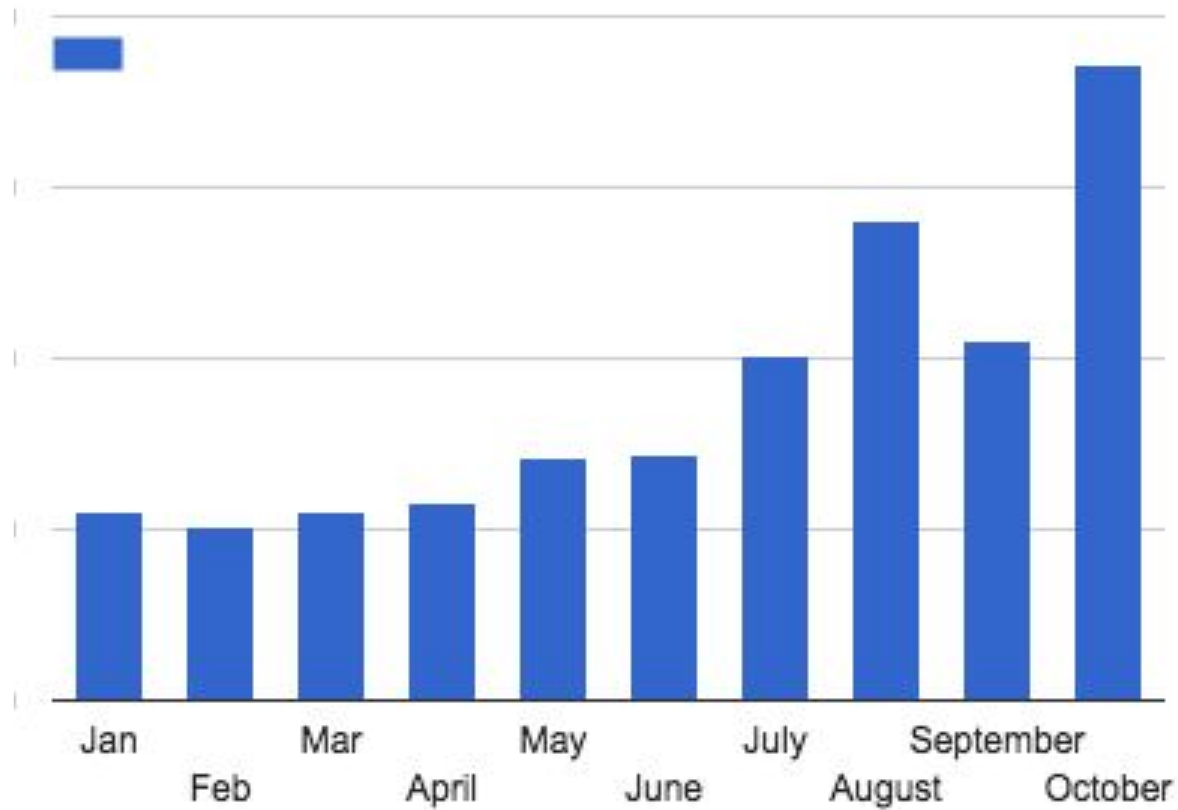
3 years writing 7-figure campaigns
for Mindvalley





Tripled automated revenue





One funnel making \$1.2M/yr





Mercifully Brief Introduction

Making money online since 2003



eBay customers asked me to write copy



Fifty Grand Challenge



The background of the entire image is a dense, chaotic shower of US dollar bills falling from the top. The bills are of various denominations, including \$100, \$50, \$20, and \$10. They are shown in various orientations, some fully visible and others partially cut off, creating a sense of motion and abundance. The bills are scattered across the entire white background, with a higher concentration towards the top and bottom edges.

\$300,000



mindvalley

My first promo...





UNCOMPROMISED
Life

WITH MARISA PEER

 **mindvalley**

10 Day Launch...



The background of the entire image is a dense, chaotic shower of US dollar bills falling from the top. The bills are of various denominations, including \$100, \$50, \$20, and \$10. They are shown in various orientations, some fully visible and others partially cut off, creating a sense of motion and abundance. The bills are scattered across the entire frame, with a higher concentration towards the top and bottom edges.

