

EMAIL RESURRECTION

Revive & Monetize Any Email List

PRAISE FOR EMAIL RESURRECTION



Konstantin Lambrechts Really enjoyed the read! Thank you Brian!

Like · Reply · 4w



Zachary J. Babcock 🍌's 1

Love · Reply · 5w

↳ [Brian Cassingena replied · 1 Reply](#)



Zachary Tan Selected 'seen first' ! ❤️ 1

Love · Reply · 5w

↳ [Brian Cassingena replied · 1 Reply](#)



BJ Phillips This is the third Email Resurrection post I've read from you and I love them! Email is my biggest fear 😬. Headed to find the other 24 hope they're still up!

Like · Reply · 5w



Shamaila Zahid Love this & couldn't agree more! Ever since I discovered Andre Chaperone, my thinking has completely changed and now it's all about quality of subscribers not quantity 🙌

Like · Reply · 5w



Nix Eniego I have a decent sized list, which I have not been using properly. Your 30 day series made me seriously reflect and now I'm gonna start tapping into it. I will share with you the results.

Like · Reply · 5w





Elisha Israel epic share as always, thank you!!



Like · Reply · 5w



Mitch Miller You could package these and sell em



Like · Reply · 5w



Nick Cownie Hey Brian. Killer post series. Do you use nested loops as well?

Like · Reply · 5w



Nix Eniego you're one of the best, 24 days of pure savagery. I read each and every post! 🙌🙌🙌 Thank you.

Love · Reply · 5w



David Hockley This one post is better than most paid courses. Loving your content.

Like · Reply · 5w



Marlon Sanders Brilliant and elegant!



Like · Reply · 5w



Elisha Israel I'll do my best 😊 by the way, the pointer about resending converting offers was huge, i sent the same email a week after and got another sales call from it and now i'm putting it into the middle of this sequence. let's see how it goes!

Love · Reply · 5w



Bob Serling Simple, brilliant strategy! Well done, I'm definitely going to test this. Right after I build my next 186 step funnel, sales page, upsell, downsell, begging and pleading system, that is 😊

Like · Reply · 5w



Bryan Rider I should probably take you guys out to dinner for all the free money you've help me create 🙏😂

Like · Reply · 6w



Steve Roller Great stuff, **Brian**. Thanks.

Like · Reply · 6w



Mitch Miller Your posts are so sick, I called an ambulance

Love · Reply · 6w



Gin Ng Khin Wee This is mind blowing! 👍 1

Like · Reply · 6w



Svetoslav Dimitrov Epic post, Brian, love it, will implement it in my e-mail strategy! Thanks!

Like · Reply · 5w





"Brian Cassingena is the first person I use when it comes to turning words into cash for my own copywriting clients"

Over the years I have personally trained several copywriting proteges in the art of the prodigious power of words. Many apply and very few get accepted. Brian is a class, savvy writer and truly understands what it takes to create a sales messages for you which ignites your sales - FAST!

When you want to hit a home run with your next sales letter, advert or email sales copy, do yourself a favor and invest in Brian . . . let him loose on your project because he has the ability to turn lemons in lemonade for you.

*Trevor 'ToeCracker' Crook
Copywriter and International Public Speaker*

<http://www.TrevorCrookBlog.com>

*P.S. I know each and every time Brian
writes for me or one of my clients
. . . it's going to be a home run!*

"6 Figure Payday From A FREE Event!"

I hired Brian to write the sales copy for our V.I.P. 'upsell'page for the seminar with Dr John De Martini, World Internet Summit co-founder Bret McFall and international adventurer Nik Halik ...and we were blown away with the result! Writing just one piece of the puzzle, the upsell page, (remember this seminar was a free event...), enough people bought the V.I.P. package right there and then to give me a 6 figure payday!

*John Anderson
Seminar Promoter
Sydney, Australia*

"\$10,000 In Sales In A Month And Still Counting"

"Brian created an eBay listing for Personalised Chocolates 4U and we put it up to sell our information packs on eBay. We had sold a number of those packs before we realised that we'd only put up half the listing - *we missed out half the copy and people still bought!*

And when we put up the entire listing, well now we've sold 38 packs, and from that information pack, we've subsequently sold 5 franchises for a total of \$10,000! All this in only 1 month, and there's no reason why this is going to change anytime soon. Thanks Brian!"

Troy Patching
Head Business Coach
Personalised Chocolates 4U

"219 Responses From 647 Faxes – a 33.85% Response"

"After struggling to find a marketing method that actually works, I've finally found it! Brian Cassingena, he's the guy you need to write your stuff. He wrote my sales letter, ads, set up my website designed the strategy.

I've just been amazed at how easily this emotional direct response marketing works and *how many clients have called me!* I sent out a retiree ad via fax to 647 people and have already received 219 requests for the report and of these we have made appointments.

What is so great about using the free report method is that the ground work is already done for you. After the prospects have read the report they are calling up desperate to make an appointment and to get more information! This style of marketing really works"

Glenn Korn
Korncorp Konsulting
Sydney, NSW
<http://www.supersolutions.net>

“...It Will Beat Our Control”

“Brian is quite possibly THE most talented copywriter I’ve ever worked with for less than \$10,000. I guarantee you will be rushing to test his copy and from what I can tell, it will beat our control. The man has obviously spent a number of years honing his craft and learning from the masters, because it showed throughout the copy. Our company will no longer be searching for a copywriter to help launch products, we have FOUND HIM. I suggest you book your project fast before we keep him so busy he couldn’t dream of taking on new clients.

Chris Barnard

Marketing Director for Jay Geier

#1 Marketing Consultant to US Dentists

May 26 2014

“I Cannot Recommend Brian Strongly Enough For All Your Marketing Problems”

"I was skeptical at first about all this ebay marketing stuff, I thought eBay was a place to buy weird items and used clothing. But Brian's eBay SuperSeller System really opened my eyes about attracting new customers into my business automatically, and making money while I sleep.

Now I can use ebay to *bring in new clients from around the world and get paid while doing it* instead of paying hundreds for advertising that doesn't even work. His marketing style creates a sale where there was none to be had and this system not only lays out all the facts but even gives you instant tools to get started with none of the work effort or creativity you expect from other business models. I cannot recommend Brian strongly enough for all your marketing problems."

Helen Shao

Fiducian Financial Services Sydney, Aust

fiducianfs.com.au

The Sales Letter Is Converting At 8.29% . . . In A 'Weird' Little Niche

I found Brian and got him to write the sales letter for DogBreedingAcademy.com. And even without much promotion, sales are coming in and the sales letters is converting at 8.29% . . . in a 'weired' little niche . . . even though the letter had to be 'toned down' to suit Google Adwords and Clickbank!

Louie Alcantara

DogBreedingAcademy.com

"Brian's pack explains very clearly how to apply principles of direct response marketing. The audio CDs make it easy to listen through the content and, as someone very new to eBay, I got lots of good tips out of it which I will soon be putting into practice"

Stuart Dawson, Ph.D.

"Burn Your Way To Millions", VIC

"Quickest and Easiest Way To Automate Your Business"

"If you are selling digital products and don't want to keep emailing your products, then you must get Brian's product. It's the *quickest and easiest* way to automate your business. Brian will show you how to eliminate the frustrations and save lots of money with digital downloads. Packed with great selling and marketing information, grab this bargain before he raises the price."

Chen Tay

Chiropractor & Consultant, Ballina, NSW

"The Best Thing I Ever Bought On Ebay!"

"..An Absolute Must For Anyone Thinking About Starting An Online Business. It's Worth 10 Times More Than I Paid For It. There's Real Gems In There, Not Just Empty Promises. An Absolute Gem!"

Jason Benson

"Don't risk losing your Customers, invest in Brian Cassingena's Manual before your competitors do!"

Chris Carr
1800instruments.com



“Converting At 25% – Nearly \$1,000 in 2 Days”

I used your letter, it was converting at 5% initially, and then the trial offer was converting at 20% before the economy completely tanked. The ezine ad you wrote was very effective, and that coupled with the sales letter (no pre-selling through autoresponder) brought in nearly \$1,000 in 2 days from a single highly targeted JV.

Chris Cade
spiritualgrowthwriting.com

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<https://www.Funnelinfluence.com>

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Go to <https://www.emailresurrection.com>

Quantity sales. Special discounts are available on quantity purchases by corporations, associations, and others. For details, contact the publisher at the address above.

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FOREWORD BY MITCH MILLER

Email is dead.

Gone are the days you could spam people and make free money.

Gone are the days where you didn't have to have any particular talent to make money by following up with email.

These days everyone talks to each other on social media, almost nobody uses email anymore.

Email is dead.

At least, that's what they say.

But who are "they?"

They obviously don't know about the 74 trillion emails sent in 2017.

They also didn't get the memo about how people send and receive 281 billion emails to each other every single day.

These smart guys telling you email is dead obviously didn't do their research to know that by the time you read this book, there will be over 3.8 billion email users worldwide.

Doesn't look too dead to me.

To a hammer, everything looks like a nail. These marketing experts can't see past their own niche biases, and that's fine.

We'll keep it our little secret: that email marketing can still make you millions.

How do I know?

Brian is my personal friend. I've watched him write an email, send it, and tens of thousands pour in, in minutes.

I've seen him make magic at the company Mindvalley, pulling insane numbers with his email campaigns. The dude is a marketing veteran, and knows how to predictably turn words into money.

Go ask the most successful Internet marketers, what the main sales conversion tool is for their businesses. 9 out of 10 will say its still email.

Just because people might be sleeping on email, doesn't mean it's dead. Not only is it not dead, it might just be your best chance...

This book will be a lifesaver for many businesses. It's a way to unlock hidden and dormant profits just sitting there begging to be had. No joke, Brian is handing you money here. Use it, then thank him for changing your life.

INTRODUCTION:

EMAIL MARKETING IS DEAD

Like Mitch said... email marketing is DEADDD.

Don't bother emailing your list. They're just waiting to hit that SPAM button.

It's big, obvious and right next to the delete button - so damn easy to report your email to The Internet Police.

Because they don't want to hear from you.

And they sure as hell aren't buying your stuff.

They only signed up to get some free 'thing'.

And now, when you dare to add another email to their inbox, they are almost certain to ignore it at best - and cause trouble for you at worst.

In a world of apps, browser notifications, Instagram TV and Whatsapp payments, why the hell would you think that sending an email would make you money?

What makes you think your little message will stand out from the crowd?

Why would you think it's even worth the effort?

But...

What if all that is wrong?

What if you could click send, and get money?

What if all it took was a few paragraphs of copy, an email platform, and you could build a \$30 Million dollar business?

...and along the way, lay waste to those who doubted you.

Those who drank the kool-aid of email-is-dead thinking.

Those who stacked all their eggs in the social media basket, leaving their email list to gather dust on a shelf.

Or worse still... failed to build a list at all.

If you're still with me - you don't need me to reveal the truth like a Vegas magician, pulling back his curtain to reveal the fact that email marketing is NOT dead.

Far from it.

You KNOW this - yet you're not making sales from your list.

Why?

