

The Affiliate Launch COPYNOMICON

The WORLD LEADER

In Email Copywriting Education's

SECRET TOME

For Using *Plain Text* Emails

To Create

BLOCKBUSTER Product Launches,
DOMINATE Affiliate Contests,
And CREATE MONEY (Literally)

On Demand With
Special Sales & Offers

Ben Settle



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ABOUT THE MAN WHO PENNED THIS DIABOLICAL MONSTROSITY...

Since 2002 Ben Settle has written ads, created email campaigns, and cooked up marketing strategies for clients that have collectively earned tens of millions of dollars in sales in hyper competitive, “cut throat” markets such as

- × Golf
- × Weight loss
- × Business opportunity & MLM
- × Self defense
- × Home business
- × Dating
- × Prostate problems
- × Internet marketing

In addition, Ben has taught methods he’s pioneered to some of the world’s most prestigious direct marketing companies — such as **Agora Financial... AWAI’s Web Copywriting Intensive event & also their Wealthy Web Writer series... professional radio producers at Entercom (one of the largest radio broadcasting companies in the United States)... Brian Kurtz’s Titans Masterclass... Real Dose’s (one of the world’s biggest and most respected health supplement companies) Health Profits Summit... various seminars and events where people pay up to \$10k just for a seat... and the annual Oceans 4 Mastermind** — where 7, 8, and 9 figure businesses paid him and his partners to put their emails and marketing on the “hot seat” — transforming their sales overnight.

Finally:

Ben publishes a monthly print newsletter (called “Email Players”) that costs \$97.00 per month and is read by hundreds of people in over 30 countries — including by some of the most respected copywriters and marketers on the planet, such as A-list copywriters, publishers at prestigious direct marketing companies like Agora Financial, leading auto-responder & email trainers, New

York Times best-selling authors... and more.

For more information on Ben Settle and to get a free issue of his "Email Players" newsletter go to:

www.BenSettle.com

WHAT OTHERS ARE SAYING ABOUT BEN SETTLE

"Good copy intoxicates me. Yours is high proof. I'm enjoying it."

Gary Bencivenga

(Universally acknowledged as the world's greatest living copywriter)

www.MarketingBullets.com

"I think Ben is the light heavyweight champion of email copywriting. I ass-lo think we'd make Mayweather money in a unification title bout!"

Matt Furey

www.MattFurey.com

Zen Master Of The Internet®

President of The Psycho-Cybernetics Foundation

"Just want you to know I get great advice and at least one chuckle... or a slap on the forehead 'dub'... every time I read your emails!"

Carline Anglade-Cole

AWAI's Copywriter of the Year Award winner and A-list copywriter who has written for Oprah and continually writes control packages for the world's most prestigious (and competitive) alternative health direct marketing companies

www.CarlineCole.com

"I've been reading your stuff for about a month. I love it. You are saying, in very arresting ways, things I've been trying to teach marketers and copywriters for 30 years. Keep up the good work!"

Mark Ford

aka Michael Masterson

Cofounder of AWAI

www.AwaiOnline.com

"The business is so big now. Prob 4x the revenue since when we first met... and had you in! Claim credit, as it did correlate!"

Joseph Schriefer

(Copy Chief at Agora Financial)

www.AgoraFinancial.com

"I wake up to READ YOUR WORDS. I learn from you and study exactly how you combine words + feelings together. Like no other. YOU go DEEP and HARD."

Lori Haller

("A-List" designer who has worked on control sales letters and other projects for Oprah Winfrey, Gary Bencivenga, Clayton Makepeace, Jim Rutz, and more.)

www.ShadowOakStudio.com

"I love your emails. Your e-mail style is stunningly effective."

Bob Bly

The man McGrawHill calls America's top copywriter and bestselling author of over 75 books

www.Bly.com

"Ben might be a freaking genius. Just one insight he shared at the last Oceans 4 mastermind I can guarantee you will end up netting me at least an extra \$100k in the next year."

Daegan Smith

www.Maximum-Leverage.com

"Ben Settle is a great contemporary source of copywriting wisdom. I've been a big admirer of Ben's writing for a long time, and he's the only copywriter I've ever hired and been satisfied with"

Ken McCarthy

One of the "founding fathers" of Internet marketing

www.KenMcCarthy.com

"I start my day with reading from the Holy Bible and Ben Settle's email, not necessarily in that order."

Richard Armstrong

A List direct mail copywriter whose clients have included Rodale, Boardroom, Reader's Digest, Men's Health, Newsweek, Prevention Health Magazine, the ASCPA and, even, The Limbaugh Letter.

www.FreeSampleBook.com

"Of all the people I follow there's so much stuff that comes into my inbox from various copywriters and direct marketers and creatives, your stuff is about as good as it gets."

Brian Kurtz

Former Executive VP of Boardroom Inc. Named Marketer of the Year by Target Marketing magazine
www.BrianKurtz.me

"The fin' hottest email copywriter on the web now."

David Garfinkel

The World's Greatest Copywriting Coach
www.FastEffectiveCopy.com

"Ben Settle is my email marketing mentor."

Tom Woods

Senior fellow of the Mises Institute, New York Times Bestselling Author, Prominent libertarian historian & author, and host of one of the longest running and most popular libertarian podcasts on the planet
www.TomWoods.com

"I've read your stuff and you have some of the best books. You really know how to work the book and the angles."

Brian Clark

www.CopyBlogger.com

"Ben writes some of the most compelling subject lines I've ever seen, and implements a very unique style in his blog. Honestly, I can't help but look when I get an email, or see a new post from him in my Google Reader."

Dr. Glenn Livingston

www.GlennLivingston.com

"The only copywriter I endorse (no affiliate) is @BenSettle."

Mike Cernovich

Author of the best-selling "Gorilla Mindset" book
www.DangerAndPlay.com

"There are very, very few copywriters whose copy I not only read but save so I can study it... and Ben is on that short list. In fact, he's so good... he kinda pisses me off. But don't tell him I said that."

Ray Edwards
www.RayEdwards.com

"You're damn brilliant, dude... I really DO admire your work, my friend!"

Brian Keith Voiles
A-list copywriter who has written winning ads for prestigious clients such as Jay Abraham, Ted Nicholas, Dr. Stephen R. Covey, Robert Allen, and Gary Halbert.
www.AdvertisingMagicCopywriting.com

"We finally got to meet in person and you delivered a killer talk. Your emails are one of the very few I read and study. And your laid back style... is just perfect!"

Ryan Lee
Best-selling Author
"Entrepreneur" Magazine columnist
www.RyanLee.com

"I'm so busy but there's some guys like Ben Settle w/incredible daily emails that I always read."

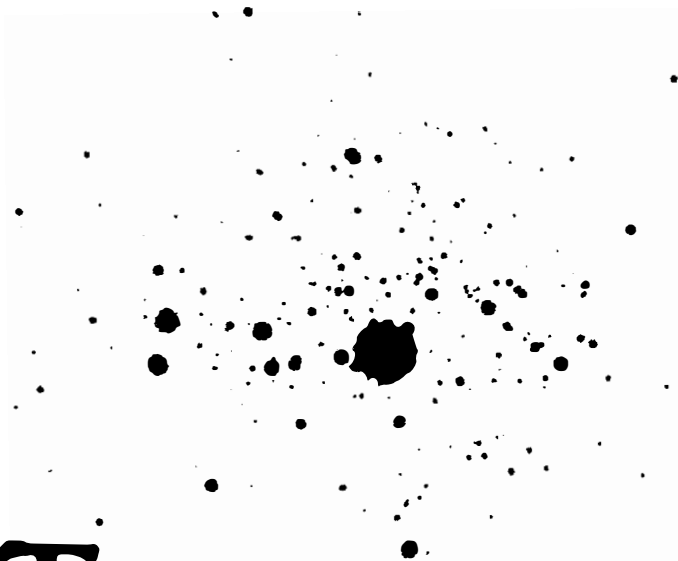
Russell Brunson
World class Internet marketer, author, and speaker
www.RussellBrunson.com

"Ben's emails are perfect examples of how to sell with email."

David Deutsch
A-List Copywriter
www.DavidLDeutsch.com

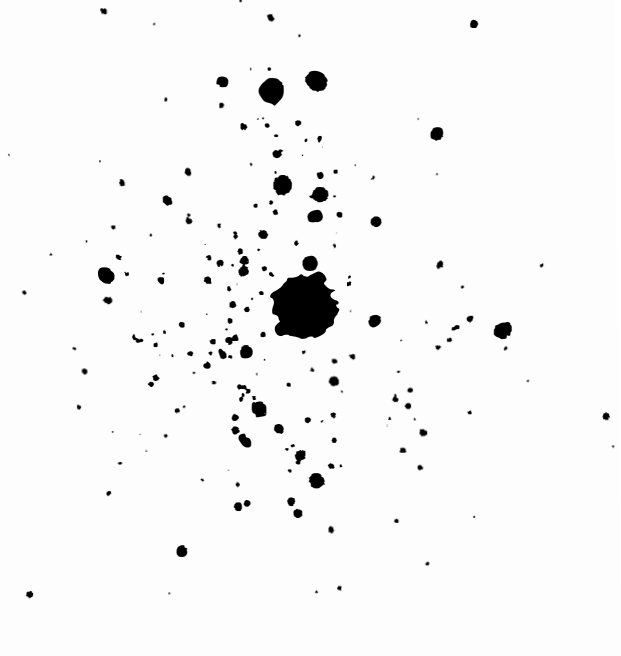
"Ben is the dude to study if you want to write powerful emails that make a bunch of money."

Doberman Dan Gallapoo
www.DobermanDan.com



PART I

THE CAST OF CHARACTERS



“Bring the whole f—g cast, all right?”

Lee Donowitz
True Romance

Welcome to the Affiliate Launch Copynomicon.

This book is divided into 6 parts

- × *Part 1: Cast Of Characters* — this short intro you’re reading now, giving you a quick overview of each section of this book.
- × *Part 2: Weekend Launch Warrior* — where I’m going to show you exactly how to put launches together using plain text emails in a way that’s so simple it’s “Ben-proof.” It’s no mere cliché when I say if I can do it, anyone can...
- × *Part 3: The Affiliate Villain* — showing you how to make 2-5 times (or more) more sales with your affiliate promos, and dominate almost anyone you go up against, especially marketers with bigger lists and more name recognition.
- × *Part 4: Moolah Light Specials* — is about using my system to promote special events and sales, as well as what I call “one pump chump” offers (single email affiliate offers for your own products).
- × *Part 5: The Email Copynomicon* — where I hand you hundreds of pages of real-life email examples (all profitable) from wildly successful product launch emails, affiliate promo sequences, and special events, sales, and other offers. *NOTE: All the emails inside this book are protected by international copyright law.* They are not to be “lifted”, copied, or used for anything other than inspiration, ideas, and examples to model and study. This book is going to teach you how to think and solve problems for maximum sales, not lazily swipe and copy for mere pennies.
- × *Part 6: Appendixes* — which contain (amongst other things) teachings directly

from six of my “Email Players” newsletter issues “zooming in” on many of the themes and ideas in this book. I also included some other goodies to make learning and applying this info faster and more profitable for you.

How To Master The Information In This Book As Fast As Humanly Possible

One of the first things you will notice as you go through this book is, I have included a column that says “NOTES” on the pages. If you’ve bought many informational products from top marketers, you have no doubt seen they often include designated pages and spaces for notes. The reality is (and many will admit this) they put that there to increase the page count which, presumably, increases the product’s “perceived value.” They know (and don’t care) most will never take notes.

Not so with this book.

I want you to take lots of notes.

And, I want you to do it in a way that (1) forces your brain to learn the material fast and (2) makes it so you have all the ideas, subject lines, themes, offers, and raw copy you will ever need before you even write a launch or affiliate sequence. And the way I want you to do it is to read this book with a pen or pencil and do what the late, great Gary Halbert called...

“The Suck”

Here’s how he explained it in one of his newsletters (called “The Suck” — which you can find on his site at www.TheGaryHalbertLetter.com):

“This is where you take the product or service you have to write about and examine it from every conceivable angle. As you do this, you take notes and you number those notes. Take notes on everything pertinent. Take notes on everything interesting. Take notes on things that pop into your head (like ideas... random thoughts... or even questions).”

This is an extremely powerful way to learn new info.

And, it is even more powerful for writing any kind of copy. (Email copy, sales letters, whatever). By writing whatever comes to mind in the notes section as you read like this, you will (as Gary put it) “suck” every morsel and nugget of knowledge you can from this book. Just realize, some of your notes will be meaningless and pointless. Some will be great ideas for subject lines, themes, stories, etc. And some will be ideas for whole other problems, products, or solutions for completely different things.

The important thing is to capture it all — no matter what it is or how relevant it is.

Then, you transfer those notes to whatever projects you work on.

But, don't just do The Suck throughout the book's teaching content. You should also do it when you read The Email Copynomicon and Appendix sections, too. Those emails all made lots of sales. They will spark ideas, themes, subject lines, and other fodder for you, in whatever niche, product, service, or industry you are dealing with. By the time you're through reading this book while doing The Suck, your notes will be solid gold for when you are ready to do your launch, affiliate, or special offer campaigns.