\$1.4 Million

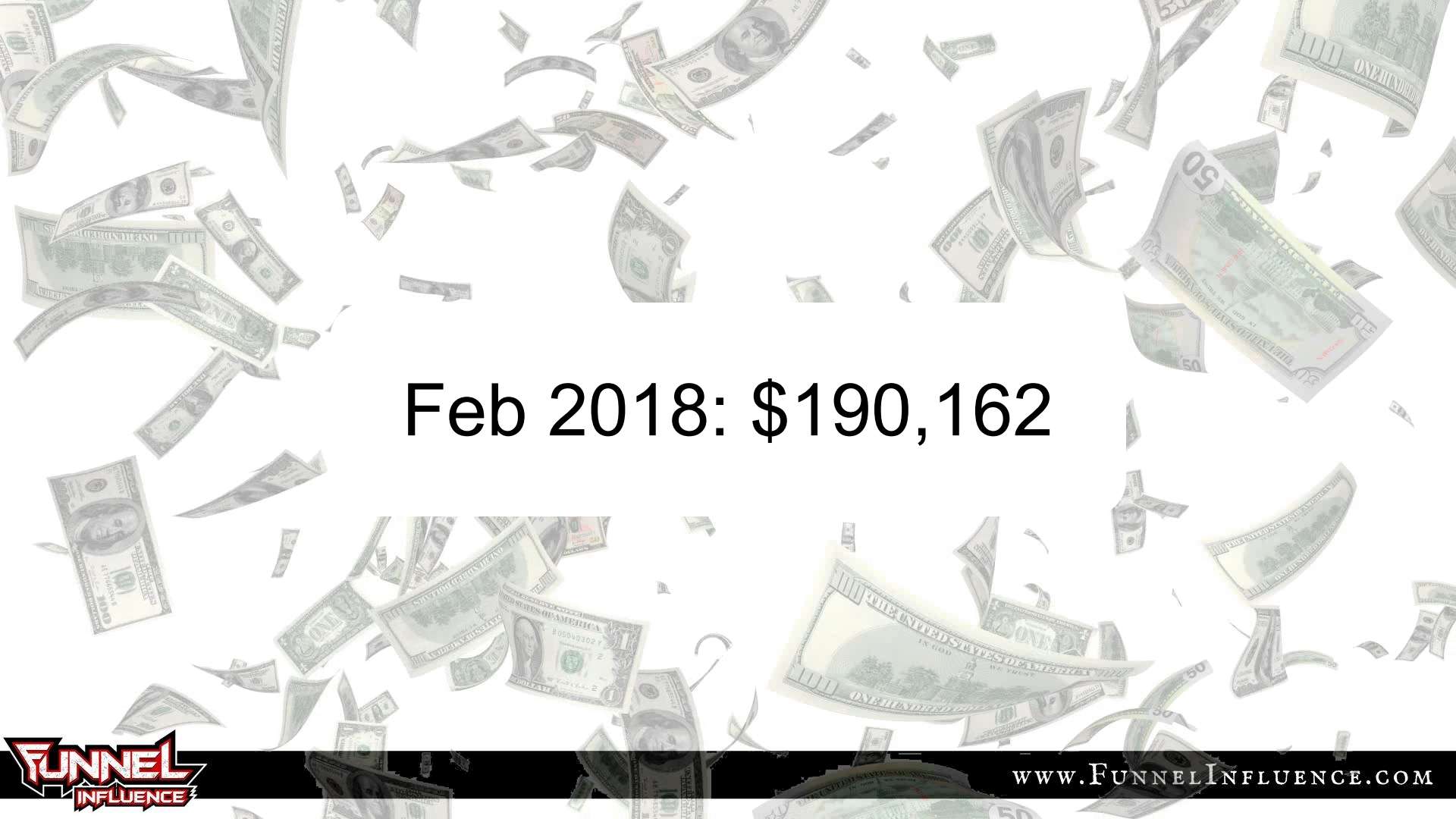
3 years later...

The background of the entire image is a dense, chaotic pattern of US dollar bills of various denominations (including \$100, \$50, \$20, and \$10) falling from the top. The bills are shown in various orientations, some fully visible and others partially cut off, creating a sense of motion and abundance. The bills are rendered in a slightly faded, semi-transparent style, allowing the text to stand out clearly.