Why do some businesses make millions per year with email, while you ride the rollercoaster of launches & expensive paid ads?

How can I write a bunch of words that makes \$690,817 in a week, promoting a far-too-often-relaunched program, while your team is focused on making Instagram TV pay off.

And they should - but not at the expense of the most valuable and effective and absolutely 1,000% proven marketing media you have at your disposal.

You have a goldmine in your backyard.

But even that's not accurate...

You have a fucking gold VAULT in your backyard.

No need for a shovel - just walk in, grab a couple bars off the shelf, and make bank.

It's all right there - but you're off hustling up the next deal. Admirable - and profitable... but if you've already done the mining, if your gold bars are just sitting

there, waiting to be picked up, it doesn't make sense to drop everything and start digging another mine next door.

If this sounds like you - stay tuned.

In this book we'll start working on your gold bar extraction machine.

CHAPTER 1:

THE GOLDMINE IN YOUR BACKYARD

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

OK, so we're talking 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.

But even THAT'S not entirely accurate...

Because these leads aren't historical artifacts, or precious metals, slowly growing in value as they sit there.

They are living, breathing, human beings.

They're not long term buy-and-hold assets. They're more like a fresh, hot steak dinner, cooked to the perfect temperature. The longer you leave your meal, the colder it gets.

Ironically, you would be better off if you bought REAL gold bars, and put them in an actual vault.

So you've got a bunch of real live human beings. With thoughts. And feelings. Emotions.

People looking for a solution to their problem.

And YOU could be the best - or the only - solution they've got.

You might be their only ticket out of whatever's troubling them.

So the first part of Email Resurrection is to release your hostages.

Throw open the doors and stand out of the way.

Because once unleashed, the power and fury of the outpouring will astound you.

And the longer they've been there... the longer they've been waiting for your solution... the more ferocious they'll be about hunting down the solution to their problem.

This is where the biggest opportunity of your career is.

It's not hype.

It's just reality.

This is the first hurdle to get over - the blocker many entrepreneurs have, the one that says "I shouldn't mail my list today because I might offend or annoy them".

The biggest thing in the way of unleashing this torrent of sales is your mindset about your list.

This is the secret to building a successful online business:

>> Step 1: Build list.

>> Step 2: Mail list.

You already did step 1.

Hopefully you're still doing it.

It's time for Step 2.

Provide the solutions your audience is so desperately looking for.

Don't hold back.

Be bold.

Be daring.

If you have content, send it.

If you have offers, send those too.

Even if you have neither, send something.

Write something.

Offer something to your list.

Anything but... nothing.

You have more power than you give yourself credit for.

In Chapter 2 we're going to talk about the Actual Moment Of Resurrection for your email list.

How you revive a dead or dying list.

The way I do it for my paying clients is 100% the complete opposite from what just about every other marketing guru advises.

This is why... it'll work for you.

CHAPTER 2:

HOW TO RESURRECT AN EMAIL LIST

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.

Hell, if you haven't mailed them for a WEEK, they've forgotten about you.

Because they're just as busy as you and me. They have lives. They have work. They have parking lots to navigate, kids to pick up from school, teams to manage, taxes to pay.

So getting another email in their inbox is not something they dream about at night.

This is why you have to get this right.

Here's a typical "reactivation" email:

"Hey, oh gee I'm real sorry I haven't sent you anything lately, I done messed up, I know you been waiting for my stuff would you please forgive me and if it's ok, with your kind

permission, I'll just send 1 email now and wait a month and if nobody throws a brick through my window I'll send another one and maybe another one the next week..."

That's what most marketing 'gurus' tell you to do. Be all apologetic, take responsibility and promise to be a good little boy or girl from now on.

But it's the WORST positioning of all.

Newsflash: THEY DIDN'T MISS YOU.

They didn't think "Hey, where's Jeff's email this morning - I hope he's OK? Better call 911".

Remember how I said your leads have lives of their own?

They were off living them.

While you were living yours.

We talk about cutting through the clutter - but how do you actually do it?

You do it by hitting them hard.

Make the decision - and then get stuck into them.

Send em the best you got. And plenty of it.

Your best content.

Your highest converting offers.

And here's the secret to reducing spam complaints - have a big fat UNSUBSCRIBE button in your email, and mention it in the copy.

If you have the balls... put the button near the top of the email.

Because you want to make it as brain-dead simple to unsubscribe as possible - instead of having them hit the spam button.

The pro email marketer knows that unsubscribes are not only expected - they're GREAT.

Because those people were never a fit for you anyway.

Sure, you probably paid a fair bit of money for those clicks. Invested months in SEO. That's all fair enough, but if they're no longer interested, the best copy in the world won't resurrect them.

This is why everybody shies away from it.

Nobody wants unsubscribes.

But they're missing the point, right?

You're shaking the tree.

See what falls out.

Better to shake it HARD, you might find something really interesting falls out.

One client this past year insisted on the softly-softly approach.

Cause their list is "different", they're "professionals".

Against my advice, they wrote some emails, to a segment of their list who hadn't opened an email for at least 6 months.

Their open rate: 0.2%.

See, they didn't even LEARN anything. Except maybe that sending boring emails to people who aren't interested... is a waste of time.

YOU learned something though.

Because you showed em who's boss.

It's not a power play.

It's positioning...

The man at the top of the mountain does not ask permission to dispense advice.

When you go see him, you're getting his best stuff, and you listen until he's done.

With your list, you want to be decisive.

Some will unsubscribe.

Great!

A few might report you.

Comes with the territory.

And then, some will engage, open, click and buy your stuff.

Because whatever problem they had, that they signed up for your list initially, hasn't mysteriously disappeared.

Most of all, don't try to sneak back in under cover of darkness, trying to subtly start emailing again.

Announce your triumphant return with a King's fanfare, trumpets blaring, red carpet rolled out.

Now that you've gone through that process and you're the KING of an active list... what now?

In Chapter 3 we'll talk about the mysterious, dark art of sending an actual OFFER to your list... how to do it without being spammy or weird.

And how to have them thank you for sending it.

CHAPTER 3:

THE GREAT EVERGREEN GOLD MINE

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.

I bet you probably had some of the biggest revenue days in your business, by simply sending out a few emails.

What you got there... is an asset.

A living, breathing, restless, fluid, ever-changing asset you can leverage.

Many entrepreneurs have made millions from their lists - and are still doing so.

If you're making good money with promos, then great - but I'm gonna show you how to turn that list into the bottomless gold mine the gurus promised you it would be.

There's two basic types of marketing campaign:

One: The Launch or Promo, where you go all-out for a relatively short time, promote something to a group of people, make some money, and then it's over.

Two: Evergreen, a more steady campaign type where you set up systems to automatically bring offers in front of a group of people, to generate consistent sales.

Most marketers think both these types are mutually exclusive.

After you read this, you'll know better.

You'll be able to combine them, and like an Alchemist from the days of old, produce gold.

It all starts in the most boring, mundane way possible: with your CALENDAR.

If you're good at creating systems for your business, this will be easy.

If not, well, it's still pretty easy, and you could even outsource it.

Step 1. Grab your calendar, printed or electronic, and pick a date.

It can be any date.

There's no 'magical day' of the week where every business gets best results.

Typically, Tuesday-Thursday has proven to be the best days to mail business owners... but if you do that, you'll arrive in their inbox at the same time as every other internet marketer.

That's not how you stand out from the crowd.

But it's your call, it can - and should - work.

So we're mailing. But what, and when?

The first part's easy.

Step 2: You got offers... pick one.

It's best if you haven't mailed for this offer for a while, but here's what most entrepreneurs have to get over:

Most of your list has NOT SEEN THIS OFFER.

This is the case in every business - think about it, if you get 20% open rates on your broadcast emails, you're doing pretty well.

That leaves 80% of your list who DID NOT OPEN THAT EMAIL.

And while there's always a hyper-responsive segment of your list who opens everything... chances are that many of the people who open today's email, have not opened an email from you for a while.

The average person has a stack of unread email in their inbox.

It often just gets deleted in bulk, without a second glance.

As a busy entrepreneur, I bet you can relate.

We just don't have the time to waste on poring over every message that comes in.

So every email is seen by a fresh set of eyes.

And with the people who read all your emails - guess what?

THEY DON'T CARE THAT YOU MAILED AGAIN FOR THAT OFFER.

That's why they're your hyper-responsives - they love your stuff and buy everything you have for sale.

Unless you hammer them with offers like a battering ram at the castle gates, they're cool with it.

So that's yet another mindset thing us entrepreneurs need to get over - send more offers.

The #1 quick fix to almost every marketer's problems is that they're just not sending enough offers.

They're not asking for money often enough.

This is where the Evergreen Gold Mine really helps.

Because you're not just gonna pick 1 day to mail.

We're gonna make it a campaign.

We're gonna choose a starting date, set things in motion, and pick an end date to cut off the promo.

That's your scarcity of course.

All your pre-promo emails are scheduled. Whether they're promoting a webinar, or a PLF style launch, or something else.

Then your webinar airs, or your cart opens, and sales come in.

And after that, a few more scheduled emails to pick up the sales from those who need more time or info.

Your list will love it.

They'll play right along as if it was live.

We never said it wasn't.

But...

We never said it WAS live either - it's too easy to find out the truth, and get slammed for it, in this age of social media.

Today's platforms make Evergreen Gold Mines easy.

You already got the autoresponder. You probably even have the webinar platform. Hell, you can put a video on a page and call it a webinar if you want, imperfect action beats meditation anyday.

I am 99% certain your team can handle this, even though I've never met them.

Once you've got these systems in place, you can have your team set them pretty much on autopilot, and with minimal course corrections along the way, they'll keep working that list for you, extracting the gold and making you rich.

And if you're smart enough to have read this far, then I like you.

You got what it takes to do this.

But if you'd rather focus on running your business, and let me take care of the writing, that's a possibility I'm willing to consider.

For now, follow the above instructions for building out your Evergreen Gold Mine.

If you really get stuck, PM me.

Because I've set up many of these campaigns, written the copy, done all that for a bunch of 6 & 7 figure campaigns with Mindvalley over the past few years.

So in Chapter 5 I'm going to give YOU the secret to Mindvalley's copywriting success.

The reason why our customers become raving fans and how direct response marketing has boosted the Mindvalley brand to the top of the industry.

If you have a business you want to take to the next level, do not miss it.

CHAPTER 4:

MINDVALLEY'S SECRET TO COPYWRITING SUCCESS

I'm about to reveal the secret behind Mindvalley's massive success in the personal development niche.

It's not what you expect.

There's no 'secret headline formula' or super-effective cart page design.

It's actually pretty simple.

Anybody can do this.

I do this for the clients who I write emails for. And I can do the same for you.

However it's simple to do this yourself.

In fact, it's so simple, there's a real risk of you dismissing it altogether.

You might think 'Oh, it couldn't be that simple...'.

But it is.

And when you think about it... there's power in simplicity.

We've tested funky funnel automations and behavioral-triggered campaigns.

But nothing beats the power of simplicity.

Because it's kind of hard to screw up. You just do it... and it's there.

The secret to Mindvalley's copywriting success is...