Tools Of The Trade You'll Need To Build Your Campaigns

Before you get started, there are certain things you'll need to have in place. This is not a magic formula by any means, nor do I position it that way. My methodology does take work (although not as much work as other launch methods I've seen) and you are going to have to have the ingredients for this particular recipe in place if you want it to pan out. In other words, I could teach you how to bake a cake all day long. But if you don't have flour or frosting or sugar, etc, it's all for nothing.

So, here is what you'll need to make the Affiliate Launch Copynomicon work:

- ✧ *Offer* — I know this is painfully obvious, but it's astonishing how many people buy products like this and think everything happens magically. You will need an offer, whether your own (if you want to launch something or to run your own special sales sequences like I'll show you) or someone else's (as an affiliate).
- ✧ *List* — You'll also have to have a list to send emails to. If you're doing client work, they obviously need to have a list, too. It doesn't have to be a big list. I recently coached a student with a very small list who did way better than she could have hoped. I know people who have had a list of 100-200 people who have used this process and did quite well. It doesn't mean they made millions of dollars, but

notes

they did great for the size of their list, and you can always build from there.

- × *The will to mail aggressively* — You also must have the willingness to mail aggressively and do it in the exact way I show you. This is why I highly recommend you are a subscriber to my Email Players newsletter. I'm not saying you have to be. One of this book's Appendixes is a transcript of a training showing you the basics of how to write emails "my way." It's enough to get you up and making lots of sales, but you won't make near the sales you will by becoming a subscriber.

Fight Your Darkest Urges

If there's one thing that's going to kill your sales doing this, or at least hold back the amount of sales you could be getting, it's trying to get creative with this.

I'm not saying to turn off your brain.

But, you're still going to have to be able to think and creatively problem-solve (every email campaign is a problem to be solved, not a canned solution to be swiped). But, I don't want you getting creative as far as how to apply what I show you.

Don't Mix Someone Else's Boys With My Boys

If you want to use someone else's launch or affiliate system, use their system. But, don't try to mix someone else's info with mine. In my experience, other peoples' trainings just muddy the waters when combined with mine.

Later on, if you have knowledge of other product launch systems and methods, by all means mix and match, and try to make it all work better. As you will see in the Email Copynomicon section, my methods evolved and got better over time, with each launch and affiliate campaign. But the foundational attributes have always been in place.

For now, I just want you to follow this dogmatically, without trying to get creative with its application.

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The Good News

Now that I've told you what you do need, here's what you don't need:

- ✕ *A team* — a big team is fine to help you implement things faster, but you don't need one. I've been a one-man band my entire business (other than when JV'ing with other businesses). But I've never needed a team to do this. I've never needed a VA or an assistant to do this, either. Sometimes I've done this even when I was on vacation, monitoring \$100k affiliate campaigns on my phone.
- ✕ *Social media* — if you're already on social media and you want to let people know about your launches or your affiliate offers it's not going to hurt your sales. But you don't need a bunch of people on Facebook engaging and chatting and yapping away or any of that. You can use those things if you want. But you won't need them. And, as you will see, you can use things like Facebook ads to help everything be more profitable. Just don't think you can't do this if you aren't yapping it up on social media all day. It's not what makes this system work — email and your own list do.
- ✕ *Affiliates* — you also don't need affiliates to launch your products using my system. Like with social media, you can use affiliates if you want. But I've never had to. I don't even sell

anything affiliates can offer. You won't have to, either, to have super profitable product launches.

- x *Fake hype and drama* — no need to get people commenting or “engaging” on blogs or social media. You don't have to give a bunch of freebies away, either. Nor do you have to give all your best stuff away to try to get people to trust you and believe you. You don't have to do any of that. You can, I suppose, if you want. But you don't need to, and that's not really selling anyway. In fact, I suspect it would only hurt your sales and empower the freebie seekers on your list.

Reaping The Rewards Of Repetition

One final thing before we dig in:

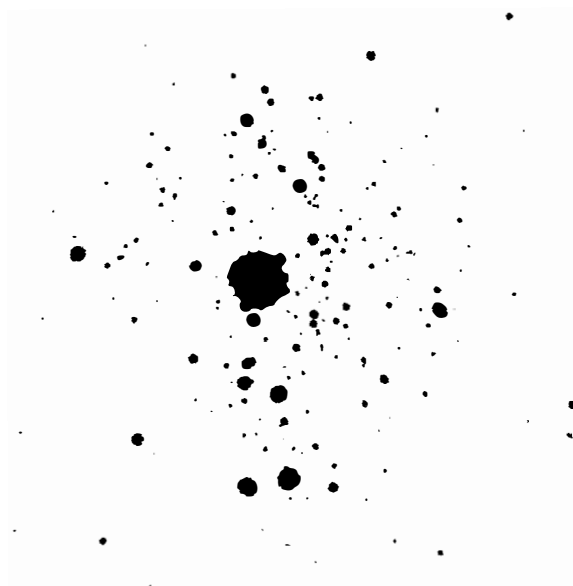
There's going to be a lot of repetition in this book. This is not a long, drawn out book full of fluff and filler. You may be reading this heavy book in your hands thinking, “This is a lot!” It's not. The teaching part of this book is actually pretty short. And, you will notice the applications and principles between launching products and doing affiliate campaigns are almost identical. Only the execution is a little bit different, depending on what you're doing. I will cover all that, but realize you're going to find a lot of this repetitive. Repetition is good. That, along with doing The Suck, is how you're going to learn this quickly, and absorb the info and make money with it as fast as possible.

Anyway, so that's the cast of characters.

Turn the page and let's start making you that money...

PART 2

THE WEEKEND LAUNCH WARRIOR



“Ben - your email launch style simply doesn't work. I was in the hospital, had a major spine surgery, and couldn't even walk until yesterday. Using your crummy system I had to put in like 2 hours of work, and only did \$16,000 in sales while I was lifeless in the hospital.”

Shane Hunter
www.ShaneHunter.org

Now that we got the intro out of the way,
let's move on to the fun stuff:

Making You Lots Of Sales.

And that brings us to the second part of the Affiliate Launch Copynomicon, what I call the **Weekend Launch Warrior**. I call it this because you can use the following info to launch a product in a weekend (even this coming weekend, if you're motivated enough).

It is broken down into just 4 (most of the time only 2) almost laughably simple steps:

STEP ONE: Announce Your Upcoming Product To Your List

You do this as soon as you know for a fact, “I'm going to launch XYZ product.”

For example:

The moment I knew I was going to publish my Email Players newsletter I told my list about it. I didn't have it all figured out. I didn't even know what it was necessarily going to be about. I just knew I was going to do it and I told them.

When I did my Villains book, as soon as I knew I was going to put that up on Amazon and sell it, I let everyone know "This thing's coming."

When I knew I was going to do my elBenbo's Apprentice membership site I let them know immediately. (I may have even just brain-farted it out on my podcast and declared it, but don't remember exactly.)

In the weight loss niche every time we knew we were going to create a new product we let them know right away. The main list knew about it well before it was even written. It didn't matter. As long as we knew we were going to do it, we announced it to everybody.

More:

I've even done these as far out as 6 months in advance. (That is how long it took me to assemble a continuity program I created many years ago called The Crackerjack Selling Club — so I just kept pre-launching it for months...) It could be a week in advance, it could be a month in advance. It doesn't really matter. When you know you're going to do it, announce it to your list.

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Why This Is Important

When you announce it to your list right away you're going to get instant feedback. It's a good gauge for if there's any demand for the thing you're going to sell. And in my way of thinking, why put together a product, especially if it's going to take a lot of time, if there's no real demand for it?

As an example, when I had the idea for a sequel to my Villains Book, I didn't even officially announce it. I merely casually mentioned at the end of one of my daily emails, "Hey, there's a sequel coming" and I got a lot of feedback of, "Oh, I can't wait!" I had a pretty good idea (enough of an idea to pursue writing it, at least) it would sell before I even wrote or outlined it.

On the other hand, if you announce your product and nobody really cares, you might want to reconsider or tweak your idea to make sure there is demand for it. Even though my system is simple, it still is work intensive writing lots of emails. No need to do all that work if nobody is interested in buying...

So, announcing it to your list is step 1.

Next up (and this step and step 3 are optional, which is why I say it may only be 2 steps) is...

STEP TWO: Create A "Sub-list"

A sub-list is just another list you create, separate from your main list.

The idea is to get the people who are very interested in this product now, before you've even launched it, onto that sub-list. And if you do use a sub-list, you're going to market to both your main list and that sub-list simultaneously when you launch.

Again, it's totally optional.

Frankly, I've done very few of them. You could say it's because of laziness (and you wouldn't necessarily be wrong...), or I simply wasn't that motivated. If I

was super motivated I would do a sub-list every single time. It just depends on how hard you want to work. I highly recommend it, though, if you are launching your first product. If you aren't currently selling anything, then there is no reason not to use a sub-list.

However, I did do it for my Email Players newsletter, even though I was selling other products at the time. And I'm glad I did. Because that's what helped me get over 80 subscribers right off the bat (liberating me from having to do client work in a short weekend), from a list of just over 3,000 people. It was because I had that sub-list. On the other hand, I have other products I have not used a sub-list for that, had I created a sub-list, I would have made a lot more sales. It all depends on you and how much you want to make.

Put The Squeeze On Your List

What you will be doing to get people on this sub-list is send the people on your main list to that squeeze page, in your daily emails. The Email Copynomicon section of this product has some examples ranging from short, above the fold, to long. How you do it depends on what you're selling and your goals and time table. You can just have a headline, "XYZ product launch notification list," and then a box under that. Then under that you want to give them some reason to join that list.

For example, what you might do is say:

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“If you want to get a discount when this product is launched, sign up for the pre-notification list below and you’ll be the first to know.”

The people who are really interested in what you’re doing will get on that list. Some will get on there thinking they’re going to be a marketing spy and look at all your emails. Which amuses me, because I don’t even mail that list until it’s ready to launch. You could send more emails to it, but as you’ll see, it’s not part of the Affiliate Launch Copynomicon system. You just want to get that sub-list up, and you want to give the people on your main list a daily succession of compelling reasons to join it each day via email.

Also, it doesn’t have to be a discount. It could be as simple as, “Join before the launch, and if you buy during the launch you’ll get XYZ bonuses.” I prefer to do discounts to tap into everyone’s sense of wanting a great deal combined with a deadline. Bonuses work too. (A combination of both is ideal.) But whichever you choose, you have to give them some reason why to get on there, other than your product or service exists.

This is also another thing that helps you gauge demand, too.

Think about this:

Let’s say you tell your list about a product or service you’re about to launch. You say, “Get on this list and you’ll get it at a discount when it launches,” and nobody signs up. Then you know probably nobody really wants that product. It’s not a scientific way of determining it. But...

You May Not Want To Waste Your Time If Nobody Even Gets On Your Sub-list To Get Your Product At A Discount.

If you’re not using a sub-list, this is more of a crap shoot.

(But, in my experience, if you know your main list well enough, you should have a good “feel” for what they want, especially if you use daily emails the way I teach.)

On the other hand, you might notice there's a lot of people joining the sub-list wanting to get the product or service. That's a good sign. It doesn't necessarily mean it's going to be a big hit. But, it helps gauge demand.

Another thing to think about is, most of my sub-lists are simple, and short. But that does not mean you can't make yours longer. You could (for example) include a Q&A on it. I've done that, and I show you an example in the Appendixes section of this book. That Q&A, if you do it right, will help people make a decision to want to get on your sub-list and maybe excite them more about the product. Q&A's are good for that. They're also good for keeping people abreast of what you're up to.

Another thing you could do is have an opt-in box and then below that say, "Here are the chapter titles" of either what is in your product (if it's an info product) or what's in one or more of the bonuses (if you are offering informational bonuses). This is assuming it is an informational product and you have the chapter/section titles, and the product is being created or is already created. You then list all the chapter titles (written in teaser bullet point format — this is vital for how you name any of your bonuses, too), and then below that put another opt-in box. You don't have to do all that for your squeeze page. But, it's another tool in your toolbox, like the Q&A.

Again, see the Appendixes for examples.

Once your sub-list squeeze page is up, you will want to send as many emails as possible (ideally, every day, as your daily email) to get as many people as

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you can on your main list to join your sub-list.

This is one of the reasons I rarely bother with sub-lists, and haven't in a while, because I want to sell my main offer while I'm building my product. I also have a good feel for what they want (I have not had a failed product launch yet, simply because I email daily and have a great feel for what kind of products to offer them). But I recommend you do a sub-list if it's your first product and you don't sell anything else yet. Or, if you are launching a product just to a buyers list. In my way of thinking, you have to live, so if you're relying on selling a specific product or line of products now, you don't want to plug the sub-list every day because then you're not going to get sales for the products you need to sell to live.

But, if you are using a sub-list, the next is...