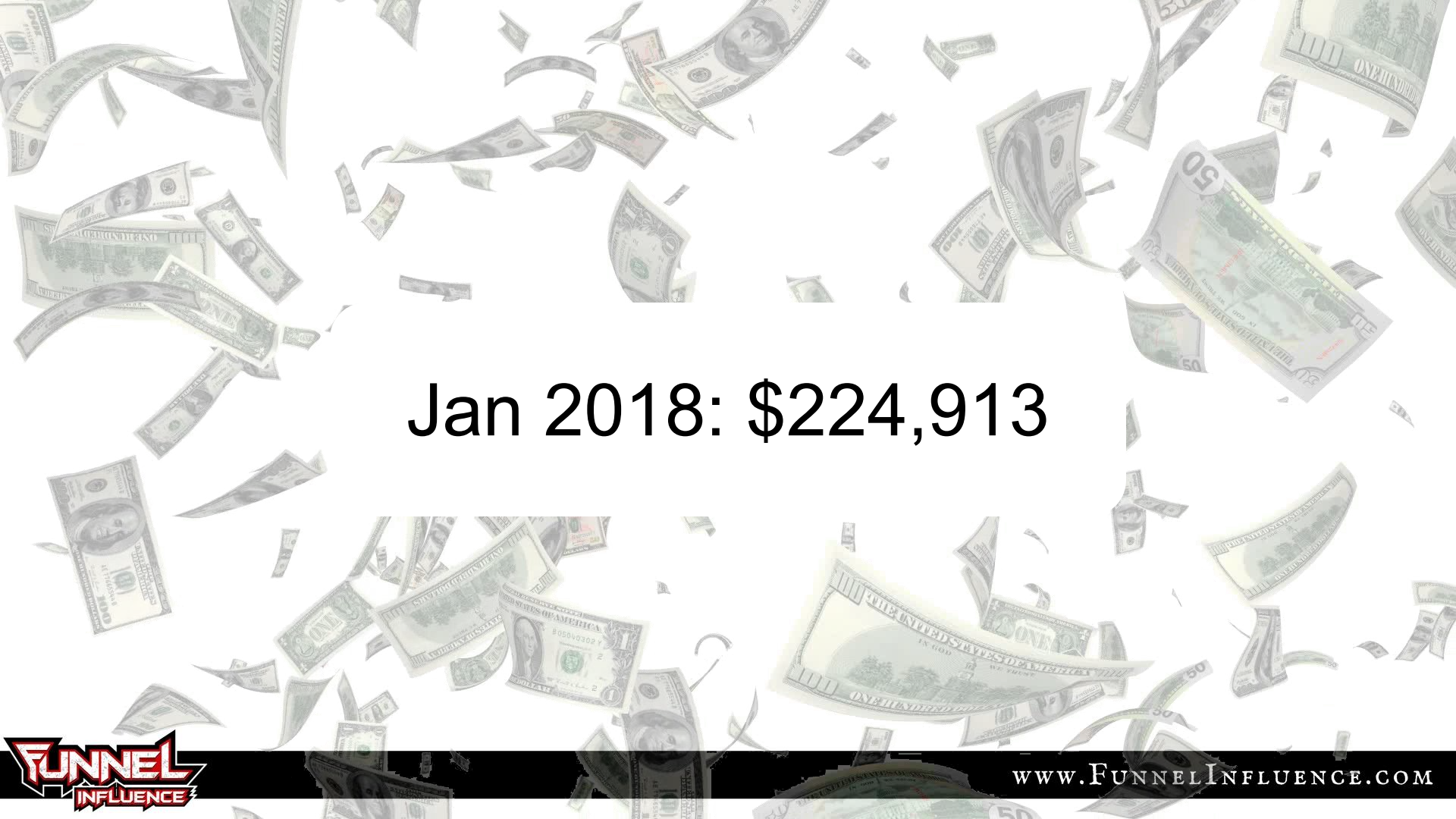
June 2018: \$690,817

The background of the entire slide is a dynamic, high-speed shot of numerous US dollar bills falling from the top. The bills are in various orientations, some fully visible and others partially cut off, creating a sense of motion and abundance. The colors of the bills (green, yellow, and white) are muted against the white background.

April 2018: \$243,053

The background of the entire image is a dense, chaotic pattern of falling US dollar bills. The bills are shown in various orientations, some fully visible and others partially cut off, creating a sense of motion and abundance. The colors of the bills (green, yellow, and white) are muted against the white background.

Feb 2018: \$190,162

The background of the entire image is a dense, chaotic pattern of falling US dollar bills. The bills are shown in various orientations, some fully visible and others partially cut off, creating a sense of motion and abundance. The colors of the bills are muted, appearing in shades of green, yellow, and grey against the white background.