Systems Of Copywriting.

Here's what that means...

If you're a freelance copywriter, every client you write for is different in some way.

But if you're writing for Mindvalley - and I used to write for them full time - you have an advantage where you are writing mostly for a very similar audience... but with the same values that Mindvalley wants to represent.

The same brand image we want to convey.

The same kinds of offers we know our buyers like to buy.

The same modalities of content we know they like to consume.

So while for general copywriting, you can come up with a system for serving a lot of different clients, and Mindvalley we have Systems Of Copywriting which are very narrowly defined.

For example, while there are several customer avatars, in general we are writing to one avatar that's well defined and documented.

That's your first system right there - who among us can say their customer avatar is documented in any meaningful way?

Then there's sales page layouts.

If you're on Mindvalley's list, you will soon see a number of different offers.

Don't get pissed that you're being sold to. That's an amateur marketer's emotional reaction to their own shortcomings.

Pay attention to the campaigns.

Save the URLs.

Read the copy!

You might notice that all our sales pages are laid out in an extremely similar design.

There's the headline section, usually with VSL, then the lead, then benefits, course modules, guarantee and many others.

So if we go to write a sales page, we don't have to figure out from scratch what section we want to put where.

It's like my product: Instant Copy Templates.

It's fill-in-the-blanks, paint-by-numbers easy.

This way, you get to save your precious brainpower for how you're going to best convince your reader to part with their hard-earned cash today.

But if we're talking about email copywriting - it's exactly the same. I know what to put in an email, and where, for maximum profit.

New campaign structures are always somewhat based on the standard that we have.

Because the standard WORKS.

Our customer service team deals with hundreds, if not thousands of helpdesk tickets a day.

You know what they don't get...?

Complaints about this month's sales page LOOKING THE SAME AS THE LAST ONE!

This allows us to make our copywriting process ultra-efficient.

Because look at the facts: COPYWRITING IS TIME CONSUMING.

If we always wrote each page from scratch - we'd turn out around 10% of the campaigns that we do.

It's also great for copywriters to learn how to write campaigns that work. I've seen people start from scratch and become superstar copywriters in their own right, like my

bro Sam Clitheroe.

Ask your copywriter this question.

What SYSTEMS OF COPYWRITING do you have in place, to ensure that I get to launch a good campaign in a reasonable amount of time, and that I can do the same thing next month, or even next week?

Because the more offers you make, the more sales you get.

Simple.

In Chapter 6 I'll shatter a HUGE stupid email copywriting myth which keeps you stuck where you are - you're making money - but you're leaving soooooo much more on the table.

Let me help you gather it up and deposit it into your bank account, like I do for a handful of smart clients.

CHAPTER 5:

WHO SHOULD BE WRITING YOUR BROADCAST EMAILS?

If you're personally writing the daily emails for your own 7-figure business, it's costing you hundreds of thousands of dollars per year... possibly millions.

STOP DOING THAT.

It's restricting the freedom you have to run a business that suits your lifestyle.

It's taking some of the food out of the mouths of everybody who your business supports - not just family & loved ones... but also your employees, your suppliers, your partners.

Everybody around you who is affected by you having less money to spend.

Here's where this comes from...

For the last 3 years, I've I worked closely with Mindvalley CEO Vishen Lakhiani.

And over the years I've worked with him on a bunch of launches, campaigns and promos.

Here's something a lot of marketers don't know: Vishen is a great copywriter himself.

He's been to all the seminars, written a bunch of copy over the years.

He knows exactly how to write for Mindvalley's audience.

But he doesn't write the sales copy for the company.

He may make some tweaks here or there, but that's about it.

He works ON the business, not IN IT.

>> You don't see Elon Musk bolting Tesla cars together.

>> Bill Gates is not writing the code for the next version of windows.

>> Go on a tour of an Amazon warehouse - if you see Jeff Bezos mailing out boxes of stuff, I'll give you a million bucks.

It's a lesson I ignored for the longest time.

But when I understood this... everything changed.

Many entrepreneurs go through the same thing.

Earlier this century, Vishen wrote the copy, and even the eBook for a product based on the meditation classes he was teaching in NYC.

It was Mindvalley's first ever product.

Just like every entrepreneur before they have their teams, he did everything, and got the business off the ground.

Then... he started hiring.

Built the Mindvalley team.

A team which now makes him millions of dollars a year.

But none of this would be possible if he still wrote all the copy.

It couldn't happen if he personally had to put up a WordPress site, record a webinar and run ads.

Makes about as much sense as Mark Zuckerberg doing the accounting for FB.

Now, if you're still in that formative stage, without a team - you're probably doing everything.

That's cool - all of the above business leaders went through the same stage.

Only thing is... too many people never grow out of it.

I know people who've been online for 20 years who do their own websites, upload their own YouTube videos, and still claim to be a serious entrepreneur.

But not YOU.

If you're still with me here, it means you're probably one of those true entrepreneurs who outsources this stuff.

But when it comes to building a team, there are team members who can do the \$10-an-hour stuff, and there are team members who can shift your company to new levels of freedom and revenue.

Back in 2015, when I started with Mindvalley as a pure copywriter, things were not quite as rosy as they are now.

I don't believe the company was in real danger at all - just that money was tight, our offers weren't working, and things were a bit uncertain.

Remember the Systems Of Copywriting I mentioned yesterday?

It's not just a cool little process to onboard new copywriters.

What we created together... turned the company around.

Of course I'll always give Vishen the credit for being the driving force behind Mindvalley - but when he hand-picked me to head up the Automated Funnels team I knew we had to create these kinds of systems.

I'll go into more detail tomorrow, but over the course of 2016 we tripled automated revenue for the same ad spend, rolling out new funnels and tightening up our copy processes.

And even while Vishen was heavily involved in the nuts & bolts of the marketing, I and some other copywriters took care of the bulk of the copywriting.

List segmentation.

Promos & launches.

Split tests.

Chatbots.

All that stuff.

It's time to stop playing a small game.

It's time to get out from under the hood, and put your foot on the gas.

It's time to put the right people in the right positions.

Chapter 7 reveals who to put in what positions, so you get the freedom to live your life as you see fit.

While scooping up that money you're currently leaving on the table.

If you're a genuine entrepreneur who wants to make a dent in the world without getting stuck inside your business, watch this space very closely.

You bet your competition is.

CHAPTER 6:

ARE YOU TOO SMART FOR YOUR OWN GOOD?

OK so over the past few chapters we've found that you're leaving a bunch of money on the table.

That's the case with every business I've ever consulted or written copy for.

No surprises there.

There really are more mistakes being made than I can count, (Math was never my strongest subject) but there's 3 big ones that so many people make, including me, in the past.

I'm going to cover these 3 mistakes in detail, and offer some insight.

In case you still INSIST on writing your own emails, you need to be careful of these extremely common traps & pitfalls.

Of course I usually prefer to focus on what you SHOULD do than what not to do.

But the first one is especially relevant in this age of ever-cooler tech that supports our marketing strategies.

Most of us fall for it at some stage - yet smart, mature businesses who succeed are doing the opposite.

Mistake #1 is: Too many ninja tricks.

I think it was last year, where at some point I realized I was addicted to buying stuff from Appsumo.

Their pitch is good - lifetime access to a new SAAS, funky copy, and new platforms I wanted to test out in my business.

Trouble is... it soon became too much for one man to test.

I've got a bunch of stuff in my account I've never logged into.

And years ago, I started out in my online career in the same way.

I used to think that being a computer engineer was an advantage to building an online business. And for some, it is. Just look at Zuckerberg, Bill Gates, and others. But for me, I arrogantly got in my own way and it showed.

See, I tried to be that guy who pops up with a brilliant setup that literally sucks the cash out of people's pockets with amazing automated technology, bells and whistles, all that stuff.

Sure, I thought it was totally ninja, but the people I was selling to didn't care.

They just wanted to buy the damn thing.

But no, I had to set up a whole complex system that kept breaking down, losing leads, not sending emails, I wasn't tracking anything throughout my funnels, so I had no idea where people were dropping out.

One of the most powerful things i learned from the whole experience was Simplicity.

But here's the thing I found.

You remember the funnels and offers I've mentioned in this book?

The ones making 6 & 7 figures.

Most of them are actually pretty simple.

Just opt in for a thing, get a few emails, buy another thing.

That's it.

Before I used to look for the edge in technology.

Thinking that a cool new tool would make all the difference.

Now I teach that simplicity is power.

If you've got a million different options, and many of them seem cool...

The simplest one is probably the one to go with.

The path of least resistance will get you there faster.

And if it can all be done for you, then so much the better.

In Chapter 7 I'll tell you all about the 2nd mistake I and many other entrepreneurs have made.

And this one's a big one, so stay tuned.

CHAPTER 7:

STOP BEING STUPID-CHEAP

The 3 mistakes of email marketing - Part B

The second mistake we're going to talk about is about trying to build an amazing business, without investing the cash necessary in either marketing solutions or what's even more valuable: The right skills and advice.

There's a lot of so-called 'information' and 'advice' being handed out on social media.

This is the age of the Facebook Expert.

20 years ago you at least had to read a book, and then go out and do something.

Now, you have all the world's advice at your fingertips, and you can hand it out to various strangers, and for the most part you don't have to care one bit whether it's useful, accurate or downright dangerous.

Of course people who do this never last - as you and I know.

But, social media is awash with bad advice.

The rich don't become rich by throwing their money away.

That only happens in the movies.

Read the book *The Millionaire Next Door*.

So we do want to save money - but we also want to invest it.

And we want to invest it wisely.

Of course, back in the day, I used to have a scarcity mindset about these things.

So I always wanted to get everything for free, if I could.

It was about my choices - I had no problem outsourcing designs, getting content written by native English speakers, but when it came to my autoresponder?

Nope, cheapest there is, I was always looking for a better 'free tier'.

I even tried a full email marketing platform I downloaded from a pirate site - but I'm convinced you self-sabotage every time when you steal like that, which is probably why it never produced a single cent.

Wordpress of course for my website - but since I was a computer engineer, I thought I could design and build all my pages myself.

The end result: I worked long hours, evenings and weekends, trying free tools, building websites, designing graphics, even though I never had a talent for either of those things.

And as entrepreneurs, we know that Time Is Money.

If I invested that time in writing campaigns or promotions, even on spec, rather than spending the time building wordpress pages or trying to find some free hack, I would've been a lot better off.

Where are you being 'stupid cheap' in your business?

Is there an upgrade you could invest in to start doing more with your marketing?

Are you trying to get away with using something free, where a reasonably priced paid solution would give your marketing a lot more power - and get you better results.

CHAPTER 8:

REINVENTING THE WHEEL

The 3 mistakes of email marketing - Part C

We all want to reinvent the wheel.

Be that guy (or girl) who came up with that awesome new idea.

Invent the next iPhone, or a new internet.

Trouble is... there's no money in it, at least for 99% of inventors.

Doesn't even come near 80/20.

Inventors are rarely great marketers, statistically.

And all the MONEY is in the marketing.

I used to think I would be that guy.

That guy who came up with a brand new sales page formula, that nobody else had thought of.