STEP THREE: Be An Obnoxious Tease!

Yes, my little droogie, tease the living daylights out of people to get on that sub-list every day. If you're not using a sub-list, then you can safely skip to step 4 (and there are only two steps for you). But if you are using a sub-list, you want to use daily emails the way I teach. If you're an Email Players subscriber, you know how to do this. If you're not an Email Players subscriber, make sure you read the Appendix in the back of this book that teaches the basics of my email system. You'll have more than enough knowledge to start putting these together. They may not be perfect emails, but that's why I've provided you hundreds of pages of examples in this book. But what's most important is, you tease them.

Think about teasing for a second here.

This is so powerful, it's what was basically responsible for helping me launch my first 6-figure newsletter business with just 4 emails to a list of only 3,000 people (I teased like crazy in each). You're not writing emails that are giving hard information away. This is how other people launch their things. A lot of launch methods I've seen and heard about are all about giving away a lot of valuable free information.

The rationalization hamster reasoning for it is (the way I've heard it for many) they think customers are thinking:

“If he gives all this stuff away for free, just imagine what’s going to be in the paid product!!!”

I am 100% against that way of thinking. That’s not selling, that’s being a give-away artist. I’m not saying it doesn’t work. But, I don’t believe it works anywhere near as well as selling. I’ve even heard people describe it as using the so-called law of reciprocity. But I believe what is far better is to write your emails the way I teach in Email Players (again, see the last appendix of this book) daily, teasing (while also delivering value, just not hard value) them on to your sub-list. If you think teasing doesn’t work, you’re not paying attention to life very much, because...

People Love To Be Teased Even If They Insist They Don’t!

Proof?

Take the stripper industry. It’s based on guys paying lots of money to girls who never really give them anything. These blokes pay girls to tease them.

If you want a less seedy example, think back to the playground when you were a kid.

What did the boys do to get a girl’s attention?

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They Obnoxiously Teased Them!

Boys don't usually tease girls unless they like them. And girls like to be teased if they like the boy (works for adults, too...) There is a sort of schoolyard mentality to how my launch system works.

That's also the way I write emails. If you're not an Email Players subscriber then again (yes, I know I sound like a broken record, but it's important you know what you're doing), read the last Appendix about how to write emails the way I teach before attempting my product launch method.

For now, just realize this:

Every time you send an email to your main list to get them on your sub-list — and this is a daily email you send out, pushing them to the sub-list — write it in the exact same way you would if the product existed where, instead of selling the product, you're just selling them on getting onto the sub-list. If this isn't 100% clear, look at any of the pre-launch emails in the Email Copynomicon section of this book. You will see the emails are written as if they were selling the product. But, instead of selling the product, they're "selling" them on joining the sub-list. It's just a way of getting them to raise their hands to show they're interested in your product, while also building up desire for what you're going to launch. Doing this not only will make you many more sales when you launch, but it is also another great way to gauge the demand of what you want to launch by looking at how many people opt in every day to your sub-list. It's a very interesting phenomenon.

A Word Of Warning, My Fine Feathered Little Droogling:

You might hear complaints from some people if you're not segmenting your list. They might get mad (it's mostly faux anger, from people who are lukewarm and shouldn't be on your list in the first place) and say something like:

"Why do you keep trying to tease me? I'm already on that list."

That's okay, it just means what you're doing is working. You want to do this all the way up until launch day. Instead of sending them an email selling them the product, because it's not launched yet, you're selling them on getting on the sub-list to get the product. I cannot stress enough (and I will repeat it again) **these emails are written the exact same way as if you were selling the product**. When you look at any of the pre-launch emails in the Email Copynomicon section, you'll notice they could just as easily sell the product as get them on the sub-list.

There's no difference, other than the call to action. If they were selling an existing product, they would plug the product or service, instead of the link to the sub-list.

Exact same email, different call to action.

So you do that all the way up until launch day, and then it's time for...

STEP FOUR: Release The Kraken!

This can as much as double, triple, and possibly even quadruple your product launch sales. By releasing the Kraken I mean you're going to let a lot of emails fly over a very short period of time. This is why I said earlier if you're not willing to aggressively mail, and mail daily, and mail multiple times daily, this isn't going to work nearly as well.

There's a lot of psychological resistance to this from many people. But if you just do it, and if you mail the

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way I teach in Email Players and/or as I teach in the last Appendix of this book, I think you'll see the sales come in fast and furious, and in a predictable way. Frankly, the more you do these launches like this, the more predictable it gets.

In the first email I tell people something like:

“XYZ product is now available.”

It's sometimes what the subject line is, too.

This first email is for the people who already want it (low hanging fruit), have been patiently (or in some cases impatiently...) waiting for it, and are ready to buy it now. They don't need any more tease or reasons to buy. Then that night, I sometimes do some kind of reminder email about that first email and reprint the first email at the bottom.

As for frequency of emails:

I usually do 2 emails per day (the first 3 of the 4 days) to the main list. On Thursday, Friday, and Saturday I will send at least 1, but I recommend 2 — 1 in the morning and 1 at night — spaced 12 hours apart. You could also do 3 emails. I've done that before, and in those cases, I'll space those 8 hours apart throughout the day. You send those to your mail list Thursday, Friday, and Saturday. This is for your main list whether you are using a sub-list or not.

If you do have a sub-list, then on the same days, but at different times, you will send 1-2 emails that are more aggressive and more blatant pitches to the sub-list (they can even be above the fold). In other words, if you send an email out to your main list at 5 a.m., you want the first email going to your sub-list at maybe 9 a.m. You don't want it to be at the same time, because a lot of these lists are going to overlap with people, depending if you've segmented people off or not. I tend to not segment people off, and the same people who are on both my main list and my sub-list are getting a ton of emails each day. A lot of people are too timid to do this, though.

And if you are feeling timid about this, then maybe this will help...

The People Who Are On Both Your Main List And Your Sub-list Are Some Of Your Hottest, Most Eager-To-Buy Prospects!

The only thing to be aware of is, if you are using a sub-list, some people will opt out of your main list during the pre-launch phase, and never think to opt-out of your sub-list since you aren't (using my system, at least) sending them emails until the launch itself. If they are unfamiliar with how email works (and this is especially true in consumer markets) they may accuse you of spam when you mail the sub-list. Just remove them when that happens and don't get into any pissing matches with them. If you can somehow automate things where if someone leaves your main list they are automatically removed from your sub-list, I recommend doing it.

Although, you might be surprised how many of those types will buy during your launch even if they opted out of your main list.

Where The Most Sales Will Almost Always Come From

Here's where it gets fun (and maybe a bit hair-raising).

On Sunday you will send 4-7 emails (or more) to your main list spaced throughout the day. If you

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don't use a sub-list, then I recommend sending at least 7 or more to your main list. The reason I have sometimes kept it limited to 4 to my main list (if I had a sub-list) is because the really hot buyers are already hearing about this on the sub-list. But, those few times I've done that I was playing it safe and simply projecting (which is not good) my biases onto my market. (Which is a bad thing.) If you're segmenting buyers off your lists that's a non-issue. You can send as many emails as you want, and you don't have to worry about people who have already bought your product seeing your offers over and over and over. At BenSettle.com I don't segment buyers off my main list. I'm not going to go into the why of all this, but at the time I'm writing this book I don't worry about it.

So on the last day, you'll send at least 7-8 emails to your sub-list (and to your main list if you're not using a sub-list). You also want to space them out. You're not sending them all in the same hour. I'll usually space mine one or two hours apart leading up to the deadline on the last day.

If the last several paragraphs have confused you (I realize it's a lot of moving parts) never fear: In the appendixes I show you a few examples of launch schedules (and affiliate email schedules — they are both identical) I've done and have advised others to do. Your mileage may vary, but I have never done one of these and not seen the last day pull at least as many sales as the first day, and oftentimes many more.

In fact, in more than one case...

I Almost Doubled The First Day's Sales On The Last Day!

Something else to think about as far as list segmentation (where you "segment" someone off one list and copy or put them on another).

Ideally, you are segmenting buyers off both those lists (main list and, if you use one, the sub-list) after they buy. In other words, somebody buys your product from your main list and you segment them (i.e. take them off your main list) onto a buyers list, and you have it automated so they get taken off your sub-list too.

This is an automation thing. I don't want to get too bogged down in this. Consult your email broadcast company for how to do this, because every company is different in the technicalities of how it's done. But the idea is to segment the buyers off your main list and, if you use them, sub-list, when they buy, and on to a buyers list. That way they don't keep getting your launch emails all weekend after they already bought, and you can then use emails to sell those buyers the next thing (which is beyond the scope of this book — I'm showing you how to get the buyers, what you do with them after that is a whole other ball of wax...)

Now, before I go further, another word of warning:

If you are someone who is always trying to “reverse engineer” what other people (me, in this case) do, read the following very carefully.

Don't copy what you see me do at BenSettle.com.

This is one case where I am going to warn you to...

Do As I Say, Not As I Do!

Why?

Because I rarely segment on my BenSettle.com list due to the nature of what I sell, and the way I set my email lists up. The ideal way to do this is to segment them off your main list (and sub-list) when they buy. But, if you don't, then realize people are going to see your offers for something they've already bought. Some might even get a little irked. So realize that

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going in if you are not going to segment.

Don't Bury The Money

Another thing to keep in mind is not to hide the pitch in your P.S. Or, almost as bad, try to be Mr. Soft-Sell as far as trying to pretend like you don't have something to offer. People do it all the time and it makes no sense. Especially during a launch (or affiliate promo, special sale, etc). Again, if you're an Email Players subscriber, you've already heard me teach this. I also mention this in the Appendix that teaches the basics of my system at the end of this book. You can also see what I'm talking about in the Email Copynomicon examples.

Point is, you want to be aggressive.

You also want to make a clear call to action.

And, you want them to know something is for sale, and where to get it. The trick is to do it in a way where they also feel they got value, builds desire for what you are selling, and does it in a way they like. If you need more info about this, either join Email Players or consult the free training in the Appendix of this book that teaches my email methods for writing emails people like reading and buying from.

“eBay” It Up

Here's another important thing to do for both launches and affiliate campaigns:

When you get to the last day of the launch or affiliate campaign, your emails should be similar to an eBay-like countdown. That's a big part of the structure of my campaigns, and what makes the last day so profitable. eBay auctions let you know periodically throughout the day when it's coming down. It reminds you constantly. That's why something that lists for \$1 can sometimes sell for thousands of dollars. eBay power sellers know on that last day especially, all the people watching are going to start bidding on it like a feeding frenzy.

Admittedly, this is not the exact same thing with email. We're not having people bid on anything, obviously. But, with my method there is a specific countdown —

in each email the last day — to the deadline that taps into the psychology behind what makes auctions work. (Auctions create overwhelming neediness in customers — even for products they didn't even necessarily want — which is an extremely powerful psychological tool to use when selling, especially when launching a product. Auctioneers are some of the most potent salespeople in the world due to their knowledge of how to create feeding frenzies of sales by leveraging neediness.)

In other words:

If your deadline is Sunday night at midnight, that last day you want to keep reminding people in your emails, "Look, you have 4 hours left. You have 3 hours left. You have 14 minutes left..." A lot of my emails have the last email comes 15 minutes before the offer ends. That's gets the last minute, super procrastinators "on the fence", sitting on their phone or computer, debating whether to buy or not. It's like hacking their phone and flipping them into customers.

Again, there are plenty of examples in the Email Copynomicon section. It's much better to show you — and you'll get the idea faster by reading those emails word-for-word.

Put A Burr In Your Email's Butt

This is important for doing any kind of emails. But, it is especially important if you're sending all these emails out during a weekend, where your list could

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be seeing as many as 15+ emails from you in a tight time frame.

What I am talking about is putting a “burr of singularity” in each email, so they don’t look or feel like (1) just blatant sales pitches and (2) everyone else’s launch products, where they chuck out these short little emails with “last chance!” or whatever.

I am not saying that never works. (It clearly and demonstrably does.)

But, it does not work nearly (in my experience) as well as adding a burr of singularity to each and every email, which gets even people who often ignore you to enthusiastically open, read, and click them.

What Is A “Burr Of Singularity?”

This is something the late, great ad man David Ogilvy taught, and what he did in all of his ads. It’s different for the kind of consumer advertising he was doing in other mediums (none of which was email). But you want to have that one thing — that one unique idea, thought, theme, mental image, strand of entertainment, metaphor, analogy, or anything else that sets your email up as something different... that makes each email stand out from everything else (including your other emails — which is why most launch email sequences are so boring, dull, and easy to ignore) and be worth reading.

That’s why with my methodology (and you’ll see ample examples of in the Email Copynomicon section of this book), every email isn’t just the same typical, “Oh, 2 hours left and here’s the email. In 2 hours this comes down and here’s the link...”

You can do that once in a while, and I do that in some of the examples. But the longer I’ve been doing these launches, the less I do emails like that. The sales are simply much higher when each email has its own burr of singularity.