Jan 2018: \$224,913

Disclaimer: You do NOT need amazing
million-dollar results behind you



Targeting Your Big Fish



My Big Fish Criteria:

#1: Must be ESTABLISHED

#2: Must be cool with their LIST

#3: Must be cool PEOPLE

Make Your Hit List



Tier 1 vs Tier 2

Getting Attention



Ryan Levesque shared a post to the group: [ASK Method Community](#).

6 hrs · 📷



We're Hiring!

Looking for a [#kickASK](#) Social Media Content Writer and Coordinator.
This is a part-time, remote position.

I'd LOVE to see some Community members apply!

Details below...



RYAN LEVESQUE

Social Media Content Writer and Coordinator

Austin · Contract

[Apply Now](#)

I barged into Vishen's office in KL & said
I wanna work with you guys

3 Pronged Approach



Prong 1: Their favorite media



Justin Brooke

May 16 at 12:54 PM · 🌐

Hey wanna build a big ass email list?

Fresh new leads daily for as little as \$5/day?

This is not clickbait, I promise. The blog post is so simple even someone who hates writing could write it.... [See More](#)



Justin Brooke

May 13 at 7:54 PM · 🌐

We've driven 13,000 miles in 5 months 💪🤖

Going to hang out up here in upstate NY for the summer. Time to slow down a bit and enjoy time with our Northern fam.



Pauline Longdon, John Belcher and 213 others

60 Comments

99.9999% of tests you
take in school mean nothing



Take In School Mean Nothing

22h



garyvee  Please please please
share with a kid you CARE -
about 

21h 515 likes Reply

— View replies (53)



kingryang  I can't stress how
real this is 

22h 524 likes Reply

— View replies (21)



990,438 views

20 HOURS AGO

Matt Furey Info-Publishing and Copywriting

Closed group



Interacting as yourself

About

Discussion

Chats

Announcements

Members

Events

Videos

Photos

Search this group

Shortcuts

Drayton Bird 83rd Bi... 7

RoiTips 5

Social Copy Secrets ... 4

Justin & Stefan Talk ... 8



Joined ▾

✓ Notifications

➦ Share

⋮ More



Write Post



Add Photo/Video



Live Video



More



Write something...



Photo/Video



Watch Party



Tag Friends



Announcements

See All (17)



Matt Furey shared a link.

Admin · April 30 at 11:24 PM

INVITE MEMBERS

+ Enter name or email address...

MEMBERS

2,791 Members



SUGGESTED MEMBERS

Hide

Friends



Dan Blinman

Invite Member



McBilly Sy

Invite Member

Use What They Use

Prong 2: BE SEEN







High Cost Activities vs Low Cost

Prong 3: SPEAK





HOME

September 2017 - Day 2

CONTENTS



1.00x

BUSINESS (CIRCLES)
PERSON (CIRCLES)
STRATEGY
WORKING STORIES
MODEL FOR 1-7
MINUTE ENERGY ONLINE

- REFINING FUNNEL
- GROWING FB
- MESSAGE

CREATIVITY
- EMAIL MARKETING BEST
PRACTICE (CRIS)
↳ BRIAN → Get sample sequence from
workman