I fell for the popular idea that copywriters should always be "creative".

There's 2 sides to a sales message: Creative and Formula.

The formula is a lot easier to pull off.

Follow a plan that's proven to work, and you'll build a good foundation.

Especially when you're starting out.

Creativity is more subjective, harder to make work, almost impossible to teach.

For most marketing campaigns, a formula will get you to your 80/20.

And then some, if done right.

See, this has all been done before.

Webinars are just an evolved version of the seminar model that's worked for decades.

Sure there are differences - but can you name any of those differences that's not based on technology?

Marketing principles never change.

So why do we?

One of Maslow's 6 human needs is 'variety'. We get bored.

Quickly.

In a marketing context - we get bored of running the same campaigns again and again, even if they're working.

And we project that sense of boredom on to our market - even if it's not the case with them.

We get bored with our marketing a lot faster than they do.

This is the secret to making it online: Find something that somebody else is already doing, do that, get paid for it.

For me, it's writing copy and now building out Marketing Ecosystems.

There's always a creative element - but the 80/20 of it is always based on proven formulas.

If it ain't broke, don't fix it.

CHAPTER 9:

WTF IS A MARKETING ECOSYSTEM

Copywriters: most of you aren't doing nearly enough for their clients.

And it's probably costing you a lot of money.

I'm not just talking about squeezing more gigs out of your clients. That's not always in their interest, or yours.

I'm talking about the scope of your plans right from the first moment you talk to them.

Often first contact is made with a client asking how much you charge for a sales page.

Or per email.

Don't answer that question... yet.

The end game with any potential client is to build out an entire marketing ecosystem, or improve what they already have.

So what the hell is a Marketing Ecosystem?

This is where we go into a rabbit hole, to steal Mitch Miller's terminology.

If you're not up for some in depth information, go read twitter or something else with limited characters.

Ironically, rabbit holes can be a big part of a good Marketing Ecosystem.

So wtf is it?

It's the secret behind the biggest online companies in the world.

They don't just have one funnel.

Or randomly sent out broadcast emails.

A good Marketing Ecosystem is a complete matrix of funnels, sequences and events all tied into each other, supporting each other.

It's the complexity that lies beneath the seemingly simple surface of a landing page.

From that landing page, Steve opts in for his free thingy.

Steve has entered the Ecosystem.

So, Steve goes through his first funnel.

It's a Customer Acquisition Funnel.

It's designed to acquire a customer, in this case... Steve.

So, off he goes. He gets emails, etc.

Maybe he buys, maybe he doesn't.

Either way, he comes to the end of the funnel.

Now what?

It's easy to say 'broadcast email' but it's better to have a strategy to maximise the assets you have at your disposal.

If you're smaller, and have fewer offers, you have fewer choices.

Pro tip: Start creating offers!

When you have more offers, you can do a lot of interesting stuff.

Perhaps you want an intermediate funnel between that first CAF and your broadcast list.

Something to warm up your leads a bit more, before you start promoting your back end offers to them.

Or, you could segment them with a quiz.

Could also be a good spot to introduce your monthly membership.

And of course, all roads lead to Rome - your broadcast list.

That's ground zero for your hottest leads, your back end offers, your launches etc.

A good Marketing Ecosystem can be complex - but it's this complexity which confounds the competition.

They wonder how you keep running FB ads - while you bank money with back end offers.

But what to do when someone DOES buy?

Doesn't that shortcut the funnel - surely I should take them out of a sequence if they bought the thing I'm pitching, right?

Of course.

And what you DO with that person after they buy, is a real secret few seem to get or implement.

CHAPTER 10:

CUSTOMER FUNNELS

If you are trying to get a customer so that you can make a sale - you're doing it wrong.

In fact that's the opposite of the way you should look at it.

Especially if you want to scale your business to a long-term industry-dominating company.

The truth is... you're so close to the answer, yet so far.

It's simplicity means it eludes you, because you're looking for fancy funnels & left-field strategies.

But in reality... once simple re-frame will change how you run your campaigns.

Because...

The purpose of getting a customer is NOT to make a sale...

The purpose of making a sale is to GET A CUSTOMER.

Think about that for a minute.

I'll wait here.

This could reshape your Marketing Ecosystem.

In the previous chapter we talked about your Marketing Ecosystem.

Today we're going to uncover a crucial part of that Ecosystem:

Customer funnels.

Everyone wants to build an amazing front end funnel.

A funnel that vacuums up people from Facebook and Google, takes them through an awesome sequence and then turns them into customers.

What everyone forgets about... is what to do with the customer, after they become a customer.

It's not enough to simply send over their login details and hope they'll love your product.

On average, over all industries, course completion rates are around 8%.

And it's easy to dismiss this as people being lazy.

But the fact is... the more of your materials they consume, the more likely they are to buy again.

This is especially relevant for anyone selling information or software.

It's so easy to buy something and never use it.

But when the pitch comes for the back end product, for the next thing to buy - their reaction is often "Hey, I never even used the one I bought before, so I should do that before I buy this new product."

So the name of the game is to Get Them To Consume.

There's a million different ways to do this... but you guessed it - I'm gonna talk about EMAIL.

Yay email.

The truth is... you can and should integrate stuff like browser notifications, FB groups, even SMS, stuff like that.

But the simplest way of ensuring higher completion rates is to just send regular emails, linking to the content.

Take them on a journey through the course, via the emails.

So you might have Email 1, which links to Day 1, then Email 2, linking to Day 2, and Email 3 - I think you can see where I'm going with this.

The real breakthrough comes not from simply slapping an email sequence on to your course.

Come up with your strategy as you're creating the course - and design your Consumption Sequence at the same time.

Gamification works too.

Add badges, certifications, discount coupons, whatever it takes to give your new student recognition - and as fast as possible.

This is WHY you make the sale.

To get the customer.

If they consume your product - and if it's good - they'll be a great buyer for the next one.

CHAPTER 11:

MORE EMAILS, LESS UNSUBSCRIBES

Unsubscribes are great - but here's a counter-intuitive, almost scary way to reduce them...

Unsubscribes are like that weird cousin who thankfully stops coming to your BBQs.

They're like haters who block you and move on to the next easy target.

They're like the extra pounds a runner loses for the big race.

Anything that makes you faster, leaner, more agile, gives you the edge.

If someone unsubscribes from an email list, it could be for a million different reasons.

It could be your message doesn't resonate with what they want.

It could be they've left the market they were in when they signed up.

It could be they are grammar nazis and you made a typo in an email.

Doesn't matter.

Fact is: Most of us pay per lead we have on our email lists.

So we don't want a bunch of people on there, who don't want to hear from us.

That's why it's a good practice to periodically cleanse your list of people who haven't opened anything for a long time.

When they unsubscribe, they do this for you.

Of course, there are measures you can take to reduce them.

And you should, especially if you're paying per click to get them.

You can start by making sure you're marketing to the right crowd.

And that you're offering value in your messaging.

But there's one strategy you can use that for a lot of people is really counter intuitive.

EMAIL MORE OFTEN.

Let's face it - our instincts say that if we start to bother people more often... they're more likely to tell us to go away.

But it's that mindset which has to change... that we're 'bothering people'.

Here's how it works: When we email consistently, our leads get more accustomed to seeing us in their inbox.

But when we email them after some extended period of time, it's jarring.

Because if I haven't emailed you for a WEEK, let alone a whole month, you've already forgotten about me, for all intents and purposes.

It's almost like "Who the hell is this guy and when did I sign up to get emails from him".

Get that consistency into your marketing activities.

Especially when it comes to mailing your list.

Simple:

Mail more often, more consistently, with a relevant message, get less unsubscribes.

Tomorrow I'll explain more about why this works with my 'Secret 5' clients, the status of that program, and how they're maximizing their lists by mailing on a daily basis.

Remember, the experts you follow aren't necessarily smarter than you, or spending millions on traffic, or know 'all the right people'.

They're just more consistent.

CHAPTER 12:

HOW OFTEN SHOULD YOU MAIL?

In the last chapter we covered how emailing more often was a counter-intuitive way to reduce unsubscribes.

And since most people, even top marketing experts, mail infrequently, you have a great opportunity to stay in their inbox simply by mailing more often.

But how often should you mail?

Here's the thing...

I used to just tell everyone to mail every day.

No matter what business, which crowd, what content they have, just send a daily email.

And this holds true... as long as you have something to say.

As email marketers, we hold a special honor by having permission to send somebody an email, asking for money.

Don't abuse that.

We have to have a reason why we are sending any marketing email... and you wanting to make a sale is NOT a good enough reason.

We must earn the right to ask for a sale.

I didn't invent this comparison: but it's like a bank account.

You gotta make a deposit, before you can make a withdrawal.

Makes all the sense in the world - but when we start out online, we are seduced by stories of instant riches, and we instinctively reach out for these riches before we've earned them.

It's only natural.

We got bills to pay, dreams of a better life, and we're sold the illusion by gurus and the mass media.

So how do we do it properly?

We're going to mail every day - but strategically.

Adding value.

Making a deposit, before we ask for a withdrawal.

But for some clients I don't advise them to mail every day.

It depends on their individual situation.

It's easy for companies like Mindvalley - they have a whole content TEAM to create blog posts, videos and other content to send out.

Plus the peeps constantly creating offers and launches.

If you can't manufacture this level of production, sending email everyday will only highlight that to your audience.

Better to email once or twice a week... and make it a good one.

Throw in an offer here or there, and you're golden.

If you can - and if you have something to say - mail every day.

In Chapter 14 I'll bust another myth from the internet marketing world - which days are best to send your emails.

This could double your revenue, so don't miss it.

CHAPTER 13:

WHICH DAY IS THE BEST DAY TO SEND YOUR EMAILS?

Tuesday to Thursday is the best time to email your list - if you want your emails to arrive at the same time as every other internet marketer, ever.

This is what happens when we email our lists.

It's been preached in every info product for the last 15 years.

And with good reason.

The stats have shown that emails get more opens at these times.

But what if we want to be customer centric?

Would that be a way you could stand out from the crowd?

Reframe.

Put yourself in your prospect's shoes.

Ask yourself the question no other marketer ever asks...

This question will separate you from the rest.

It's so simple you might even be tempted to lol.

Instead, try it on for size:

What's the best day for your PROSPECT to RECEIVE an email?

Just because you sent a communication, doesn't guarantee that it's received.

Or that it's received in the same form as when you sent it. Think 'Chinese Whispers'.

This is where your empathy comes in.

More powerful than the best VA digging up research from the corners of the internet.

How do they feel when they get that email?

Do they open it right away?

Do they save it in a folder?

Or do they Select All and Delete?

There are no easy answers to this question.

I don't sell easy answers.

Just the opportunity to switch your mindset around to something with a higher probability of success.

Reframe to consider what the best day is for THEM to get an email, now your thinking is Customer Centric.

And when it comes to predicting the results, there's one rule you can go by.

It's a rule that all successful marketers use.

Test, test, and test.

Here's the truth: Nobody can predict 100% what will happen until you actually run a test.

The best indicator of all: When your list votes with their credit cards.