It also helps when writing all these emails to realize every email is someone’s first email. And it’s not a good idea to assume they’ve read your sequence or even any of the emails before the one they are looking at.

(They may very well have joined your list mid-launch.)

The good news is, you will automatically be doing this if you are following my email methods (either as an Email Players subscriber, or by following the lesson in the last appendix of this book.) You'll notice even in the sequences in the Email Copynomicon section of this book (where I've sent out 14 or 15 or 16 emails in a weekend) each email can stand on its own as an email to sell the product. It's not relying on the emails that came before it.

Only The Paranoid Survive

I also believe it's good to be paranoid enough that you think (with each individual email) this could be the last time they ever see your emails due to spam filters, apathy, your auto-responder/email broadcasting company being temporarily on an ISP blacklist, and a hundred other things beyond your control.

This kind of paranoia is a good mindset to have.

And it's why every email has to have that burr of singularity in it.

From what I have seen, the vast majority of email marketers are simply too lazy to do this. And are too impatient, with no long term plan in play. All they want to do is swipe, write blatant pitches, and put no real thought behind their emails beyond the usual email tactics.

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The World's Greatest Phone Salesman's Secret To Foiling The Delete Key

Something else to think about is the power of curiosity in these emails.

The greatest phone sales trainer who ever lived (even companies like Zig Ziglar's company and Tom Hopkins' company would use Stan's phone sales trainings to get butts in the seats for their own seminars) Stan Billue once said something that applies as much (if not more) to emails than it does to phone selling.

What he said, was:

“Curiosity always overpowers programming.”

For us that means when you're launching a product you want to put a lot of curiosity into every aspect of your launch — from your squeeze page, to your subject lines, to your stories, to your benefits, to your closes, to your sales page, to your 1-click upsells (more on this in a moment), and every other part of the sales process.

Curiosity should be embedded into all of it.

Curiosity is what creates that all-important tease, too.

Stan's example that illustrates the point, is when he was selling investments over the phone back in early 80's. He was talking on the phone with a doctor to sell investments:

“My name is Stan Billue and I...”

... and the doctor immediately hung up on him. So Stan Billue picks up the phone, calls again, and says, “I'm sorry, we must have got disconnected.”

The doctor says, “No, we didn't get disconnected” and starts swearing at Stan and yelling at him, “You know exactly what I was hanging up on you for, and I don't ever want to hear from you again. If I do, you're going to hear from the FTC...” and all the government agencies, and threatened Stan.

Stan, being the guy he is, didn't let that stop him.

He called back again after he got hung up on and got a busy signal. This is back in the days when people didn't have cell phones when you could actually slam a phone down on someone (I miss those days...) or take the phone off the hook, and you'd hear the busy signal, which is what he was hearing.

Long story short: Stan called back every half hour and eventually he got through again. The doc picks up and says, "Yeah???"

Stan Billue replies, "Look, before you hang up on me, doc, I have just one question!"

The doctor then quickly replied, "What?"

Now, who had control at that point? Of course Stan did. And, he had control because...

He Created Curiosity That Couldn't Be Ignored!

This guy was basically neurologically programmed to hang up on Stan. He'd hung up on him several times. In fact, all telemarketers know people are programmed to hang up on them, which is what makes it a hard job. (It's the same with emails, too. People are programmed to delete your emails on sight. And, if they don't, they are programmed to look for reasons — any reason will do — to delete your emails while reading them.) But, because Stan used curiosity, it over-rode that guy's natural instinct to want to hang up on him. That's how powerful curiosity is. It was as simple as, "I just have one question for you."

So how do you apply this to email?

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Obviously, you're not going to write an email saying, "Don't delete this. I have just one question..." although you could do that once, I suppose. But it's much better to put curiosity in your subject lines and in every sentence — from top to bottom — as much as possible.

And the reason why is because...

That Curiosity Will Keep People Opening And Reading

Those 13, 14, 15, 16+ Emails During Your Launch!

It's almost impossible not to, and can keep that one person — and there's going to be more than just that one person, believe me — who reads the first one and doesn't buy.

Reads the second one and doesn't buy.

Goes all of Saturday and doesn't buy.

Looks at every email on Sunday and finally, something you wrote just gets him in the gut Sunday evening and he can't help it. He has to buy. All resistance is gone, with only the sweet, blissful release of pushing that buy button left over.

Why Recycling Does The Bank Account Good

Another thing to think about is you can recycle emails from one launch (or affiliate promo) to another when it makes sense.

For example, when I launched my Copy Slacker product I used a couple of the emails I wrote to sell Ken McCarthy's copywriting product as an affiliate for my product a year earlier. During a launch it's going to make your life a lot easier doing this.

I think you definitely should be writing original emails. But there are going to be some emails you've written in the past you might be able to recycle for your launch to save yourself some time.

There's no reason to reinvent the email wheel. If an email worked before, use it for something else.

Not All Blatant Offer Emails Are The Devil

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I mentioned each email should have its own burr of singularity. But on the last day it's okay to do a few emails that are just blatant pitches, maybe even above the fold, reminding them this thing's coming down. This is especially true for sub-list emails (if you are using a sub-list, of course). But, I don't think they do nearly as well as writing full emails. These days I don't do the short, blatant ones at all during launches. But, if you slip one or two in it's no big deal. And with your sub-list you can get away with it even more frequently.

But, ideally, even the short, blatant pitches should still have a burr of singularity. Some kind of idea, a phrase... something... to make it not the usual boring "LAST CHANCE!" type emails.

The late, great Jim Straw used to do this masterfully to sell several copies of a \$997 eBook (yes, he sold an eBook for almost a grand!). Unfortunately, he doesn't send emails anymore because he's been deceased for the last several years. But if you were ever on his list you'd know he was the master at this. His emails were all short and above the fold for the most part, but they each had a burr of singularity. He had some idea or thought that made it stand out and was inherently interesting. You can do the same with your launch emails — especially to your sub-list when you can get away with sending shorter blatant pitches.

An example would be my Copywriting Grab Bag product.

I used to run yearly sales for it, to two lists (my main list, and a smaller list of people just interested in copywriting). So for one of the emails to the smaller list I thought of something like, “May the Schwartz be with you,” because one of the bonuses I was giving was a bonus that had to do with Gene Schwartz. So I mentioned the word Schwartz, and I brought up the topic of Yogurt from Spaceballs, using the Schwartz.

It was a funny little gag, and that gag was, in itself, a burr of singularity.

Believe it or not, if your offer is good enough, many people won’t mind getting these, and may even thank you for sending them. Anyway, point is, even a blatant sales pitch should have its own burr of singularity.

The Secret Of “Flipping” Complaints Into Sales

Now let’s talk about complaints.

If you follow my system, you’re going to eventually get some complaints. Maybe even a lot of complaints, depending on your market and the relationship you have with your list. (i.e. they aren’t used to seeing you do these). If that happens, you will need to just sac up and deal with it.

They’re going to say things like, “You’re sending too many emails. This is bad.” One guy accused me of “list abuse” (whatever that means) once. He could have just unsubscribed at any time, but now it’s list abuse if you send too many emails in a day. I call people like that...

Willing Victims, Not Innocent Victims.

Sometimes people will give you unsolicited advice: “You should only need to send 3 emails. You don’t need to send all these emails.” The most amusing ones are those who say they are email or copywriting experts and advise you to stop sending so many. These are always from people who are non-buyers or amateurs who simply don’t know what they’re talking about. I have a saying on my podcast not to let your customers steer your ship or they’ll run it up on the rocks. **This goes triple for non-customers and so-called experts.** Ignore them when they try to give advice about which they know nothing.

When this happens, there's two things you can do:

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One, you can just remove them from your list, which is what I usually do because I don't want people like that on my list anyway. But a second option is to not let their complaint go to waste. And, instead...

Use These Complaints To Make Even More Sales During Your Product Launches!

You'll see an example of this in my Titans of Direct Response emails in the Email Copynomicon section. (Which was for an affiliate promo, but it applies exactly the same to launch emails.) There is an email with the subject line:

***Subject line: Sheesh. Are all these
emails I'm sending you tonight really
necessary***

... which I wrote after a guy complained about the Sunday emails I was sending. But literally that same night (the timing was perfect) I also got a testimonial from an A-list copywriter named Richard Armstrong who said,

***"Wow, you're giving me the best
affiliate marketing lesson I've ever
gotten with these emails. Keep it up."***

So I took the complaining guy's email (leaving his name out) and Richard's email (leaving his name in...), and quickly wrote an email basically saying, "Oh, this guy complained about this, but look at this. One of the best copywriters in the world said this," and I used the complainer's complaint and Richard Armstrong's testimonial to sell more of the product.

You can do this with any combo of complaints and testimonials. Or, just address the complaint by itself and turn it into a reason to buy. This puts you at risk for angering people, but if you do it, you may find it so profitable you purposely agitate complainers (i.e. who are now your unpaid marketing interns) just for the fun of it. (I do!)

By the way: You'll be able to tell (on the last day especially), if an email is working, because if it is, you'll notice within the first few minutes after each email, there'll be a sale or two or maybe several (depending on the price points, your list, and a host of other factors). Then the sales will die out until the next time you shoot an email out.

You don't need any fancy tracking or software or analytics to figure out how you're doing. Again, look at all the emails in the Email Copynomicon section and you'll see exactly how that works. On the last day I like to space them a couple hours apart (give or take). If/when someone complains, either ignore it (and remove them from your list) or use it by "judo-flipping" that complaint into a reason to buy.

To Be Clear, Though:

Just because I am advocating using complaint mail to make sales, I still think you should respect your list. If you're not respecting them, you're probably in the wrong market and probably shouldn't even be in marketing. That is why one thing I like to do — and I like to do this for affiliate offers too, and I think it's a good thing to do to your list — is to give them a little heads up the day before the launch, because you're going to be sending them a lot of emails.

By that I mean, the day before your launch, send a short email letting them know you're going to be launching your product and sending a lot of emails. And, if that is going to be a problem to just delete the emails or opt-out now (and show tell them how).

For one thing, you're going to get some people leaning in who are interested and anticipating your coming offers over the next few days. (And, if you do it right, ignoring all the other emails, texts, phone calls, instant messages, social

media pings, and other distractions competing for their attention). You're doing the courteous thing — especially if it's the first time you've mailed your list this way.

You can see many examples of this in the Email Copynomicon section.

Don't Be A Jerk About It

Don't do the above "heads up" email with attitude or fake Internet tough guy words like these idiots on Facebook always threatening to unfriend people. It comes off as needy and pathetic and is unnecessary. You're just saying, "I completely understand if you prefer not to get all these emails, and if you don't want to just delete them, there's an opt-out link at the bottom of each one."

Very simple, not antagonistic, and, yes, it's courteous.

(The golden rule applies...)

This takes a lot of confidence in yourself and in your product, and you can't be needy about it. If you're a needy person you're going to come off that way. (Probably by inserting an attitude or something that tips people off to your insecurity.) You have to really believe in respecting them and giving them a reason to tell you no, which is a powerful persuasive mindset, by the way. This is something the late, great Jim Camp (called the world's "most feared" negotiator) used to talk about.

When you try to get people to tell you no, you're on

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the level where everyone understands where everyone's at. The people who are interested in what you have are going to stick around. The people who aren't will leave, and that's perfectly fine.

Another reason you always want to respect their time is if for no other reason...

Doing So Will Pay You Over And Over For Years To Come.

In fact, the great Ken McCarthy even takes it a step farther. He said, "Every time you write an email ask yourself, 'Is this email worth my prospect interrupting his day for the next few minutes to read?'"

That mindset will always keep you on track with emails.

How To Win The Game

The best way to approach these email launches is to play to win instead of playing to not lose. That's why you're not hiding the sales pitches. You're not apologizing for sending lots of emails. You're going to think through these emails. You're going to write interesting emails. You're going to do things that respect their time. You're playing to win. And you're not going to worry about opt-outs as much as you are sales.

I can tell you this:

When I launch a product (or do an affiliate promo) it's not unusual for me to get 200-300 opt-outs (for a list size around 20k) during that weekend, that goes along with huge payouts that make it all more than worth it. After all, what would you rather have — \$20,000 to \$50,000 (or more) in sales or commissions... or have less opt-outs from people who are not going to probably ever buy from you anyway (and even if they do, they will likely be pain in the arse customers)? If you're playing to win, and not playing to not lose, the sales are more important than the opt-outs.

So play this game to win, and always be putting new names on your list.

It's the only way to get the big payouts.

The McDonalds Secret To Multiplying Your Product Launch Sales

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Another thing to do is have upsells in place.

This is a function of marketing much more than email copywriting or launch methodology. But a lot of the money in this is in the upsells you have in place during the launch.

Think of it this way:

You're already going to presumably get a lot of sales during a launch (certainly more than you would get on a normal day). Don't waste that opportunity by not having something else to sell, because that's where the real money in direct response ideally is made. It's not necessarily always on the product being launched. The great Jay Abraham once talked about how income is made on the front end, but wealth is made on the back end. Your product launch sales is just the short-term income side, while your backend is part of the actual wealth-building.