RESULT
3

Funnel Copywriting Made Easy

32:46 43:26 1x





GDANSK, POLAND

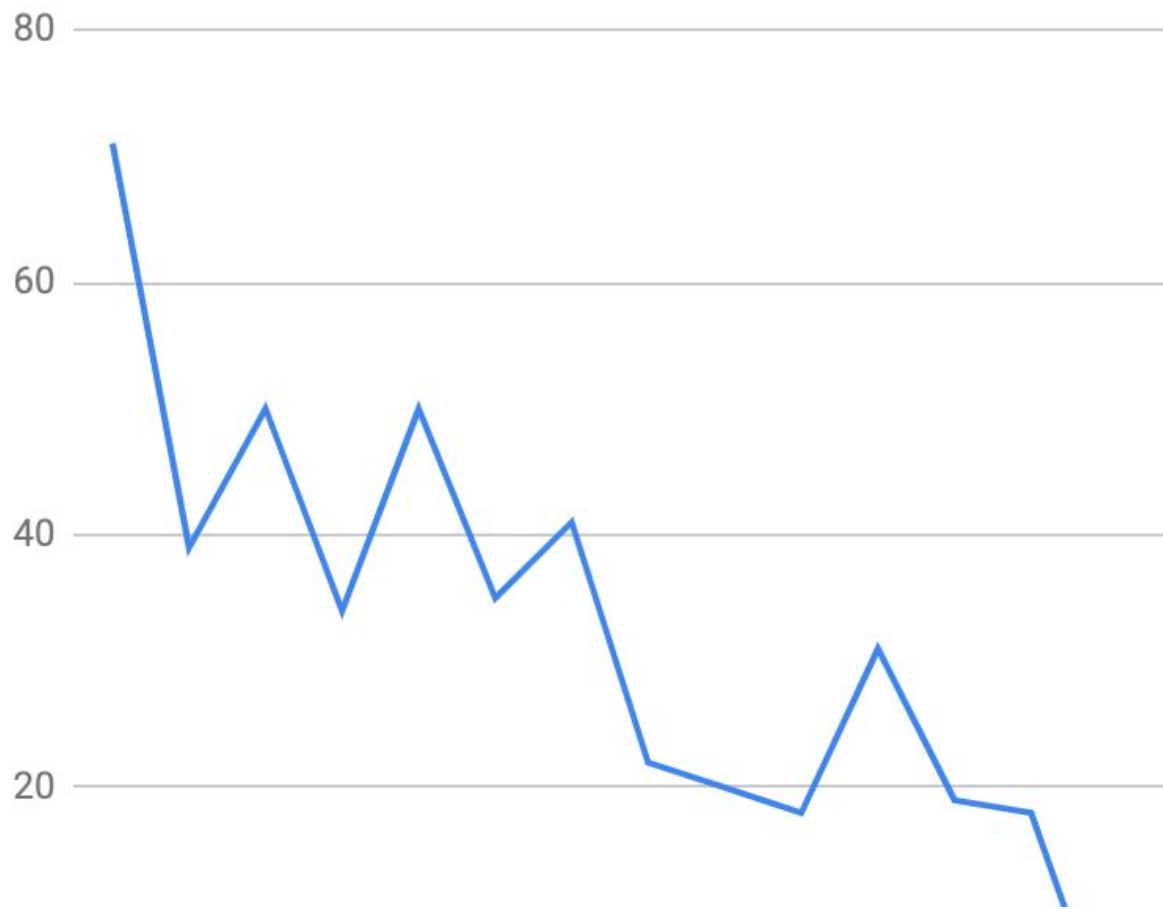
AUG 22-23-24

The Social Media Campaign



Date	Topic	Facebook URL	Numbers: 24hrs after posting				
			Likes	Comments	Shares	Follower Count	Follower Increase
25 Aug	Email marketing is dead... for YOU	https://www.facebook.com/yourtopic	71	44	3	216	-
26 Aug	You have a hidden gold mine	https://www.facebook.com/yourtopic	39	3	4	254	38
27 Aug	The counter intuitive way I reactivate email lists	https://www.facebook.com/yourtopic	50	7	4	264	10
28 Aug	Evergreen Gold Mine	https://www.facebook.com/yourtopic	34	7	3	272	8
29 Aug	Mindvalley's secret to copywriting success	https://www.facebook.com/yourtopic	50	6	4	272	0
30 Aug	Who should be writing your broadcast emails?	https://www.facebook.com/yourtopic	35	2	2	273	1
31 Aug	The Secret 5	https://www.facebook.com/yourtopic	41	5	5	290	17
1 Sep	3 mistakes of online marketing - part 1 (too many ninja tricks)	https://www.facebook.com/yourtopic	22	1	2	292	2
2 Sep	3 mistakes of online marketing - part 2 (being stupid cheap)	https://www.facebook.com/yourtopic	20	1	1	294	2
3 Sep	3 mistakes of online marketing - part 3 (Trying to reinvent the wheel)	https://www.facebook.com/yourtopic	18	0	1	295	1
4 Sep	wtf is a marketing ecosystem	https://www.facebook.com/yourtopic	31	7	1	297	2
5 Sep	Customer funnels	https://www.facebook.com/yourtopic	19	0	1	297	0
6 Sep	Email more often to reduce unsubscribes	https://www.facebook.com/yourtopic	18	0	1	297	0

Likes	Comments	Shares	Follower Count	Follower Increase
71	44	3	216	-
39	3	4	254	38
50	7	4	264	10
34	7	3	272	8
50	6	4	272	0
35	2	2	273	1
41	5	5	290	17
22	1	2	292	2
20	1	1	294	2
18	0	1	295	1
31	7	1	297	2
19	0	1	297	0
18	0	1	297	0





Same image is good for **BRANDING**

Use new image to maintain engagement

   John Cho, Evalyn Tam and 85 others

45 Comments 7 Shares



Like



Comment



Share



Paul Hoffman Awesome BC

Love · Reply · 23w



Mitch Miller Oh shit. It's begun...