That's why surveys are guides only: Anyone can answer a survey any way they want.

But when it comes to spending money - or not spending it, that's when you know how that market feels about your offer.

CHAPTER 14:

GUARANTEED REVENUE BOOST: SEND AN OFFER

OK so we've decided which day we want to send out email. And we want to send a lot of emails. In fact we'd like to send an email every day if possible.

And of course we want to make money, so we'd like to send an offer.

What now?

Here's a hint:

SEND THE DAMN OFFER.

Let me spell it out for you.

Your email list is a group of human beings with problems you may be able to solve.

They are currently scouring the internet, looking for those solutions.

That's how they came to be on your list in the first place.

And in most markets in general, they're still looking for that solution.

So... what are you waiting for?

Don't get stuck thinking about what to send.

Just send it.

Every moment you wait, your list cools off.

But the fact is... they're waiting for someone to present the answer to their solution, in

the form of an offer they can buy.

Your list is literally waiting for you to sell them something.

They want to take action.

Because they've got an itch they can't scratch - often it's a pain they can't get relief from.

They just need a little encouragement.

They just need the opportunity to take action.

They just need somebody to come along and save the day.

That somebody could be you and your product.

This is a guaranteed quick revenue boost you can use right now, even if you have a small list, even if you've let it cool off somewhat, even if you don't have something that's a perfect match right now.

Perfection is overrated.

Motion beats meditation.

Send the damn email.

Your list will thank you with their wallets.

If you think they have already found their solution and moved on - I'll address that in the next chapter.

CHAPTER 15:

ENTHUSIAST MARKET VS SOLUTION MARKET

What happens if you go to email your list, but they're not there?

Yesterday we talked about getting quick revenue boosters by sending an offer to your list.

Who woulda thunk it?

Yet we have this crap in our minds that stops us from serving our audiences.

But what if you're right?

What if your list has already solved their problem, and moved on from you?

This is one of the very real dangers of not staying in touch with your tribe.

When you fall out of touch with a friend, it can be awkward and time consuming to get things back to the way they were before.

Even if you were the closest of buddies.

But even if you do a great job of mailing your list regularly, what if they find their solution and are no longer in the market anymore?

If you have a splitting headache, and you see your favorite remedy on the pharmacy shelf, that's a pitch almost guaranteed to work.

But post-headache... you'll walk right by that shelf without a second glance.

This is an example of a Solution Market.

Once you find the solution to your problem, you become pretty much immune to further sales pitches in that area.

There can be big money to be made in a solution market.

This is more the land of ecom rather than information businesses.

Personally I prefer to operate in an Enthusiast market.

This is where all the information businesses are, anybody catering to a group of people who are highly interested in something, and will buy multiple times.

One of my own is Guitars. I've bought countless guitars over the years, amplifiers, accessories, I have no idea how many new strings I've put on a guitar.

And I just bought another one here in Bangkok so the fun begins again.

One big thing about Enthusiast markets is the fact that they'll spend a ton of money on things that often don't make them a cent back.

Musical instruments are a great example - although I did get \$50 here and there playing in bands, it's a tiny fraction of what I spent to get there.

I've had amplifiers so big they filled a quarter of the room, and so loud I could only ever play them at home with the volume on 1 or 2.

This is a big lesson of Enthusiast markets: They are irrational, emotional buyers who want something cool, logic goes out the window.

That's where your big opportunity lies.

You can make some big money in a solution market.

If a person is in some kind of painful situation, they'll pay whatever you ask - and they'll pay right now - to get relief.

The way to build a sustainable business here, is to always have something else to sell them.

Enthusiast markets are often less price-oriented, and far more passionate about learning and buying stuff in their area of interest.

In fact there's always some who will buy everything you have to offer - you literally cannot create enough products to satisfy them.

CHAPTER 16:

THE UNPOPULAR SECRET TO GREAT COPYWRITING

There's an unpalatable secret to truly great copywriting that I'm going to talk about in this chapter.

Interviewing my friend David Garfinkel recently, I realised how important - yet rarely used - this secret is.

If you're game, it's game on.

If you haven't fallen for the autopilot-riches fairy tales of the CF Group/Warrior Forum crowd, this is for you.

If you're not afraid of some actual "work", you'll get a huge advantage over the competition.

So, let's get to work.

Because this will set your campaigns apart from just about every other copywriter you might be up against.

But it's not some weird psychological trick that sends people into a buying frenzy.

It's not a mysterious 3-word phrase that works every time.

This is one of the most simple, uncomplicated tasks a person can do.

But when you actually take the step and do it... the results will amaze you.

And you don't need any special expensive technology.

You don't need to sign up for the latest \$97 a month platform.

In fact, chances are you have everything you need in your hand right now.

I'm talking about the humble telephone.

Here's the thing: When I do take on new copywriting clients, as I am now with the Secret 5, one thing I know will give me the edge is to call a few of their customers and find out why they bought - or why they didn't.

Understand their fears, frustrations, wants, needs, desires.

This is the ultimate in connection with your marketplace.

Everybody says they "know" their market.

That their message "resonates" with their market.

That their emails speak their market's language.

But do they?

There's no traffic on the extra mile.

If you do this, you will hear something from your market that you never would've found through online research, or poring over other people's sales copy, or watching all the webinars in that market.

Go the extra mile to get the extra edge.

The only step better than this is to mix with them in person - sit down over coffee, or at the bar, buy them drinks - if that's not possible, the phone is your new best friend.

So get up off the toilet now, start calling the people in your market, and grab that little piece of intel that will make all the difference.

OK, wash your hands first, then do it.

CHAPTER 17:

ARE YOU AFRAID TO ASK FOR THE ORDER?

Marketing myth busted: It's actually REALLY EASY to get your prospect's attention, even if they are exposed to 8,492 marketing messages per day.

In fact, no matter how many other businesses advertise to your prospects - even if there's like 5 billion competing ads - it's actually so easy to get their attention... if you're not making money, you're doing something really wrong.

This is the world's simplest - yet seemingly hardest to execute - strategy to 10x your earnings.

Because like so much of what I've covered in this series, it's all in your head.

The bullshit that builds up in our minds, which stops us from doing the things we know will work.

It's kinda like asking the hottest chick in the room out on a date.

Probably applies to the hottest guy too.

I know that men are often afraid to approach her, because we think she's already got a young billionaire fitness model boyfriend, or that she's already been asked out 512 times today, or that her inbox is full of dick pics and so on.

But the reality is often that nobody's even asked, because we're all intimidated af and are just standing at the bar, drinking a beer and trying to remember that pickup line that worked in that movie we saw last year.

And to continue a time-honored tradition in online marketing, I'm going to transition from a dating metaphor to the business world.

If you're selling online, 95% chance you're not asking for the order often enough, or strongly enough.

That's the secret.

Stay with me here, as I go deep into a rabbit hole.

It'll be worth it.

Because the stuff that's stopping you asking for the order is about to disappear forever.

See, we think our prospects have already seen 20,197 marketing messages and 5,398 CTAs today, and don't want to see another one.

But there's two ways that's not accurate:

Firstly, although they probably have been exposed to all those marketing messages and CTAs, they haven't consciously taken them in, processed them, made a decision and accepted or rejected it based on some grey-matter process.

As Tony Robbins says, we are deletion machines.

We subconsciously delete 95% of the stuff our senses pick up.

The 'Cocktail Party Effect' highlights this.

If you're at a cocktail party with 100 people, for the most part, what you hear is a background murmur of people in 50 different conversations.

And your brain deletes almost all of this, tunes it out until you're barely aware of it.

But the second you hear your name mentioned, your brain immediately picks that up and brings it to your direct attention.

That brings us nicely to the second factor: Your prospects are only really hearing the CTAs they want to hear.

While it's true that your prospects are exposed to thousands of marketing messages a day, what you might not consider is the fact that they do not pay any attention to 99.99% of those messages.

It's the Cocktail Party Effect again.

Their ears don't prick up until they hear the message they're looking for.

And if they're interested in buying what you're selling, your message has a great chance of grabbing their attention, even in a world of massive clutter.

This is why you don't have to worry about all that other clutter.

Your prospects aren't paying attention to it anyway.

They want to hear your message, your CTA, your solution.

So get to it.

Ask for the order.

Brush away the outside crap that doesn't affect you nearly as much as you think it does.

Get their money and solve their problem.

CHAPTER 18:

BUSINESS IS BORING, PEOPLE ARE COMPLICATED

Business is boring.

It's people who make it complicated.

So after the last chapter, we've decided to send more offers to our list.

We know it'll make more money.

This isn't the problem.

The problem we will encounter is always the same.

It's this:

We get bored with what we're sending out.

So, we change it up.

Make it "all-new".

Make it unique, fun, exciting.

And it TANKS.

Flops like a goldfish on the carpet.

And we wonder what happened.

Same thing happens with our ads. Our videos. Our headlines.

We get bored with our stuff a lot sooner than our prospects and customers do.

This is why tracking of results is so important.

Because there's only 1 metric you need to monitor, to know when you should change an ad or any marketing piece...

IS IT STILL WORKING?

If it ain't broke, don't fix it.

Sure, there are places to tweak, optimize, and run new split tests.

This is marketing 101.

But if you have an ad that makes money when you run it...

RUN THE DAMN AD.

If you have an offer that you know converts when you send it out...

I think you know where this is going.

Let's face it: Most of your list isn't seeing any one particular offer.

If you get a 20% open rate, in most businesses you're doing well.

You should make money.

But think about it: 80% of your list never opened that email.

And those who did, only a fraction paid any attention, let alone clicked through to your offer.

We think our marketing is seen by a lot more of our list than it actually is.

Which is why we hesitate to send out the same offer as we did last week.

And why we think we have to get all creative and stuff, reinvent the wheel and wow our customers.

Don't get me wrong - I think running a business is fun, exciting and it's what allows me

to create the lifestyle I want to live.

‘Boring’ doesn’t mean it’s not exciting.

‘Boring’ means a lot of what I do is run by proven processes, I repeat the same kinds of campaigns over and over, and I don’t try to inject too much creativity into things.

Artists are creative.

But they’re rarely wealthy.

This is a huge reason many people fail - they want to be creative. The thought of doing the same thing over and over again is extremely unappealing.

That’s why they want to get out of a 9-5 job anyway.

So they don’t do the repetitive things that lead to success.

And the only other destination is failure.

So reinvent the wheel in areas your income doesn’t rely on.

And go send out the same offer as last week.

You might not get points for creativity.

But you just might get a bunch of dollars in the bank.

You choose which is more important.

CHAPTER 19:

STOP BUILDING YOUR LIST

The era of building a huge email list of free optins is over.

Because your marketing efforts are focused on a large number of people who will never buy a damn thing from you.

But it's not your fault.

The gurus have preached this for decades. We did the same thing in the good ol' mail order days.

Generate leads.

Send them marketing materials.

Send them enough to start making sales.

And the funny thing is, they said the internet would allow us to do this on a massive scale.

Generate tons more leads, at a fraction of the cost.

What nobody figured into the equation - or at least they're not talking about this in their ebooks or seminars - is the fact that widespread internet access has led to a watering-down of the market in general.