Best part is, it's as easy as asking...

"Do you want fries with that?"

When we sold our elBenbo's Apprentice membership site, which I joint ventured with a couple people on, we didn't just sell the \$7/month membership site. That would have been a complete waste.

No, the real money for that came in through all the upsells.

We had four upsells. Not everyone took every upsell, but a lot of them were taken and that was found money. I didn't have to send an extra email out. They see it and it essentially asks, "Do you want fries with that?" It's very simple. To this day, I kick myself for not having these in place when I launched Email Players.

Whenever you put a product launch together ask yourself:

"What else can I offer them as a 1-click upsell?"

For how to put together a 1-click upsell (the technical side), most shopping carts have this function. If yours doesn't, get one that does. The idea is to take a page from Walmart's book. When someone brings a product to Walmart, the corporate buyer first looks at that product and asks, ***"okay, how will this sell the other products around it?"***

If it won't do that function, they reject the product no matter how "good" it is.

If it's something that will help sell the other products surrounding it on the shelf, they know that's found money and exponentially increases sales over time.

That is how you want your 1-click upsells, too. The first one complements the product you are launching, the second upsell complements the first upsell, the third upsell complements the second upsell, and so on. In other words, they all help sell each other.

One of my most recent product launches I did was selling a product on how to use my email system to get clients. If I had just done the product itself, I'd have made good money on that. But the upsells made it significantly more profitable, and it literally took no extra effort as far as sending more emails out. And the way I arranged the upsells made far more sales than if I just randomly picked them.

Again, most shopping carts have a 1-click upsell feature built in. And depending on your price points, your market, your list, and other factors, there could be cases when...

You'll Make More From The Upsells Than You Do The Product Being Launched!

If you look around, you'll see it happening everywhere.

They even do it at my local deli. Whenever I pick up a steak the butcher always asks, “Hey, do you want one of these twice baked potatoes?” Or he’ll say, “we have this new steak sauce that goes great with this...” basically helping me pair the food I’m buying with other products in the store. It doesn’t cost them anything extra to ask. And it doesn’t cost you anything extra to ask your customers if they (figuratively) want a twice baked potato, some new sauce, and other goodies with their new product, too.

How To Be A Hunter Of Extra Sales

Finally, to round out the Weekend Product Launch Warrior section of this book, you can also “piggyback” off of Facebook and other paid advertising platforms. This is not unlike how the late great Gary Halbert would use broadcasting to “advertise his advertising.”

For instance:

If he had a full-page ad running in a specific newspaper in a city in Ohio, he would take out a radio ad in that same city, telling them to look at the ad in that particular newspaper. He said that would pump up his sales. On Twitter, there is currently a smart crop of people who are using Twitter to “advertise” their next daily email. They will send tweets out that say, “make sure you’re on my email list, today’s email is about xyz” and they are rapidly building lists like this.

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Basically, they are advertising their advertising, and...

You Can Do A Similar Thing To “Ratchet Up” Your Product Launch Sales.

Here’s how:

Whenever I would do product launches, a lot of times the guy who has done my Facebook ads Shane Hunter would run Facebook ads that would advertise my launch, and send them to whatever my sales page was, pre-sold on at least hearing the offer out. He was able to use retargeting to target the people on Facebook who were already on my email list (and getting the launch emails) so it wasn’t being seen by everybody who wouldn’t have any context of the launch. People who were already on my email list were seeing these ads, further reinforcing the selling power of my emails.

I don’t have exact numbers as far as how many sales that would make us, because we always did it last minute and didn’t have time to figure it out. But I could see it ramping up my sales, and it is well worth testing not only during your launches, but affiliate campaigns, too. (Which we also have done this with.)

All right, this ends Part 2 of Affiliate Launch Copynomicon.

In Part 3, **The Affiliate Villain**, we’re going to talk about how to apply my methodology to affiliate marketing so you can make a bundle doing that, too.

PART 3
THE AFFILIATE VILLAIN

“Ben not only endorsed my Titans of Direct Response package, he presented it to his ‘list’ in a way that enabled him to sell well over \$100,000 (at \$2,000 per package) to his raving fans. And he outsold every other affiliate I used for this program, almost all of which had larger lists than his...but clearly not as responsive. He even outsold others with lists 10 times the size of his.”

Brian Kurtz
Titans Marketing LLC
(and former business builder of Boardroom Inc.)

The good news about my affiliate marketing methodology is it's quite similar to my product launch methods. That means, there isn't as much you have to learn (a lot of it you now know from the last section). But, as you'll see, there are still many additional things you have to keep in mind to make it all go smoothly.

I titled this section The Affiliate Villain for a specific reason. Some of the testimonials I've gotten from people doing what you're about to learn talk about not just the money, but also how they've won affiliate contests, and essentially “burgled” the commissions from other people with bigger lists and name recognition, who were used to winning without much challenge.

And one of the reasons why this happens is because when you do it the way I'm going to show you, you become proactive and not reactive — just like Villains are.

How To “Villainize” Your Affiliate Marketing

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If you go to a lot of movies, watch a lot of TV, and read a lot of comic books, you’ll realize villains are villains precisely because they’re proactive, and not reactive. The heroes always react to the villain, and it’s rarely the other way around. If you have the villain mindset — and that’s why I have a whole book about this — you are the one setting the agendas, and others have no choice but to react to you.

You are doing things in a way that make other people have to compete against you, instead of you competing against them.

They’re on defense, and you’re always on offense.

Do it right, and...

You’re Like A Puppet Master Making Them Dance On Strings For You!

That’s the whole point of doing this the way I’m going to show you.

You’re the one in the driver’s seat, no matter who you’re competing against. I’m not saying you’ll win every contest (if you do that sort of thing) every time. I’m not saying you’ll always have a giant success, either. But, at least you’re being proactive. And being proactive will make your affiliate promos far more sales than being reactive will.

How To Give Yourself “House Odds”

First, I want to show you how to give yourself what I call “house odds” with affiliate marketing. By that I mean, like a casino, you will automatically put the odds of success in your favor. And if you’re competing against other affiliates, there’s a good chance you will beat them, or at least be in the game.

Now, full disclosure:

I can’t say I’ve won every single affiliate contest. I’ve not even competed in many (as you will see, I don’t participate in launches as an affiliate at all anymore). But there are times where I’ve done affiliate marketing and I didn’t even realize there was a competition going on, only to find out I was the biggest selling affiliate.

For example, Ryan Levesque’s original Survey Funnel product. I sent way less than half the emails I usually do with Ryan’s and I beat the 2nd place person by over 30% in sales. (And that was a well-known Internet marketing guy, with a much bigger name, following, and list than me.) In fact, my promos did so well, Ryan said:

Ben promoted one of my information products to his list as an affiliate. Even though his list is smaller than some of the bigger “gooroos” who promoted the product... Ben had the highest conversion rate among all affiliates to date. Prior to Ben promoting the highest conversion rate (sales vs. webinar registrants) was 21.6%. Ben blew that number out of the freakin’ water with a 28.6% conversion rate (32% better) - and 50% of those sales came on the LAST DAY when Ben sent not one... not two... but THREE emails to his list. (Heresy!) Ben generated over \$20,685 in affiliate sales for me using what he teaches - and he did those numbers in a single weekend! The man knows what he’s talking about - and more importantly, he practices what he preaches. We did: 103 sales. \$20,291. That’s by FAR the best “last day” I’ve ever done. We literally doubled sales. Best conversion rate so far...

I wasn’t even trying that hard, as I remember I was getting ready to go on vacation

and I was burned out. But because I followed what I'm about to show you, I won it. I also show you the example of that sequence in the Email Copynomicon section of this book, so you can see it. There are a lot of lessons embedded in that, as well as the other examples.

You're going to be what I call an Affiliate Villain — burgling commissions from everyone else — too, after this.

How To Pick The Perfect Product To Promote

The first way to give yourself house odds is picking the right product.

This might sound like common sense (and it is, but as a wise man once said, *common sense ain't common...*) But as many affiliate marketers know, a lot of people just do the “push send”, where they pick an offer and as long as it doesn't suck too bad, they'll promote it.

In other words, they don't really think about it. They just want to send email, make money, and move on — hoping their list likes the product and doesn't immediately refund. It's very reactive. And it's why most affiliate marketers don't do well. Because they don't proactively put nearly as much thought behind their promos as I'm going to teach you how to do.

Here's a little secret of the copywriting world that applies:

The best “A-List” copywriters are all extremely

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talented. But, I have heard the best of the best (like the great Gary Bencivenga, for example, when he was still in the game) actively look for controls that are fatigued, are also written by less talented writers, and have “holes” in them they can exploit, making them easier to beat than going after the control ads written by other great writers.

i.e. they give themselves house odds.

In fact, their motto is, why take on the schoolyard bully copywriters...

When You Can Steal The Lunch Money From The Weaker Writers?

And so it is with picking the right product.

So what's the right product, exactly? And, how do you know what it looks like?

Well, one thing to realize is, the right product is not necessarily the best, highest quality product. Now, this is not a license to sell crappy products. If you're going to do affiliate marketing, it should be something you would eagerly recommend to a loved one who has the problem the product solves. But the biggest part of deciding what product to sell is not necessarily the content in the product. In fact, just picking based on that can potentially destroy your income. Instead...

It Is Often The Product With The Best Story Behind It!

For example:

I once sold (as an affiliate) my friend Ryan Healy's ebook on how to get freelance copywriting clients. I liked selling his eBook because he has a great story. The “sales appeal” is already embedded in his back story, and all I had to do was tell it to my list. That story did all the heavy lifting. If you know Ryan and if you know his back story, you'll know it's compelling. The story is already built-in to the product. I can reference that story in as many emails as I want, and it has emotion

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[illegible][illegible]

Most affiliates are not smart enough or insightful enough to compete with anyone who thinks beyond one step. There is an analogy where if one person is defeating another in a battle of wits, strategy, or intellect, the winner is said to be playing chess while the one losing is playing checkers. With affiliate marketing the way I'm showing you, you'll not only be playing chess, but most of the people selling the same product to the same people won't even be playing checkers. They will be drooling on the carpet playing Connect Four!

The late, great Earl Nightingale would say all the time in his programs:

“Men simply don’t think.”

It’s hard work, after all. Thinking is such hard work it even burns calories, if that tells you anything, which is good for you.

And if you’re a thinker — or are willing to become a thinker — I believe you’ll be lightyears ahead of everybody and make far more affiliate sales than you are now or ever have before. And part of that thinking is selling products that have a good story already behind them you can exploit in your emails.

How To Find Products With “Built-in” Credibility

Another element of a good product to sell as an affiliate is if the product creator has a lot of credibility in his credentials and in his experiences and name recognition.

Take social proof, for example.

I’ve sold Danny Iny’s Course Builders Laboratory product several times, and he has a lot of built-in credibility around his name. People trust him. They like him already. It makes selling the product much easier. I can drop his name and it will help sell to many people on my list. Same with the great Ken McCarthy and his copywriting course. I realized not everyone knows who he is when I sold it as an affiliate, since he has mostly gotten out of teaching Internet marketing. So, instead, I sold his credentials — as “the founding father of Internet marketing”, the man who used to be the only person Dan Kennedy talked about learning Internet marketing from, and the man Time Magazine credited as the first person to recognize the clickthru as a measurement for online marketing (back in the 90’s).

Lots of built-in credibility to exploit.

Just like with a good story, you don’t always have to sell products like this. (I’ve sold products nobody has ever heard of, created by people nobody has heard

of, with little or no credibility, using this system in your hands). But again, this is all about house odds. If you have a product with a great story behind it, and also the product creator has a lot of credibility behind that name, it helps you even more.

Some of this might be common sense (it should be). And if I'm saying something you already know, great. Then you're already farther ahead of the game than most people. Hopefully you're applying it to your affiliate marketing.

Be A User, Not Just A Dealer

Many of the best affiliate promos I've ever done are products I've used, where I have personal stories and testimonials I can give for the product, or even just working with the creator of the product.

One example of the latter would be, I have never actually gone through Ryan Levesque's Survey Funnel product, and certainly not in any kind of depth. But we were business partners in a mastermind called Oceans 4 for a few years, where I had many conversations with him. I knew him and had seen him during hot seats. Because I had such a deep knowledge of the ideas he taught, and because I had personal experience dealing with him...

**It Was Much Easier To Beat His Other
Big Name Affiliates Without Even
Breaking A Sweat.**

Another example would be the great Eugene

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Schwartz product I sell with Michael Senoff every year. I cut my teeth in copywriting primarily with that product. I've gone through it dozens and dozens of times, and I still do once per year. Writing emails to sell that was so much easier compared to something I had never gone through or only had a shallow knowledge level of.

Because I had personal experience with it, I could say, "Here's how this product literally saved my business..." It stands out and has much more depth than the typical affiliate marketing pitch or canned email. That's how it will be for you too, if you sell products you have personal experience with, and have benefited from. People will sense it when reading your emails. They'll know you have legitimate belief in the product. And, they will buy because your confidence will be attractive to them.