Like · Reply · 23w



Malissa Lw Part 1 of 30? Legit?

Like · Reply · 23w



Brian Cassingena replied · 1 Reply



Shannon Daniels Love this

Like · Reply · 23w



Brian Cassingena replied · 1 Reply



Nix Eniego The devil has arrived. Great stuff man! Excited.





Brian Cassingena

August 29, 2018 · 🌐 ▼



>> Email resurrection - Part 2 of 30

You're holding thousands of men and women HOSTAGE right now...

OK, so yesterday we talked about the gold mine in your backyard.

In fact you've already MINED that gold.

You invested in ads, SEO, JVs, and a bunch of other strategies to excavate those precious leads, bring them into the fold and store them in your vault.

Only now... they're just sitting on a shelf.

Gathering dust.

Like some archaeological relic brought back from the jungle by Indiana Jones.



Brian Cassingena

August 30, 2018 · 🌐 ▼

>> Email resurrection - Part 3 of 30

How to reactivate your list like a GODDAMN KING (or QUEEN)

Almost everyone does this wrong.

Almost everyone blows a golden opportunity to get their list humming like it should.

Almost everyone ends up repelling more people than they attract.

Here's the thing to remember when you're reactivating a list:

You got the chance to start over with them.

First impressions count.

And believe me, if you haven't been in touch with them lately, you're making that first impression for a second time.

  52

16 Comments 5 Shares

 Like

 Comment

 Share



Samantha Justine if YOU haven't read this post by now... you should do it NOW!

Another golden nugget here [Brian Cassingena](#)!! I love this one...
... [See More](#)

Love · Reply · 22w



Brian Cassingena replied · 1 Reply



Danny Velez



Like · Reply · 22w



Kevin Kurgansky Beastly. Totally changed my perspective the first time I read it the other day. \

Love · Reply · 22w



Brian Cassingena replied · 1 Reply



Jeff Nemeth ❤️

This series is making me aroused

Like · Reply · 22w





Brian Cassingena

August 31, 2018 · 🌐 ▼



>> Email resurrection - Part 4 of 30

Imagine this scenario...

You've stormed into the middle of your email list and demanded their attention.

The weak and cowardly have scattered like roaches, while the loyal remain by your side.

Their numbers may be few, but quality is better than quantity.

So..... now what?

You want to monetize your list, right?

I do the writing-to-monetize part for a handful of clients, and it works.

You've done it yourself before.

  John Cho, Zane Loke and 40 others

19 Comments 4 Shares

 Like

 Comment

 Share



Michael Nair This is brilliant. Thanks Brian...



[Like](#) · [Reply](#) · 22w



Brian Cassingena replied · 1 Reply



Bonnie Factor Totally agree Brilliant Brian!



[Like](#) · [Reply](#) · 22w



Brian Cassingena replied · 1 Reply



Danny Velez



  Joel Sim, Eric Rollings and 53 others

14 Comments 4 Shares

 Like

 Comment

 Share

  Jaz Lai, John Cho and 34 others

8 Comments 2 Shares

 Like

 Comment

 Share

  Tyronne Ratcliff, David Hockley and 41 others

7 Comments 6 Shares

 Like

 Comment

 Share

>> Email resurrection - Part 7 of 30

Read this carefully.

For 5 smart entrepreneurs, I'm about to add hundreds of thousands, even millions of dollars to your bottom line.

Who am I to say this?

Earlier this year, a sequence I wrote 3 years ago was relaunched to the same list for like the 4th or 5th time, and it made \$690,817 in a week. In April, an email funnel I wrote, made \$243,053 directly from clicks through from those emails.

Just From The Emails.

- Imagine this scenario:

This Sunday, you get an email from me with a link to a private Google doc, and a link to a video.