Marketing 101: It's infinitely faster, easier, cheaper and more effective to target a smaller group of highly qualified, laser targeted, red hot prospects than to target the general population.

Folks like Dan Kennedy have been teaching this for longer than many of today's top marketers have been alive.

But widespread internet adoption has stirred up our greed glands.

We thought our 'group of highly qualified people' had suddenly become a million times larger, without a matching rise in marketing costs.

And that's true to a great extent.

But we forgot one crucial thing...

The responsiveness of the group has not increased, it was never going to.

It's gone down.

Way down.

So when we go to fence off a slice of this target market, we're going to get a similarly responsive group to call our own.

It's just not an efficient use of your marketing focus.

Even if you have an amazing lead magnet that people love.

Even if you create a cult-like following - if you're in the CF group you'll know this.

Even if you have the highest-converting emails and VSLs on the planet, there are better places to focus your marketing powers on.

How about instead, you focus your marketing powers on to people who have proven they're responsive?

I no longer generate free leads online.

I know several other smart marketers who don't do this either.

What we do instead, is we focus on buyers.

People who have proven their responsiveness to our marketing message. People who have voted with their wallets.

Doesn't make them better people necessarily - just means they resonate with our marketing and our values.

And it does NOT mean your current list of free leads should just be deleted - there are ways to turn them into buyers.

The idea behind building a big list of free leads is 'big money from small numbers' - ie a small percentage of those free leads will eventually buy something.

I want big money from the small numbers of people who are happy to buy from me.

One of my clients is an eCom entrepreneur who has a list of thousands of customers - but no free leads.

And i'm loving this.

Because the people we'll be writing to are buyers, not prospective buyers.

People who have invested their hard-earned cash with this seller.

And since the product is great, they will be happy customers.

CHAPTER 20:

LONG OR SHORT EMAILS?

OK so this is what we got so far:

- We're sending emails out - which is more than a lot of list owners do
- We're gonna use proven templates and formulas that work
- And most importantly, we're gonna have an experienced pro write them.

And we're gonna do a bunch more stuff that it doesn't make sense to cover here. Just scroll down my profile to see any posts you missed.

It's all there.

So what now...

I know: Long or short emails.

Which is better.

As you may have figured out by now, IT DEPENDS.

On so many things.

Depends what you're selling - and if you're selling at all.

Depends who your readers are.

Depends on your marketing ecosystem setup.

Depends, depends, depends.

This might not sound helpful.

But there's a couple of useful principles to guide you:

First, if you're totally stuck on these 'depends' questions, should you really be in business?

We all start somewhere, but sooner or later you gotta take responsibility for making decisions.

Rant over.

Secondly, there's a golden rule in copywriting.

Actually there's like a million golden rules, but this one relates to Length Of Copy.

And it goes: Your copy can never be too long, it can only be too boring.

This means...

If you write great copy, exciting and entertaining stuff with the copywriting equivalent of car chases and swordfights, your readers will stick with it a lot longer, and read much more.

Makes sense, right.

On the other hand, if your copy is boring.

Doesn't excite the reader.

Doesn't ignite their passions.

If it's nothing more than a bunch of lifeless, unmoving words on a page... you'll lose people very quickly, even with super short copy.

But let's assume you write super-sexy, action-packed copy for a minute.

Do you write all of that awesome copy in the email itself, or do you keep the email short, and direct the person to a page with the longer copy?

This is a question which has divided the ranks of the IM gurus.

I've seen a lot of them send out long, looooooong emails with all the information in the email body.

It's pretty much a sales letter in the email.

But a lot of them tend to send out super short emails, and drive you to a page for more information.

To be fair, many of them mix it up, so it's not always the same.

There's a few different approaches you can take when you're deciding on Email Length.

Cause it depends of course.

If you have video content you want your prospect to watch, they'll need to go to a page for that. So you should therefore have the copy on that page, and you can keep the email short.

Alternatively if you want to skip the page altogether, you can send them straight to your shopping cart, but all your copy must then be in the emails.

I launched 'Instant Copy Templates' to my small list of buyers that way.

If you're gonna have short emails and drive most of the interaction to a page, you need to make your email copy curiosity-driven enough to get them clicking through.

If you're gonna keep everything in the emails, you need to be able to keep their attention long enough within their email program.

But here's the most important part of any email, regardless of whether your copy is long or short:

The only thing you're selling in an email is the CLICK. (Or the Tap).

That's it.

Nothing more.

You might be selling the click to your sales page. Or the click to your blog post. Or even the click to your shopping cart to buy direct.

That's all you gotta do.

Get the click.

CHAPTER 21:

SALES PAGES ARE OVERRATED

Sales pages are overrated.

Probably costing you sales, in fact.

If that kickass sales page you want to create is stopping you from launching an offer to your list... just skip the damn page.

This isn't an anti-procrastination post.

This is about streamlining your marketing ecosystem.

At Mindvalley we had entire teams to design pages, create videos, look after the tech, all that stuff.

You and I probably don't.

Does this mean we should quit selling online?

Hardly.

Just takes some lateral thinking and the willingness to try new things.

OK so let's say you got an amazing offer to send out to your list.

You know the deets.

You got what your customer needs.

They're waiting to hear from you.

Do you go build a full length sales page?

Hell with that.

Do this instead:

Write up your offer - but over several emails.

The same formula still applies - email 1 is 'Problem'.

Email 2 Agitates the problem.

Email 3 has your Solution.

Email 4 - Proof.

Email 5 is where your CTA will be.

Only instead of driving people to a sales page... just link directly to your order form or cart.

That's your 'Open Cart' email.

After that you can send 'Scarcity' emails, with limited bonuses and timers and all that cool stuff.

Here's where we take a peek into the rabbit hole.

There are a few reasons why more people don't do this.

- They're afraid of sending an email without a link to their sales page

It's not like that link is getting server-melting traffic through it.

- They think it's harder to make a sale without a fancy-ass sales page, but if you remove it as a friction point you could make more sales.

Those awesome looking sales pages you see aren't converting as high as the gurus want you to think they are.

- They have drunk the kool aid of building out a complicated funnel.

There are certain funnel builder apps, based on old, flawed tech, where the marketing makes you think all you need to do is pay your \$97 a month and you're guaranteed to get two commas in your income overnight.

When in reality, if your prospect can see a good marketing argument in front of them, they'll buy whether it's on a beautifully crafted, Mindvalley-standard sales page, or in a simple plain text email.

What's the 80/20 for you?

It's probably not building out a full sales page.

I am betting you'll do better with a few well written emails.

I know this to be a fact... because you're a lot more likely to IMPLEMENT a short email sequence, than a full funnel.

This is why I don't write sales pages anymore.

Sales pages are expensive because they are hard work and very time consuming.

You don't need em.

The emails I write will do all the heavy lifting.

So how do you pull this off?

How do you get your entire compelling sales message into some emails?

How do you close the sale without your fancy-ass VSL or exit pops?

In the next chapter I'll start going through the process of multi-email copywriting, weaving stories throughout email sequences, all that cool stuff my paying clients usually get.

That's what's made \$4,256,957 over the past 3 years in those Mindvalley funnels.

It'll work for you too.

CHAPTER 22:

THE GREAT GMAIL SALES LETTER PART 1

Say goodbye to days or weeks spent creating fancy-ass sales pages.

You can do a little more with an actual page - but the fastest growing & most profitable businesses I know of are more focused on simplification.

Less is more.

So today we're gonna start constructing our Gmail Sales Letter.

You can do most of the important stuff purely via email. Every element of all the copywriting formulas is there and will work just as well as if it were on a page.

And whatever you're missing out on, such as video content, sneaky popups or FB pixels will usually be made up for by the fact that you can now get 3 offers out this way, compared to maybe 1 if you have to create a sales page.

This alone should convince you to fire your sales page designer. Or maybe reassign them to more useful work.

Note: This is all inspired by people smarter than me, peeps like Jeff Walker and his sideways sales letter, and Ryan Moran's one-page sales letter.

I've just taken what's worked for them, and fashioned it into something that's worked for me.

Here we go.

Step 1: I'm gonna assume that you already have the core components of your offer in

place - even if you were creating a page, you'd still need to have your target market, idea or angle, and the offer itself.

If not, you won't sell shit either way so save this post and come back when you've done your homework.

Let's say you have the list you're gonna pitch to.

Do we just copy & paste our SP right into an email?

Hell no.

It takes multiple emails.

You gotta tell the story.

Long copy works - but you can't assume they're reading it.

This leads into one of the most important parts of the whole Gmail Sales Letter process.

But I'll cover that shortly.

First let's decide on our formula.

I'm not a huge fan of AIDA - it works, but there are better ones, especially for this strategy.

Like PASPC.

Problem-Agitate-Solve-Prove-CTA.

I think that's much better for a SP - just doesn't have a catchy name like AIDA.

And this one allows us to spread the SP over 5 separate emails:

Email 1: Problem - get attention & bring up the problem & their pain.

Email 2: Agitate - twist the knife, but telegraph a coming solution.

Email 3: Solve - present your solution - this could be your Open Cart email.

Email 4: Prove - Proof should be presented throughout, as well as in this email.

Email 5: CTA - Your Call to action can be either to Open your Cart here, or to use Scarcity.

That's pretty much it. Aside from maybe a couple extra emails to really push home the scarcity of your offer.

Next chapter, we'll get into some ideas of what to put in each email.

It's not as simple as slicing and dicing your sales page and distributing the chunks to different emails.

Let's get a bit more strategic than that.

There's a few tricks you can use to get your readers to eagerly anticipate the next email, open it right away, and take action when you ask them to.

CHAPTER 23:

THE GREAT GMAIL SALES LETTER PART 2

The great Gmail Sales Letter - pt 2

I guaranteed you're losing people from one email to the next.

Because you aren't taking them on a journey. You're just throwing random stuff, to see what sticks.

And that's a way to get started... but you can do a lot better.

Don't view your emails as isolated objects.

They are waypoints along a journey.

Dots to be connected.

The type of Xmas tree lights where if one bulb goes, they all stop working.

Fortunately, you're already quite familiar with the solution to this.

My favorite example is Breaking Bad, although all the good shows do this.

I'm talking about Open Loops and Cliffhangers.

Breaking Bad was the best example I've ever seen of The Cliffhanger.

A lot of shows have a cliffhanger at the end. The hero is in trouble, has a gun to his head, and there doesn't seem to be a way out of the situation.

But you tune in next week, and sure enough, something happens and the hero lives to fight another day.

One of the things that made Breaking Bad so popular, although many would not have consciously put this together - was the fact that there were Cliffhangers which lasted an entire season. So a seemingly small or weird event from episode one would be revisited along the way, and resolved at the end of the season.

In copywriting, we use the term Open Loops.

We 'open the loop' in 1 email, and 'close the loop' in the next email.

So for a random fictional example we might be talking about the sales scripts we're going to send to the subscriber over the next few days. And we mention the fact that one of the scripts was so effective that a nobody salesman used it to get The Rock on a call, for example.