Bottom line?

You almost can't lose if you combine these four elements:

- × Pick a product with a great story already behind it
- × The product creator has a lot a built-in credibility
- × The product is something you personally use and believe in
- × You can personally vouch for the product creator

Each of those attributes compounds on the next in a way that will make your emails extremely persuasive, even if your "writing" ability is lacking. In fact, even if you're a brand spanking newbie to email...

**It'll Be Hard For You To Not Make
Lots Of Money With Your Affiliate Promos With All Four Of
These Attributes In Place!**

Especially since, most people have maybe one of those things going for them. And, even if they have more than one of them, they never really exploit it in their emails.

It certainly shows in the people I've competed against. They just throw claims out there and they throw benefits out there and they try to hype things up. Or, worse,

they use the product publisher's pre-written canned emails, push send, and hope to make a buck — with no thought of the reader's buying experience.

All of which is why if you can get more depth and give actual examples from your own life of how you use something, you are doing far more than most any other affiliate is.

Try To Avoid Being A One Pump Chump

If you're going to sell something as an affiliate, I do not usually recommend just sending one email. You can do that sometimes. Granted, there are some times I do that because it's someone I know, and I want to help them out. For example, there's a marketer out of Ireland named Jon McCulloch and he once hosted a seminar with Dan Kennedy. I didn't even really know what they were going to teach. I just know Jon is a no-nonsense guy and Dan Kennedy is one of my marketing heroes. Jon asked, "Would you mind telling your list about this?" It was an event they were having in Cleveland, Ohio, and I said, "No problem."

So I wrote an email about my opinion of Jon. (You can read it in the Email Copynomicon section). It had a burr of singularity and talked him up in a way that was not the usual "check this seminar out!" email. I didn't even know what they were going to teach. But I knew he was going to take care of whoever I sent there. He had a sales letter all put together and I figured they could read the sales letter.

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I was a one-pump chump in that case. But we actually did pretty good in sales with that one email. However, had I done a full affiliate campaign as I'm going to show you here, I would have made probably 5-10 times more sales.

Moral of the story is:

For the most part, if you're going to do affiliate marketing, put some time and effort into this. Write the entire sequence like I'm showing you here. Don't just send an email out and see what happens. You can do that (especially if that is the only room you have in your mailing schedule, or it's just a favor email) and you can make sales, But you're not going to make nearly the sales you're going to get if you do it the Affiliate Villain way in this book.

The Magic Question That Can Make You A Bundle

Another thing you can do is get with the product creator and ask them to give you an advantage over the other affiliates. You might be surprised how many product creators will do this for you. Just ask, "Can you give my list a better deal like a little price discount?" Or, even unique bonuses (or both).

Now, if you're an unknown person and they don't know you, they're likely not going to do that, nor probably should they. But there is a good chance they will if you're friends or at least professional acquaintances, with mutual respect.

Getting a unique discount also saves you from having to create a whole litany of unique bonuses (which you should still do ideally, though, for maximum sales), since your price break is a good reason to buy from you before buying from other affiliates.

Don't Poo-Poo The Bribe

Which leads us into bribes...

I like to bribe people like crazy to buy from my affiliate links. I do it aggressively

and shamelessly. Most everyone else with even a modicum of affiliate marketing knowledge does bribes, too. But, I think I do it a little bit better than most because I will sometimes (if the commissions are high enough) offer physical products as bribes, that have legitimate retail value.

It's very easy for people just to offer digital products as bribes/bonuses/premiums. But not so much when you have to pay to fulfill and ship those bonuses. Most people simply aren't willing to do that. Some people offer consulting and coaching, maybe a mastermind, on the back end and that is perfectly fine, too. I don't do that because I don't like tail. Tail is something you're responsible for delivering after the sale is made. It's kind of like being in debt. However, you can add a lot of perceived value to it if you do something like that, and there's nothing wrong with it. The important thing is to always be thinking of some really hot bribes.

And when I say "always" I mean that literally. At the time of this writing, I've been shooting a lot of videos that will be bonuses for a product I won't be selling as an affiliate until next year.

Again, it's chess vs Connect Four.

Those who think and problem solve (and not just swipe canned emails and push-send), make the lion's share of the money in affiliate marketing.

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How To Use The Post Office To Add Many More Dollars To Your Bottom Line

Let's say you take my advice and deliver a physical bonus to buyers.

That means, the publisher has to send you the mailing addresses of those buyers or you tell your list to send you their mailing address along with their receipt when they buy. Since you are already mailing them something, why not slip another offer (ideally something high ticket — for another affiliate offer or one of your own offers) in the box or envelope with that bonus?

Not only can you make sales on that offer, but you are building a physical mailing address list of those buyers you can send more offers to again and again in the future via direct mail. It's called a "ride-along", and the catalog industry has been doing this for decades. You're already paying the postage to send them something, might as well make more money. Or, at the very least, make enough to pay for the cost of mailing the bonuses.

This is all direct marketing 101. But, going by how few people do this or think this way online, it might as well be a marketing 401-level concept. But that's another way to profit from affiliate marketing hardly anybody does. It goes back to nobody thinking.

More on bribes:

Sometimes you have to go all out on these things, depending on the demand for what you're selling. For the Titans of Direct Response product I pretty much bribed them with every product I had. So even though I was probably spending a couple hundred dollars (my commission was \$950 per sale) on creating and producing and mailing these retail products per customer, the retail value of them was very high (almost as much as the product itself) so I made out like a bandit in net sales.

The result is, it added many, many more names to the amount of people buying than would have normally. I also have those snail mail names to mail offers to whenever I want.

Why I Don't Do Affiliate Marketing For Product Launches

This puts me in a minority online, but I don't recommend selling something as an affiliate when it's being launched. This is one reason I don't do a lot of affiliate marketing for people, because they want me to mail for them during their product launches, which I think is insane.

Why do I say this?

For one thing, if you're doing affiliate marketing the way I teach, the only thing you're doing is potentially making the sale for other people. I'm going to give you a real-life example of this, but I won't mention which person it was, because I don't want to necessarily dissuade people from doing business with this person. (He's a great entrepreneur with an impeccable track record.) He did nothing wrong, and I don't want to give the implication he did.

But what happened was, I wrote a whole bunch of emails to sell his product as an affiliate. It was during a launch and I was offering a specific set of bonuses, and other affiliates were offering their bonuses.

I had more than one person who bought from my affiliate link, and they only bought because they wanted my specific bonuses. I know at least one of these customers in particular didn't even know who the product owner is, was not in his niche, and would never even be in that world at all, much less be on the lists of any of the other product owner's affiliates.

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Well, guess what?

Right after he bought, he said he was getting welcome emails from another affiliate. In other words, I made the sale but some other affiliate — who the guy I knew had no idea who they were — got the credit. This happened more than once during that campaign. And while I'll never know for sure, I suspect...

For Every Person We Discovered This Happened With, There Were Probably Several More We Didn't Know About.

Again, I don't think there was any type of chicanery going on.

I think it's simply the imperfection of tracking. Even the most advanced email software programs and services are imperfect at best.

I'm sure publishers do their best to make sure this doesn't happen. But I've seen this happen enough times where I'm not going to be giving other people my sales. To me, that's ridiculous. Plus, for other more practical reasons (I'll explain shortly), I still think mailing during launches is foolish for an affiliate.

Obviously, you don't have to follow what I'm doing here and avoid mailing for launches. But you can't say you weren't warned, either. I know affiliates get very hyped up and sucked into these launches, and all the prizes that can be won depending on where they land on the "leader board", and the publishers always have good reasons for affiliates mailing during their launches.

I reject all these reasons, and I think I've heard just about all of them.

The Best Time To Mail As An Affiliate For Getting The Most Customers

What I do instead, and this is what I suggest you do — once again, we're just talking about house odds here — is ask a publisher if you can mail after their launch. Ideally, at least several months after. If it's a good product (and especially if it fits the 4 criteria we covered earlier: a great story behind it, lots of built-in credibility, you've used the product and benefited from it, and it is sold by someone you've personally learned from and can vouch for and tell stories about)

there's no reason not to sell it as an affiliate.

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That is, as long as it's after the launch.

Why would you want to do that?

I have found the people who buy during launches are mostly the hyper buyers, who buy anything and everything. There's a case to be made for going after hyper buyers. And many people make a lot of money doing so. But I personally don't like them as customers.

If anything, I find them to be...

**The Biggest Refunders
And Also The Biggest
Pains In The Butt.**

I prefer selling to the skeptics, instead.

Here's why:

The great founding father of internet marketing as we know it, Ken McCarthy (who I mentioned earlier...) once broke the reasoning down in his Advanced Copywriting Secrets for Serious Info-Marketers product. He's been around for a very long time. He's been in direct marketing since he was 16 years old, way before the internet, when he was using direct mail. So he's been around the block. Like I also mentioned before, he used to be Dan Kennedy's web guy. He understands direct response marketing at a level much deeper than 99.9% of any internet marketing gurus out there. In fact, many of the big-name internet marketing gurus who got big in the late 90's and early 2000's learned directly at his feet. Anyway, Ken said something I have found to be true every single time

I've followed it. What he said was, about 5% of a market — and this spans all kinds of markets, and this isn't an exact number, but generally accurate — will buy anything that gets put out there.

In other words, they are ravid.

They buy from every launch.

And, they are true hyper-buyers.

In the internet marketing world, for example, anytime someone launches another “how to make money online” thing, this 5% will buy it. In weight loss I've seen it over and over again. They buy every weight loss product. In golf I've seen it. They buy every golf product, every piece of equipment. They buy everything.

Point is, there's a certain segment of the market that buys everything.

And, I say...

**Let The Other Affiliates Compete
And Fight Over That 5%.**

Reason why is because of something else Ken has said (I've also found to be true in my experience), where anywhere from 10% to as much to 25% (2-5 times more people) of a market are skeptical. (The rest will never buy from direct response no matter what you do.)

These skeptics want to buy but will not buy right away.

And, they don't get caught up in the hype and drama of a launch.

No, they need to be sold.

Unlike the hyper buyers, they're not like the fish that's going to bite a bare hook with no bait just because it's there and they are hungry. The skeptics have got to have some enticing bait on there. And they're not just going to bite the first time, either. They need much more exposure. They need to have proven the thing you're selling isn't a scam. They don't necessarily trust anyone selling it or fall for social proof.

Now think about this:

As I mentioned, the hyper buyers are 5% of any given market. They are buying from the launches. Also, as I mentioned, the skeptics are anywhere from 2-5 times bigger a portion of the market. They also are (in my experience over dozens of affiliate campaigns) far more likely to respond to affiliate promos run the way I am teaching you in this book.

And guess what happens when they buy?

They Become Great, Long Term Customers, And Not Just One Time Buyers.

They will then often buy other products from you sight unseen. (Assuming the product you sold them gave them a good experience.) And, they will also often become your biggest fans and tell the whole world about you.

This is why I prefer them over the hyper buyers.

And, it's another reason I prefer not to sell during launches. It's not a coincidence, for example, I got only 17 sales of Brian Kurtz's Titans of Direct Response product when everyone else was selling it. But, a couple years later, when nobody else was selling it, I landed 46 sales.

By the way:

I don't want to speak for Ken. He never said to not sell during launches. This is just a conclusion I've come to based on his research and experiences, and then testing it for myself. I believe in many (if not all) cases, most of the buyers are not going to

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buy during the launch. That means, if you sell after the launch, when no one else is competing for the sales anymore, and they've all moved on to the next bright shiny object thing to promote, you have all these people to yourself. You have an entire pond filled with fish, and you're the only one with a fishing pole!

When Not To Sell Excellent Products That Can Make You A Lot Of Money

A couple years after selling his original Survey Funnel product, Ryan Levesque asked, "Will you sell this other thing I'm doing? I have all these other affiliates and it's launching this summer." I said, "No, but I'll do it after the launch." He goes, "Well, it's a live thing. It's not an evergreen product." I said, "I can't do it then."

Point of telling you this is, I was not rejecting him.

I was sticking to my system of rejecting selling during launches.

Even though I have no doubt his live product was great, I'm going to save my promotions for things that will give me the biggest bang for my buck, due to the reasons above.

My list is a valuable currency I only want to "spend" on deals that will bring me the best bang for my buck. I mail my list every day. I have a very strong bond with my list. The great Brian Kurtz (who was, incidentally, Boardroom's Vice President for almost 40 years — he worked with most of the great old school copywriters and marketers who ever lived) says I have as strong of a bond with my list as he's ever seen. There are many reasons for the bond I have with my list, and their receptiveness to my offers. And one of those reasons is, I don't sell during launches. I don't cater to hyper buyers. And, I don't give other affiliates my customers because of imperfect tracking software.

I'm not saying you can never do affiliate promos for launches. Some people love competing in the affiliate contests for cash & prizes, and my system will help you do just that. It's your business and you can do whatever you want with it. What I am saying is, in my experience of doing more affiliate campaigns than

I can count, you'll make a lot more overall sales when you don't sell something during launches.