That doc has your DAILY broadcast emails for the rest of the week.

The emails add massive value for your list, and get them wanting more.

They have links to your content pieces.

Links to your offers.

Because during the week I've ALSO been working with your team, strategizing campaigns and building a cohesive, thriving marketing ecosystem.

Working with them, we've already figured out what to send on which days, and who we're sending it to.

Building your relationship with your tribe.

Providing them with content they'll love you for... and offers they'll love to buy.



If we're a fit, you're getting:

- Up to 7 strategic emails per week
- Weekly campaign analysis
- Monthly strategy call to review previous month and align for this month
- I'll integrate into any metrics reporting you have - or create documents you can start using
- Copy written in your voice, aligned with your values, thought up for you.
- You're one of only 5 people who are getting this service

There's 2 basic reasons why I'm doing this now.

Firstly: It's about impacting lives. The insane revenue numbers you saw above are just the scoreboard. What this is really about is solving problems for as many people as I can. Not just pitching stuff for money. This is why I'm extremely selective about who I work with.

Here's the caveat:

Since you can imagine how time-consuming this will be for me - I can only take on 5 smart entrepreneurs who qualify in these areas:

- You have a successful business with revenue at least \$25,000 a month - and you have at least 1 or 2 offers of some kind that you could promote with the right campaign
- Your email list has at least 10,000 names on it... and you've emailed them at least once in recent memory
- You are DAMN GOOD at what you do but don't have time to sit and write email copy every day and know the value of having someone just make it happen



If all that didn't make you excited, you're probably not ready for this.

If you think email's dead and buried, and there's no such thing as 'Email Resurrection', that's OK too.

If you think you should be writing your daily emails, that's OK too - but outsourcing this is smart even if you're good at it. Vishen Lakhiani is a great example.

But when you're ready to use that resource you've got hidden away - your email list - PM me now with your serious interest, and we can discuss you becoming part of the Secret 5.



Post	Date	Topic
1	25 Aug	Email marketing is dead...
2	26 Aug	You have a hidden gold mine
3	27 Aug	The counter intuitive way I reactivate email lists
4	28 Aug	Evergreen Gold Mine
5	29 Aug	Mindvalley's secret to copywriting success
6	30 Aug	Who should be writing your broadcast emails?
7	31 Aug	The Secret 5

Justin Brooke said
“I wanna be in the secret 5”

Brad Sugars - Action International

John Davy - Marisa Peer

Bob Proctor



Getting Paid



The Track Record Issue

JB: Are you allergic to money?

DK: Keep a straight face

What's Your Value Proposition?



“Mr Guru, if I can write a bunch of emails that you send out, and it makes you \$50,000 every month, isn't that worth \$5,000 a month?”

“In fact, since you’re not emailing your list/posting on IG/whatever, every month you’re NOT doing this is costing you \$X,000. Let’s get started.”

How to leverage your new gig into fame & fortune

Tastefully

It Happens Organically

Update your FB & LinkedIn



Project Management



Email Resurrection Campaign



Share

File Edit View Insert Format Data Tools Add-ons Help [All changes saved in Drive](#)

100% \$ % .0 .00 123 Arial 10 B I S A [Grid Icon] [List Icon] [Text Color Icon] [Background Color Icon] [Link Icon] [Unlink Icon] [Table Icon] [Filter Icon] [Sum Icon]