Then we say "More on that story tomorrow" and continue on with the rest of the email - but the reader's ears have been perked up by that mention.

Now they need closure.

They want to know the story of the salesman who got The Rock on the phone.

But we make them wait for the next email to finish that story.

And you can bet they're checking their inbox for that email tomorrow, to see what happened.

This is where you close the loop by finishing the story - "So I used this magical script on The Rock's agent and convinced him to put The Rock on the phone and we talked and he didn't buy but now I have a story everyone I know is going to hear about for the next 20 years" kinda thing.

Pretty simple technique - but when done well, it works gangbusters.

This is crucial for the Great Gmail Sales Letter.

Because when you're reading a regular continuous sales letter, you know the context of what you're reading at any minute. Because you literally just read it, and it's right there above what you're reading now.

Obvious, right?

But we need this to fully grasp the context of what's going through your prospects mind when they're reading your Gmail Sales Letter.

Because when they read your 2nd email, they need to remember the context of the first email.

This is where we go a little deeper into the rabbit hole, to use this Mitch-ism yet again.

You can't allow them to read it like a fresh email.

The persuasion work you did in email 1 must still affect what they're reading in email 2, and 3, and so on.

For example if they read email 3 where you might reveal your solution, and they can't or don't remember the context provided by the previous emails, your marketing argument for that solution immediately loses all its power.

You're now just pitching a product like everyone else, hoping to make a sale because you asked for the sale.

You've lost the power of the emotions you've stirred up by all the great copy in the previous emails.

Unless you are closing loops in that email.

Loops you opened in the earlier emails.

This is the concept I want you to get.

When you close those loops, the reader's mind immediately goes back to that previous email, where you opened the loop, and understands the context in what you're saying.

Here's what I think happens.

And this is way down the rabbit hole.

I think the mind doesn't just remember intellectually.

The mind also brings back the emotions your prospect was feeling at that time.

These emotions were anchored to that opening of the loop, the second they read that copy and felt the emotion resulting from that copy.

Closing the loop reactivates those emotions.

They literally re-experience those emotions, and they're instantly in a similar state as when they first read the copy.

That's what you want.

You want to present your solution while the prospect is in the state where they need and want your solution.

And if your copy does its job, they are - but you can't expect anyone's emotional state to last from them closing out of email 1, to the time when they open email 2.

That's why it's crucial to connect the emails with open loops.

Andre Chaperon is the One True Master of this concept.

I merely study and implement his teachings.

And map out the loops you'll open and close throughout your Gmail Sales Letter.

This is how I've created evergreen email sequences making \$1M+ per year.

They don't happen by accident.

String your emails together.

CHAPTER 24:

THE GREAT GMAIL SALES LETTER PART 3

I've identified 3 Big Elements of a high converting Gmail Sales Letter.

Although in truth... I don't really know what's in a LOW converting Gmail Sales Letter.

They tend to work so well, I haven't seen too many which have really tanked.

Please note: These are pretty simple elements.

You may succumb to the temptation of dismissing them, because they're so simple.

But follow me here, because this rabbit hole is worth exploring.

The human mind wants advanced training.

We think "Oh, this works so well, there must be a complicated system designed by computer engineers".

Where we see success, we expect complexity.

The reason is: Our minds want to rationalize our own lack of results, so we assign something special to whatever we haven't been able to obtain.

This is why rock stars and athletes are worshipped.

Because we fumble around with a cheap guitar for 3 months, while they dazzle us with an epic show.

Because the World Health Organization says 74.1% of us are overweight, sitting on our couches watching Usain Bolt & Michael Phelps breaking records.

The good thing about writing for a living: A few solid techniques, a proven strategy and a little self belief are all you need to become successful.

This is how we're going to become the Usain Bolt of our target market.

It's also why the 1st Big Element of the Great Gmail Sales Letter is: Keep It Simple.

Whenever I've gone against this, it rarely works out.

Complexity for complexity's sake is fraught with danger.

There's an old saying insports: The bigger the game, the simpler your game plan should be.

Or something like that.

Whatever you do in your Gmail Sales Letter, use this principle as your 'filter' - ask yourself "Is this the simplest solution I can use here?".

The 2nd Big Element is Storytelling.

This is where we see the real power of the Open Loops we talked about.

Spin your stories.

They are crucial to your copy.

And spin them across emails. Across an entire series of emails.

Simply asking a question, and providing the answer in the next email, can work - but it's much more powerful to start telling a story, and keep the punchline, moral or outcome for the next email.

Features tell. Benefits sell. But stories sell a hell of a lot more.

The 3rd Big Element of your Gmail Sales Letter is: Your Tribe.

There's a reason why your tribe is a recurring theme here.

It's the key to success.

This is all about the relationship you build with your list.

Your Gmail Sales Letter has a 100x chance of working better, if your list has already gotten value from you, and expects more.

The good thing about the Gmail Sales letter is that it can build up a relationship with a new person pretty quickly.

That's why they work on cold traffic.

For example: You can provide tips or strategies during the Gmail Sales Letter which are valuable to your audience.

Yes, you can add some content, some actual teaching in there - especially if you're marketing to colder traffic.

So you could take a person from stone cold, to red-hot buyer over the course of a well-written sequence.

And some of my client's lists are like this.

Stone cold.

Haven't been mailed for months.

For all intents and purposes, these people have forgotten they even signed up for something.

But from the early emails we've sent out, something amazing is happening.

Those "cold, dead" lists are responding.

They're alive.

We've been sending them offers - and we've been amazed at the results.

Often from people who you would've thought had forgotten about you completely.

This is the power of the Great Gmail Sales Letter - and why it's working gangbusters.

CHAPTER 25:

MAKE THEM WANT TO BE ON YOUR LIST

I bet you \$100 you're making it too easy to get on to your email list.

There's an old saying that comes from the good ol' days of direct mail:

Mail your list... until they buy or die.

Kinda morbid.

But a damn good strategy.

That is... if you want to make sales.

And when you think about it... in some ways the good ol' days were easier for marketers.

Even with all the platforms and automations and video creators and all that.

For example, there's no 'unsubscribe' link in a direct mail sequence.

If someone got triggered by getting your letter in their mailbox, it just got thrown in the trash.

They didn't write an angry letter back to you.

At least I never got one.

That shit didn't really start until Broadcast Fax.

I sometimes got a return fax with an often rude message requesting me to stop sending faxes.

Nowadays, everyone's finger is hovered over Gmail's 'spam' button, waiting for a reason to report your email.

A friend and client, a marketer whose name you would know if I said it, had their autoresponder account yanked out from under them without warning, all because of 1 brainless triggered subscriber.

These idiots will always sneak in somewhere, but for the most part we've got to cultivate a list of people who genuinely want to hear from you.

Even if they don't open all your emails, or buy all your stuff.

The smart question to ask now is:

How do I create a marketing ecosystem that people want to be a part of?

How do I build an email list that people want to be on?

If you stopped emailing your list for a couple of weeks, would your subscribers mount up and send out a search party?

Or would you be forgotten in a sea of marketing sameness?

What value can you add to the lives of your subscribers, that cannot necessarily be found elsewhere?

Justin Brooke's 'Daily Edge' emails - when he sends them - are one of my must-read emails. Same with Andre Chaperon, Justin Goff, I actually have folders where I store the best ones.

How can you create something so good... people create folders in their inbox to store your emails?

Top copywriter Travis Sago said something that could really help you with this, in his FB group 'Million Dollar Offer Mojo'.

He writes: "Instead of working so hard and expending resources to get everyone in your "funnel". What if you flipped it and got waaaay more restrictive at the start?"

This is about making it harder, not easier, to get into your marketing ecosystem.

And this counterintuitive advice might be hard to accept, but it could make all the difference.

Because we're all sold the dream of having a huge email list.

Running your FB ads, getting high CTRs, high optin rates and all that.

And then because you've got such a big list, you only need a small percentage to convert, and you're rich, right?

I say that's pretty damn inefficient.

Why would you want to put up with low conversion rates?

I mean, you put out a solid offer, people read it, they want & need it - why shouldn't a big chunk of them buy?

This is what I was talking about recently when I said to stop putting free people into your ecosystem, and focus on buyers instead.

Raise the bar.

Stop taking in every tire-kicker who stops by your page.

The world's biggest organizations don't do this.

You can't get a free report from Apple.

Amazon doesn't do squeeze pages.

And the mighty Agora does write emails to free subscribers - but every time I sign up, if I don't buy something within a week or two max - I stop getting the emails.

Because I've shown that I'm a tire-kicker.

While they're focused on making Billions per year from buyers.

Why waste resources pandering to tire kickers, when so many people are willing to spend money?

And if you think your products are too valuable and high-priced to sell someone without a complicated funnel, you can try a choose-your-own price strategy.

CHAPTER 26:

FUNNELS & RABBIT HOLES

We got our email list - let's put our sales on autopilot.

Most people just throw an offer at their list, and hope for enough sales to stroke their ego.

This is about doing something a little more elegant... and effective.

Because while it's 100% true that any offer beats no offer at all, an elegant, well thought out offer trumps them all.

I can still remember the dark times. The years before I got this crucial marketing lesson.

It was the early 2000's and I was still feeling my way around the direct marketing scene.

At one point I was selling a course about my good early results on eBay - but I only sold it OFFLINE.

Never heard of a 'funnel' back then.

But I did buy Mike Filsaime's Butterfly Marketing software, and set up a website to sell it. Added the course to the members area, created the affiliate tools and set up a sales page.

Most importantly: I'd spent weeks writing up a bunch of follow-up emails, so if they didn't buy right away, I'd have something to remind them. I spent days, weeks on these emails, modelling other emails and using every copywriting technique I'd ever learned.

I figured it would work gangbusters - because that sales page was converting around 10% offline, and I had written those killer emails.

For a while - crickets.

Don't remember how I was getting traffic to the site, but I do remember that day, clear as a bell.

I was working a direct sales job - selling Karate memberships door to door.

The Australian summer was in full swing by then, because it was hot, at least 100 degrees in the shade.

I went up to as many doors as I could find - and stayed there as long as possible - just to feel that cool air flowing over me.

But while I kept improving my sales chops with each passing day, quite frankly it was hard labor, and I was starting to feel like I'd never make it.

I honestly thought I was done as a copywriter.

The thought of regularly selling a product online - this was obviously BS thought up by all the other marketers to make us think it was possible, and therefore to buy their courses.

Where had I gone wrong?

I'd started out with such high hopes - and had some early successes. Once I discovered direct response marketing, I'd used it to make good money on eBay, and even sell quite a few courses offline.

I felt like I'd hit rock bottom.

Then it happened...

I got The Email.

An email from PayPal saying I'd made a sale for \$297.

I slowly began to realise that someone had come to my site, they'd opted in, and after getting a few emails, they'd bought the course.

Suddenly, everything changed.

I realised it had taken a few emails for them to decide to buy.

The emails I'd worked on so long and hard.

Those simple words, and a link to my sales page, had worked.

I had to double check - was this someone who knew me? Someone buying out of sympathy, maybe?

That's the kind of space I was in.