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The Best Marketers To Be An Affiliate For

In addition to the “big four” attributes for giving yourself house odds, another thing that will help you get the maximum sales possible is if you can pick product publishers who have great follow-up systems in place.

In other words, you're promoting a webinar or something, and you put them on their list (instead of pushing them directly to the sale). You are giving them your people and they're going to grow their list off you (keep that in mind) but that's what happens anyway when they become buyers, so don't get too caught up in that.

If you can work with great marketers — in addition to them being people with great products, have a great story, have great credibility, etc — they will have ways of closing sales you're not closing. Let's say, for example, your affiliate link is sending people to a webinar. They will follow up with people after that webinar and you get credit for those sales. It only makes you more money.

So those are some ways to get house odds when selling as an affiliate. Most people in affiliate marketing don't even do a quarter of these things. Which means, when you do them, you almost can't lose.

The “Robin Hood” Secret Of Off-The-Wall Profitable Affiliate Campaigns

When you’re mailing to your list as an affiliate, depending on your list dynamics — so this isn’t going to apply to every list out there, but especially if your list has multiple different market segments in it — you want to write emails that target (with “Robin Hood” like precision) these specific people in certain emails.

For example:

When I sell something as an affiliate, I don’t just write emails about the product and its benefits, or whatever. I write emails specifically to the different kinds of people (when applicable, it doesn’t always work out this way) who are on my list. To illustrate, I have a lot of people in MLM on my list. So I will write an email on “How can MLM people use this?” (Whatever it is I am selling.) I’ll do the same with freelance copywriters, since I have a bunch of them on my list. And affiliate marketers. And Coaches. And brick & mortar business owners, and the list goes on. My emails will often (not always, depending on the situation) target different segments of my list.

It’s kind of like the old-school infomercials. The people who invented the infomercial were Eugene Schwartz and his clients. They had this infomercial called The Piano Man. It was an hour long infomercial and it was just doing Q&A: “How can a man with no arms play the piano using this product?” or “How can a person who has no musical knowledge use this product?” It was demonstrating how different people could use the product. But, it started with the market (not the product) and did, as the great A-list copywriter Doug D’Anna once said: built a bridge from the market to the product, not a bride from the product to the market as the vast majority of affiliate offers do. You can (and should, when it makes sense) do the same thing.

In fact, I want to show you something I wrote in my “Email Players” newsletter that, if you follow its advice...

Will Make You More Sales From Your Affiliate Promos Than Any Single “trick”, Tactic, Or Technique You Ever See (Here Or Otherwise) Ever Will.

A couple years ago, a guy was putting together an affiliate sequence, and he asked:

I want my emails to flow with each other into one big story-line or something over the course of 3-5 emails until they are taken back to the house list. Any recommendations? Should I do 4 emails and something along the lines of:

Email #1) Present a problem

Email #2) Agitate the problem

Email #3) Present the solution

Email #4) One last email on Fear of Loss (or something) to those who have not clicked the affiliate link?

Any help would be great!

My reply:

You’re making this way too complicated.

If you knew your list and market better you wouldn’t even have to ask

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these questions. It all comes down to them, and their pains and problems. If you go at this tactically like you are doing, it's just making it harder on yourself.

Let me give you an example.

Right now Im writing emails to promote Danny Iny's course builders product. I'm not asking, "should I agitate them?" etc I'm looking at the people on my list and saying, "okay, there are MLMers here, what challenges do they face related to this?" and then the same with affiliate marketers, copywriters, and everyone else that makes up the bulk of my list. Shit. I should be charging for this info... I'm going to go into way more detail with examples of this with a future Email Players issue. My short brain fart above isn't even scratching the first molecule of the surface of this. And hardly anyone understand it because virtually everyone — all y'all — have been taught a tactic-based way of marketing vs principal-based, I see it in everyone's emails, their ads, their advice, and it's killing everyone's sales. making this way too complicated.

If you knew your list and market better you wouldn't even have to ask these questions. It all comes down to them, and their pains and problems. If you go at this tactically like you are doing, it's just making it harder on yourself.

Let me give you an example.

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And hardly anyone understand it
because virtually everyone — all y'all
— have been taught a tactic-based way
of marketing vs principal-based, I
see it in everyone's emails, their ads,
their advice, and it's killing everyone's
sales.**

This one piece of advice (if you take it to heart) can be worth a thousand times (not an exaggeration) the cost of this book over your career. I suggest reading it, and then re-reading it, over and over.

Exactly How Many Emails To Send And When To Send 'Em

Frequency and the dynamics of how to write the emails for your affiliate promos is nearly identical as when launching your own product.

The basic gist of it is this:

I do it Thursday through Sunday, but it doesn't have to be that. In fact, if everybody is doing it those days, you should do yours on different days, in my opinion. But I like to do 2 emails on Thursday (morning and night), 2 emails on Friday (morning and night), 2 emails on Saturday (morning and night), and then as many as 7 or more emails on Sunday, usually a couple morning emails, a noon email, and then an email every 2 hours after that — all leading up to the deadline to qualify to get the bonuses/bribes I'm offering if they buy from my

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affiliate link.

That's generally how I do it. But there are some cases where I do more than that.

Example:

For Titans of Direct Response (the highest-selling affiliate payout I've ever been involved with), I did more emails than usual, and on days where I did three emails I spaced them out every 8 hours throughout the day. So if I did that schedule, you could send it at 8 a.m., then 4 p.m., then 12 a.m. In 24 hours they're spaced 8 hours apart. Then the last day it's 7 or more emails. That's how I do it. There is an appendix in this book with more ideas and sample schedules you can use or modify as you see fit.

But realize these are not hard and fast rules. You can send one email a day if you want. You can send 4 or 5 emails a day if you want. I've even done pretty well just sending one email a day for four days straight. It just depends on how much money you want to make and how motivated you are.

Turning Complainers Into Your Marketing Interns

Just like with launches, you're going to get complaints if you follow the system laid out in this book. That's one of the reasons I sometimes do a "heads up" email. It's to cut down on the complaints. But not everybody is going to read that email. And you're also going to get people joining your list during the middle of an affiliate campaign who are coming in completely out of whack who may send you mindless complaints. To profit from them, see the Weekend Launch Warrior section again where I talked about turning complaints into sales. If you follow that advice, you are essentially turning your complainers and haters into your unofficial marketing "interns."

But, if you don't want to mess with that, or don't have the stomach for it, or simply are more concerned about not getting spam complaints, then following are some ideas.

Tweaking Your Welcome Email

Sometimes I'll edit the welcome email during the days my affiliate campaign is live (that people get when they opt-in to my list) to say something like:

"You've just joined my list during a major weekend sale and I'm sending a lot of emails right now, so be aware of that."

... then when the affiliate promo is over, I turn it back to my normal welcome email for when someone joins my list. You can do the same for when you launch new products, too.

How To Almost Eliminate Spam Complaints

I don't care much about if people opt-out. I will get new opt-ins. If you have an abundance mindset you know there are millions of people in your market, and you don't need them all to make a very good living. You only need a small percentage. So I cheerfully let people leave if they don't want what I have. It's not a problem.

What you don't want is people pushing the spam button because that can hurt your reputation with your autoresponder company, and they may even shut you down if you get too many. (**Which is why I advise backing up your list regularly, and especially before — and many times during — and right after, any product launch or affiliate campaigns.** Very important. Not doing

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so can potentially destroy your entire business in the blink of an eye. Yet again, it pays to be paranoid...)

The good news is, if you mail the way I teach in Email Players or if you just use the training I give in the last Appendix of this book, and you're mailing daily already before you do any type of affiliate marketing campaign or product launch, there's a good chance they know, like, and trust you. Even if they want to opt out they'll opt out and not just push the spam button reflexively. People who push the spam button reflexively are usually doing that because they haven't heard from you in weeks or months and suddenly they're hearing from you and they're legitimately thinking, "This must be spam."

But, when you're in there every day they know it's not spam. And if those people do push the spam button, it's because they're being an asshole, and...

There Is No Known Cure For Being An Asshole.

So it's not worth obsessing about.

But, I can tell you this:

I get very few spam complaints. Email Players subscribers who follow what I teach get very few spam complaints, too. Maybe some markets are worse than others with this. But for the most part, they just opt out and maybe they'll even troll you (which can often be turned into emails to sell your product), but they're not pushing the spam button. I average maybe 1 or 2 spam complaints even when I do an aggressive marketing campaign, whether it be a launch or an affiliate sequence.

Many times I don't get any spam complaints. And it's not because I'm some super-likable guy or have a sparkling personality (I am told mine does not sparkle at all...) No, it's because they at least know I'm not spamming them and they just opt out.

Piggyback Off Paid Advertising

Just like with your launches, another thing you can do is piggyback off Facebook and other types of paid advertising for your affiliate promos.

You can also have it so people who are on your list and are on Facebook are reminded of this affiliate marketing offer you're doing the whole time. It's advertising your advertising, as mentioned in the Weekend Product Launch Warrior part of this book. It can be extremely effective and profitable if you do it right.

Imagine you are doing an affiliate promo. And, the people on your list are seeing promos for what you're selling every time they hang out on Facebook all day, as well as getting all your emails. It is only going to help your sales.

If you are good with paid ads, or can hire it out, it's well worth testing for your next affiliate campaign.

Badger The Product Creator

Here's something else you can do I have found makes my affiliate campaigns way better than they would normally be:

Interviewing the product creator.

I have an example of this in the Email Copynomicon section, and I do them all the time. I did it with Ken McCarthy, I've done it with Brian Kurtz, I've done it with Danny Iny, I did it with Jack Born (for his AWPro

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Tools and Deadline Funnel products), I did it with the late Scott Haines, and the list goes on.

I don't mean an audio interview, necessarily. Because this is an email-based thing, although you can do it with audio (and, even better, a podcast, if you have a podcast) and I'll show you how to merge this with podcasting later. But for now, what I'm about to say only applies to the text/email side of things.

For example:

When I sold Scott Haines' copywriting product I interviewed him. I sent him some questions via email, and he answered them, and his answers were great value to my list. If you have to interview them by audio, that's fine too. Just have it transcribed. And what you're going to do is break the interview up into four different sections. If you're launching a product you can just have someone interview you and do the same thing. Yes, you could do this with launches too if you want. I've only done it once with launches, but this all applies. Like I said, a lot of this overlaps.

And what you do is, you end each part on some kind of a cliffhanger question (just the question, not the answer, they have to read the next email for that). You then say at the end of that, "Tomorrow we'll continue this."

Ideally, it's a question they really want to know the answer to. I've done this over and over and over and it works like crazy.

So It Would Look Like This:

The first part of the interview is on day 1 in the morning. That's your morning email (or whatever the first day of your affiliate campaign is). You'd start by introducing the person you're interviewing and teasing people into reading the first part of it, which is in the same email. Then, at the end of the email, you pitch the affiliate product. Then, the night email would be a normal email like you would write like I teach, just like any type of email to seduce them into wanting to buy the product.

On day 2 you would do part 2 of the interview in the morning email, ending on

a cliffhanger of some kind the same way, and also give a link to the offer after the interview.

On day 3 you'd do part 3, and on the 4th morning you'd give part 4. You end each on a cliffhanger for the first 3 parts. Then at night, you're writing just the regular emails like you normally would.

This has greatly increased my affiliate marketing sales when I do this versus when I don't do it. It's very powerful and almost nobody ever does it — giving you even more of an advantage, as far as getting more sales and/or competing against any other affiliates.

How To Sell Products You Know Nothing About

Not every product you sell as an affiliate is going to be something you've used. In fact, you may want to sell something that not only you have not used, but you don't even really know that much about it, other than it's a high-selling affiliate product.

I don't recommend doing this very often.

But, there is one way to do it where everyone wins and is 100% ethical.

To illustrate what I mean, I partner in the prostate niche. And when we were aggressively selling in that niche, my business partner and I said, "Hey, what else could we sell these buyers who bought our prostate supplement?" We thought, "What about an erectile dysfunction product?" So he went and did some research and found the highest-

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selling product on Clickbank for that particular problem. It was a \$10 ebook I'd never read. Other than the fact it helps people with erectile dysfunction I didn't know anything about it. I don't have the problem and I don't even know anyone who has the problem and, in fact...

I Hadn't Even Watched The Video Selling The Product!

That is how little I knew about the product. I had almost zero house odds, in this case.

So what did I do?

I went on some forums where people who had this problem hang out, and I learned a little bit about the frustrations they have. Then, I put together an email re-telling a story about someone I read in those forums suffering from the problem, and ended by basically saying, "You bought my prostate ebook, and there's a lot of people who have that product who also suffer from this problem of erectile dysfunction. There's a product I've found blah blah blah that has these benefits." At the end of it I said something like (you can read it word-for-word in the Email Copynomicon section), "As full disclosure, I have not used this product at all. I don't know if it's going to help you either. I cannot guarantee it's going to help you. However, I have heard many great things about this particular product so I am going to recommend it. It comes with a money-back guarantee... yada yada yada.