fx

	A	B	C	D	E	F	G	H	I	J	K
1											
2		Post	Date			Topic	Facebook URL	Likes	Comments	Shares	Follower Cou
3		1	25 Aug		Attention	Email marketing is dead...	https://www.face	71	44	3	216
4		2	26 Aug		Interest	You have a hidden gold mine	https://www.face	39	3	4	254
5		3	27 Aug		Interest	The counter intuitive way I reactivate email lists	https://www.face	50	7	4	264
6		4	28 Aug		Desire	Evergreen Gold Mine	https://www.face	34	7	3	272
7		5	29 Aug		Desire	Mindvalley's secret to copywriting success	https://www.face	50	6	4	272
8		6	30 Aug		Desire	Who should be writing your broadcast emails?	https://www.face	35	2	2	273
9		7	31 Aug		Action	The Secret 5	https://www.face	41	5	5	290
10		8	1 Sep			3 mistakes of online marketing - part 1 (too many ninja tricks)	https://www.face	22	1	2	292
11		9	2 Sep			3 mistakes of online marketing - part 2 (being stupid cheap)	https://www.face	20	1	1	294
12	Email Resurrection	10	3 Sep			3 mistakes of online marketing - part 3 (Trying to reinvent the wheel)	https://www.face	18	0	1	295
13		11	4 Sep			wtf is a marketing ecosystem	https://www.face	31	7	1	297
14		12	5 Sep			Customer funnels	https://www.face	19	0	1	297
15		13	6 Sep	9 Sep		Email more often to reduce unsubscribes	https://www.face	18	0	1	297
16		14	7 Sep	10 Sep		The Secret 5: Mail daily but strategically (only if you have content team to	https://www.face	14	0	2	
17		15	8 Sep	11 Sep		Which day is the best day to send your emails?	https://www.face	13		1	
18		16	9 Sep	12 Sep		Guaranteed quick revenue boost: send an offer to your list today	https://www.face	13	1	1	
19		17	10 Sep	13 Sep		Are you in an enthusiast market or solution market? Big difference in em	https://www.face	16	8	1	
20		18	11 Sep	14 Sep		The unpalatable secret to truly great copywriting	https://www.face	17	5	1	
21		19	12 Sep	15 Sep		Get your prospect's attention : CTAs Your Audience wants to hear	https://www.face	21	6	2	
22		20	13 Sep	16 Sep		Why tracking of results is so important. When to reinvent the wheels.	https://www.face	21	1	2	
23		21	14 Sep	17 Sep		The Secret 5: Focus your marketing powers on to smaller list of people w	https://www.face	17	0	1	

Numbers: 24hrs after posting





Marisa Peer | Asset Sheet



File Edit View Insert Format Data Tools Add-ons Help Last edit was on April 18

100% \$ % .0 .00 123 Arial 12 B I S A

	A	B	C
1	 RAPID TRANSFORMATIONAL THERAPY	Project scope:	Revamp of copy for Masterclass funnel (4102)
2		Item	
3		Landing page	https://docs.google.com/document/d/1CPcniVRqXzG_8NbTRu
4		Countdown page	https://docs.google.com/document/d/1CPcniVRqXzG_8NbTRu
5	Project: Copywriting	Content Pages	https://docs.google.com/document/d/1CPcniVRqXzG_8NbTRu
6	Marisa Peer	Main Sales Copy	https://docs.google.com/document/d/1PmFaZyTD6WAqkmNW
7		Emails	https://docs.google.com/document/d/13rBvw4hd3yvuXhQ2nq8
8	Start date: 14 March 2019		
9			
10			
11			
12			
13			
14			



Boards



Funnel Influence



Funnel Influence Team

Free



Team Visible



5

Invite

Task List



97DollarFunnelReview.com

Website: EmailResurrection.com

Drayton Bird's Birthday Event Campaign

1 0/5



David Pascoe LP

Review CHOOSE book on Amazon.com

New Product: The Copy Code

Podcast Template

0/12

In Progress



Big Fish Training

1 1 3/3



EmailResurrection.com Paperback

11 1 6/8



Podcast Videos: Replace Thumbnails

Done



Funnelinfluence.com/reviews

1 2



Podcast: Angie Colee

8



Podcast: Lori Haller

3



Podcast: Justin Goff

6



New Funnel: David Caruso ICT

1 5/6



TEAM

Here's the most important thing...

They All Go LAME

The secret is...

Set the right expectations
from the start

Most important: Your Role



Will you be showing up for the weekly
Zoom call meetings?

Are you just writing, or will you be expected to implement?

Do they expect you to be 'online'
during THEIR working hours?

Money is second



Because they will pay for results

#1 Rule: Be clear from the start, and
get it in writing

- Imagine this scenario:

This Sunday, you get an email from me with a link to a private Google doc, and a link to a video.

That doc has your DAILY broadcast emails for the rest of the week.

The emails add massive value for your list, and get them wanting more.

They have links to your content pieces.

Links to your offers.

Because during the week I've ALSO been working with your team, strategizing campaigns and building a cohesive, thriving marketing ecosystem.

Working with them, we've already figured out what to send on which days, and who we're sending it to.

Building your relationship with your tribe.

Providing them with content they'll love you for... and offers they'll love to buy.

Remember This: Get clear on your role from the start, and get it in writing

Action Steps!

1 - Set your criteria

2 - Make your hit list

3 - Create your campaign

Q&A