But not for long - I had proven to myself this stuff WORKS.

That was my turning point.

I knew things were going to work out after all.

I didn't know just how well they would work - not everybody gets to write 20+ big automated funnels for Mindvalley, and have many of them earning 6 or 7 figures in a year - but I was looking forward to a big future in copywriting.

But then I realised I had a big roadblock in place - something which could bring everything crashing down, if I didn't handle it right.

A massive decision I took right there and then, made all the difference between my skyrocketing success, or having to go back to a 9-5 job after all.

CHAPTER 27:

FUNNELS & RABBIT HOLES PT 2

So I'd experienced a bit of success... but there was a problem.

The kind of problem which could have derailed everything.

See, as an honest servant of the entrepreneurial community, I always wanted to get massive results for my clients.

Not just for the testimonials I've gotten over the years - but to really see a business take off because the owner has a great product and the market's best interests at heart.

Corny af but true.

So I switched around my positioning.

Because a lot of the copy enquires I would get, would be for a sales page. Or a landing page.

Indeed, I had one ad agency client in Sydney who I must've done 50 landing pages for their clients.

It was another turning point for me.

I made a decision: I would never again write or build out one part of a funnel.

No more single landing page projects.

No more sales pages on their own.

From that point, I would only create funnels.

A single landing page on its own is pointless, if you don't have any emails to follow up with the lead.

Or a sales page to send them to.

Seems obvious - but the freelance copywriters reading this will feel my pain.

And this was not some trick to squeeze more work out of a client.

Believe me, the last thing I want is more copy to write.

That's why I only have a small number of ongoing clients who I write for.

The reason why I do funnels is obvious.

Because it's a far better result for the client.

Instead of being a patchwork of different things all over the place, now their Marketing Ecosystem is a coherent, systemized machine running smoothly and generating profits.

This is why everyone's talking about 'funnels' now.

This is why people want to be a 'funnel influencer' or a 'funnel hacker'.

Because funnels just work.

What does this mean for YOU, the entrepreneur?

Because you're going to shift your focus to funnels.

If you think you're the only one who doesn't have a bunch of awesome funnels bringing in millions for you - I can tell you that you're not alone.

I took on a recent ecom client who is doing great online - purely through ranking high in Google for their keywords.

No emails, no funnels, nothing - and in a very short time he'd made enough extra sales to cover his investment with me.

With a simple funnel I put in place.

The good news is... I've made it easy to build out these funnels.

Even if you're not a copywriter.

Even if you aren't a techie.

Even if you've never done anything like this before.

Because I've been there and done it.

I've written the copy (duh).

I've built out the funnels.

I've used some of the most complex and annoying software platforms on the market - as well as some of the simplest and easiest to use.

And I've done it time and again, rolled out big funnels which have brought in 6 figures - and sometimes 7 figures a year, on complete autopilot.

I've got the final solution for you in this book.

The solution to your customer acquisition problems.

The solution to your revenue problems.

The solution to your Marketing Ecosystem problems.

And the investment is a fraction of what you think it will be.

Because if you don't have your Marketing Ecosystem set up right, you can't bring in enough of the right leads & customers.

And you're losing the ones you do bring in.

Not just a case of not monetizing them enough - that's certainly the case - but almost surely losing them in different places.

There are leaks in your bucket.

In the last chapter I fix them.

CHAPTER 28:

FUNNELS & RABBIT HOLES PT 3

A million dollars a year is about to drop out from under one of my clients.

But that \$Mil could be coming to your business soon...

I just got off the phone with the owner of a product that's licensed to that company, and this is just what happens in business sometimes.

But it really highlights what one good funnel can do.

One good funnel that brings in new leads, offers great value, and turns them into customers.

In this case, to the tune of over 7 figures a year.

And they probably spend half that on traffic, so the funnel is profitable on the front end, which is rare.

That's something a lot of the 'gurus' won't tell you: Their funnel might be making tons of sales, but since they have a massive ad budget, and they're doing 50/50 JVs, they're not actually making money on the funnel they're presenting as the secret to your success.

I do things differently.

I want you to MAKE money on your funnel, not LOSE money.

I donate to charities - but Facebook is not one of them.

So here's what we're gonna do.

Let's take everything we've talked about over the past 30 days, and create something out of it.

Something amazing.

Something you can take to the bank - literally.

We're going to create a 7 figure funnel - together.

A funnel based on the principles I've distilled over the past 3 years. Which means this stuff is working NOW, not 5 years ago.

The principles which literally turned Mindvalley's automated revenue around.

The principles which have made \$4,256,957 for Mindvalley alone, then there's other smaller clients, plus the big one I mentioned at the start of this post.

So let's get started, yeah?

This is where we get into the biggest - and most profitable - rabbit hole of this series.

It's done through the principle of Funnel Influence.

This means exactly what it says - you become an influencer to that prospect, in the context of your funnel.

It's a principle so powerful, I named my company after it.

And when I wanted to share my knowledge with you - in a far more comprehensive way than I ever could with a few FB posts - that's the name I gave to the full program as well.

You're about to become a Funnel Influencer.

And the Funnel Influence program will change the way you market online...

You'll discover the 3 big funnel models I've used to bring in multiple millions online, in many different niches. These funnel models are simple - but if they're not done right, they'll turn into a sinkhole sucking up all your time and money.

I'll reveal how I get higher open rates and click through rates than others with a few simple tricks anybody can learn - but you will NOT have to learn how to write copy, or hire outrageously expensive copywriters like me - it's all done for you.

In fact this is all about SIMPLIFICATION - I do things as simple as possible. Sure, there are plenty of advanced tricks you can use if you are really ambitious - those are included as well.

But one thing you'll see is that it's a lot simpler than most gurus make it out to be.

And this is something I've tried to include in every part of the program:

Funnel models

The Engagement Funnel (See below for more on this)

Funnel Engineering - this is the how-to part

Tracking your metrics

Innovation and testing

This is the most in-depth program I know of on the subject, and certainly the only one based on the above massive revenue numbers that are achievable with the right funnel.

One of the big components of Funnel Influence is The Engagement Funnel.

This is a model I've used over and over to create 6 and 7 figure funnels, just like the ones I've mentioned here many times.

And it's not just Mindvalley or my private clients who are getting massive results - my client Mon Espiritu is using The Engagement Funnel to teach his own clients how to sell online.

And he says the system got his clients a 45.6% open rate, where his list average was 37.1%, in an industry where the average is under 15%.

But who cares about open rates - the important part is that from a tiny list of 700 people, he makes at least \$1k - \$2k every time he uses it.

So not only do Funnel Influencers get big results - their clients do as well.

Kind of feels like you're missing out on all the action, doesn't it?

For years I was missing out too - seeing others grow their businesses, making big money and then plastering their results all over social media.

Once I discovered the principles of Funnel Influence, that's when the results followed.

It's time for you to get in on the action.

I've created a really special deal for readers of this book, so don't share this around...

The program sells for \$595 at the moment.

And it includes the free consultation where we'll work together on your funnel.

But as my way of saying thank you for sticking with me right to the end of this book, I wanted to do something special for you.

So for readers of this book I've set up a special link that you can use to enrol in the course for only \$295.

It's my way of showing appreciation for reading this book - but copies are limited.

Please note: this isn't the typical IM fake scarcity play...

"Oh gee, I've only got 97 copies of my ebook left, after that they're gone".

Here's the reason why this is limited: Because of the free consultation!

I'm literally more busy than I ever have been before, so my time is valuable. That's the only thing you can't get back - a few bucks on a course, that's easily made back - but your time, that can't be replaced.

Plus you get about \$25,000 worth of my personal copy swipes that you can use, the full program and my recommendations.

\$4,256,957 in Funnel Influence knowledge, results, history, tips and tricks for \$295.

Even comes with a 12-month guarantee, no questions asked.

The time has come to take action, get your own funnels, and start monetizing that expensive traffic.

Go to www.Funnelinfluence.com/book-special to get in now.

Afterword: The Resurrection Of The Humble Email

If you're one of my email copywriting clients, you'll understand and appreciate the power of The Humble Email.

How a few simple words, a few ones and zeros, a few clicks of a mouse or taps on a screen, can bring in thousands of dollars. Hundreds of thousands.

Millions, even.

Pound for pound, The Humble Email is still one of the most powerful marketing methods available.

I know it.

You know it.

Smart marketers the world over know it.

But there's plenty of Kool Aid around. The type that convinces people that email is dead.

That we should only use Facebook posts. Or Instagram videos. Or YouTube.

But reports of the death of email has been greatly exaggerated.

So I wanted to put something together to help people understand this.

A book was my first idea - but it wasn't the first one I implemented.

It would be a lot quicker and easier to do a Facebook post, or a series of them.

I was living at Mitch Miller's rather large place in Phuket, Thailand, when I first spoke to him about this.

Being the good solid Canadian guy that he is, he was only too glad to help.

Over a few steaks and the odd cuban cigar, this thing eventually turned into a 30-day series of Facebook posts.

Mitch actually told me to do 30 videos.

I don't know how it would have gone if I had done that - but since my superpower is the written word, that's what I went with.

Then, a snag - I needed a cool graphic to use for the series, but I didn't want to wait a few days for someone to make one.

I wanted it now - so I sat down and made it myself. I'm no designer, but I found a few photoshop files online, and kinda stitched them together.

This is my original version that went out with these posts:



I actually started out all scientific and stuff - I was tracking likes, shares, I wanted to know how it was performing.

And the first one did well - 77 likes, 44 comments, shares, new followers, it was all good.

But then the numbers immediately dropped.

And I soon realized why - using the same graphic for every post in a series, had the effect of making people think at first glance that it was the same post they'd already seen.

That first glance is make or break.

It's the reason why subject lines are so important.

As time went on, and I kept posting, the engagement shifted more towards lurkers.

A lurker is someone who sees your post, doesn't hit 'like', doesn't comment or anything

- but they like what they see and they follow you.

You can even target them with FB ads - but I knew they were there because I'd get multiple PMs a day, praising the content I was putting out.

Mitch even said later that as the series went on, the content got more and more savage, more on point, more interesting and entertaining.

But that's just the story behind the story.

If you're really interested in leveling up your email game, resurrecting your email list and multiplying what you're making now, this is the good part.

Because I've put together the most complete system for creating email sequences and funnels you'll ever need.

It's such a powerful strategy I named my entire business after it...

Funnel Influence.

It's the strategy that drives powerful funnels created by the top direct response companies.

The strategy behind their profits.

The strategy that could be the only way the 'little guy' can really get rich in any niche you care to name.

Here's what I want to do now.

I want to teach you the art & science of Funnel Influence.

How it works.

How to use it to generate revenue on demand.

How it can turn that expensive Facebook or Google traffic into more leads, more sales and more profits than you've ever had before.

Imagine how much better your day will feel when you have these predictable, reliable,

profitable sales coming in.

This is what Funnel influence brings you.

And now I'm bringing Funnel Influence to your business.

All the details are on the page below, and I've set up a special offer where you can get a 50% discount on the enrollment fee for Funnel Influence.

Go here to get the deal: www.Funnelinfluence.com/book-special