We didn't even use a unique bonus. I simply told them about it, because this was a market where they don't even know what affiliate marketing is probably.

I call it the "full disclosure email" and it is blatantly honest: "I have not used the product and I cannot guarantee you anything, nor will I. I have heard really great things about it, though. There's a money-back guarantee and it comes highly recommended." If it's a #1 selling product it does come highly recommended, after all. It works fast, and takes only minutes to write.

Again, I have included this particular email in the Email Copynomicon section.

And while it was a one-pump-chump email promo, I could have made it a whole sequence if I wanted to. I just wasn't that motivated.

How To Use Podcasting To Ramp Up Your Affiliate Sales

I mentioned you can combine what I'm teaching you here about affiliate marketing with podcasting if you have a podcast. I've done this several times and it can potentially be extremely profitable, because you're utilizing both your podcast audience and your email list at the same time. There may be people in your podcast audience who are not on your email list and vice versa. So you're telling even more people about it. And the people who are on both are getting even more excited by it because they're being sold harder with different media.

The example I'm going to give is with the great Ken McCarthy when I sold his copywriting course as an affiliate. I interviewed him exactly like I told you earlier. I asked him very specific questions my market wants to know, and I broke it into four parts.

Each part went out on a different day of the launch:

- ✕ Thursday — 2 emails
(a.m. email link to podcast interview part 1)
- ✕ Friday — 2 emails
(a.m. email link to podcast interview part 2)
- ✕ Saturday — 2 emails
(a.m. email link to podcast interview part 3)

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× Sunday — 7 emails (a.m. email link to podcast interview part 4)

I ended each part with a cliffhanger. It was a long interview, too. However, I didn't transcribe it, I just had it on my podcast and used email to tease people into listening to each part.

I promoted the podcast in the morning to my email list. Then at night, they'd get another email promoting the product, and that was all four days. What happens is, the podcast feeds the emails, the emails feed the podcast, and we got what came out to be \$28/click on that product. (And my list was not that big at the time.) It did so well, and impressed Ken (who has seen it all when it comes to off-the-wall response, and is not easily impressed) so much, he wanted to license my emails for his other affiliates to use. (Which ultimately didn't work because, when you use my Email Players methods, your emails are 100% personality-based, and will sound silly coming from anyone but you.) Incidentally, doing this, also helped me create the biggest launch of my business, too, when I launched the short-lived elBenbo's Apprentice membership site.

Anyway, if you want to hear how I interviewed Ken, go to www.BenSettle.com and click the podcast section. It is under the July 2015 episodes of my old Ben Settle Antipreneur podcast. You can hear another one (interviewing Brian Kurtz) under the January 2016 episodes.

If you have a podcast there's no reason to not combine these two mediums. It will only put more money in your hot little hands.

Why Recycling Is Good For Your Bank Account's Environment

One of the benefits of following my system here is, you do the work once and can get paid forever.

What I mean by that is this:

What I do with a select few affiliates is re-run the same affiliate promo (exact same emails, where I just plug an entire sequence I already wrote before into my

email broadcasting software, I do it while watching TV, takes maybe 20 minutes) once per year.

For example, at the time I'm writing the first draft of this book, I just got done selling one of Sean D'Souza's products as an affiliate for the third time. I had written the emails already. Now, I just plug them into my email broadcasting software once per year and have them go out on a schedule automatically. This works so well because there's new people on my list who have never heard of this product. There are people who saw the offer last time, maybe the last two times, and they're going to see it again and might buy it finally. In some cases, people who bought previously sent me a testimonial about how great the product is (which I can now use in future emails for this promo, should I want to add any more to the sequence). I also do this with a product I sell with Michael Senoff every year. We've been doing this every year for almost 10 years. The first time we did it, my cut of the profits was around \$4,000. This last time I did it, it was up to almost \$10,000 —

All From Reusing The Exact Same Emails I'd Already Written Several Years Ago!

It's one of the easiest ways to make money I've ever seen.

And as long as I keep growing my list, I have a predictable cash flow because of these affiliate offers I've already written.

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How To Write Blatant Sales Pitches People Enjoy Reading And Buying From

Finally, before we leave this Affiliate Villain section, I want to show you a way to write blatant affiliate email pitches and have your list love you for it.

One example of this is when I was selling golf balls. The guy who was a guru at the time — this was a different golf business than what I'm involved in now — had a lot of informational products and the list knew, liked, and trusted him. They loved this guy. He's a great golf guru, and very personality oriented.

The clients said, "Hey, we want to sell these golf balls," so I wrote an email where the guru endorsed the golf balls. It is a blatant pitch. (You can see it in the Email Copynomicon section of this book). And it was just an email from him telling the story of how one of the biggest problems his students have is what kind of golf ball to buy, because if you get the right golf ball it could mean an extra several yards to your drives. It can mean better putting. It can mean a better short game. There are a lot of benefits to having a good golf ball as opposed to a cheap golf ball. And he was not only endorsing the golf balls but said these are the balls he personally uses.

In that market, that's like catnip.

So the affiliate pitch was just telling that endorsement:

"I finally found some golf balls I'm willing to endorse and use myself, and here they are."

It's a blatant affiliate pitch.

But, it also (1) has a burr of singularity to it (2) is very personality-oriented (3) targets a strong emotional pain the market has and (4) is something the list already wants. These four elements mitigate the annoying part of blatant sales pitches. People don't consider you an imposition if you have these 4 elements in your emails. They will even be glad you sent your blatant pitch. You could also technically do this over several emails if you wanted to. You'd just talk about different parts of the problem your market faces and why the product you are

endorsing will solve it for them. It's a blatant sales pitch, but it's also the kind of blatant pitch people who have a frustrating or painful problem your product or service solves will enjoy and embrace.

In other words, if you do it right, they won't be mad at you...

They'll Thank You For Pitching Them.

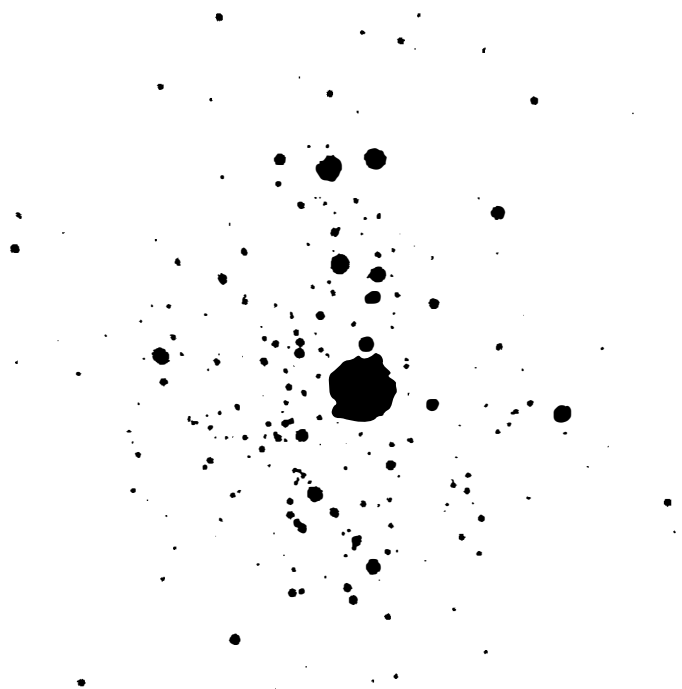
I highly suggest reading this email in the Email Copynomicon section, along with the other emails, and taking notes. Then, applying what you learn to your affiliate promos.

That concludes The Affiliate Villain section.

We've done product launches and we've done affiliate offers. Next, I'll show you how to clean up using special sales to sell your own offers. It's perfect for when you need fast cash flow, especially.

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PART 4
MOOLAH LIGHT
SPECIALS



“Black Friday weekend is the biggest sales time of the year for my subscription site, LibertyClassroom.com. Last year we did \$54K in sales over the four days (including Cyber Monday). This year, post-Ben, we will have done \$140K in sales by the time we close down the offer at midnight Pacific Time.”

Tom Woods

Senior fellow of the Mises Institute, New York Times Bestselling Author,
Prominent libertarian historian & author, and host of one of the world's
longest running and most popular libertarian podcasts
www.TomWoods.com

Now we're on the final main lesson of the Affiliate Launch Copynomicon — what I call the Moolah Light Special, which is all about special sales & events, and one-shot promos. There could be multiple emails involved, in some cases. But, usually nothing like with a launch or an affiliate product.

Same Song, Different Tune

Doing these kinds of emails is similar to everything else you've been learning already in this book. You do everything you would do with affiliate marketing and product launches, except you're going to sell one of your own products at a discount and/or with unique bonuses. You can do this however you want: As a weekend sequence (**you could even just recycle the emails you already used to launch one of your products and tweak the copy from talking about it being launched, to it being a special sale with a deadline, just plug them into your email broadcast software, like I explained**

with affiliate sequences — perhaps the easiest and fastest way to make a heap of sales online ever invented), or as a one-pump-chump email, or as many (or few) emails as you like. You write them the same as you would a launch or affiliate promo, and as far as that goes, there is no real difference.

Generally, I like to do a special sale whenever (1) I want to generate some extra cash flow or (2) as part of an annual routine when selling to my list. Either way, doing special sales can be extremely profitable, and a great way to generate quick cash flow. And, with the right guidance (like this book) pretty easy, with little frustration and zero complication.

Segmenting For Sales

Whenever you do a special sale, and this is especially true if you're going to offer a much better price than prior buyers, you'll want to have already segmented the current buyers off. You won't always be able to do this 100%. And, even if you didn't segment buyers off at all before, few people will complain (see the below) if they do see it. But, as a matter of not wasting their time, it's good to segment buyers off your main list, so they aren't getting pitched products they already own. Plus, during the time you are selling the product, you can be doing a special sale of a different product or an affiliate promo to that product's buyers list. In other words, while you're selling something to your main list, sell something else to the people who already bought that product during your special sale, and make even more money.

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And before you even ask... yes, I am aware I don't do this with Email Players.

If you are an Email Players subscriber you know I don't segment those buyers off my main list, and you actually see my Email Players promos all month.

But, this is another "do as I say, not as I do" moment. Email Players is a unique case where I sell email training and want my Email Players subscribers to see what I'm doing each day, to study and learn from. That way, they get daily demonstrations of how I write emails, get to see the principles they're learning each month "in action", and also so they know what's coming down the pike, when I promote the next month's issue.

Bottom line is, do what you can to not send emails pitching a product to people who already own it, and sell those buyers something else at the same time. And you can do that by segmenting buyers off your main list when they buy. (See your shopping cart for details on how).

That said, one common objection people (who have not segmented their buyers off their list) have to doing sales is:

"Will the people who bought before at full price complain?"

Survey says:

In my experience, even if prior full price buyers see you sell the same product being sold at a lower price than they paid, it is almost never a problem. There's no shortage of people, for example, who buy a TV a few days before Black Friday at Walmart after which that same TV is exponentially cheaper. I once heard the great Matt Furey say people buy when they want to buy.

And I have found that to be true.

A sale is usually just an "excuse" to buy anyway, and nothing they are wrapping their entire budget around. Plus, not everybody is looking for cheap or a discount.

1-Click Upsell Reloaded

Just like when you do a product launch, with special sales or events it's always

good to have something else to sell to those buyers via a 1-click upsell. I like to have at least one (and often as many as three or four) 1-click upsells attached to everything I sell. And, this is especially true when I do special sales. It's the easiest money you can make. And, depending on the economics of your offer, you may even make more on the upsells than your main products.

Again, it's essentially asking, "Do you want fries with that?"

I can already hear certain people reading this saying, "Yeah, yeah, Ben, I already know that!" But my question to them is, are they doing it? If not, quit whining about me repeating this or being too basic, and get to installing 1-click upsells on your products.

I "knew" I should be doing this sort of thing years before I did it. Now, I am kicking myself for not doing it earlier. I don't want you to wait like I did. And if that means I have to constantly repeat this over and over and over to get you to do it, so be it.

Recycling Reminder

Just like with your product launch and affiliate promo sequences, you can (and should) recycle your special sales and offers each year. You already did the work. If it was profitable, why not re-use it a year or so later? If every year I want to offer one of my products for \$100 less (as an example), I'll just take the same email (or emails, if I want to just re-use a launch sequence, but without the launch terminology, and change the copy around so it is a

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special sale, instead) I used before and do it. Not only does that make you sales again, but it also didn't take you a lot of extra time. The only time you spend is loading up your email broadcasting software with the emails and changing the copy where necessary so it's not talking about a launch.

When To Do One Pump Chump Offers

One pump chump offers can be great for quick cash flow. Not as much cash flow as a sequence of multiple emails (2, 3, 4, whatever). But they can still work. If you're putting new people on your list, every year you should have more people than you did last year, and then there's still people who saw you do it the year before who never did it then, but who will do it now.

As you've seen, there's a lot of power in recycling emails. You can see examples of these in the Email Copynomicon section.

Spreading Holiday Cheer

All Over Your Bank Account

I am a big fan of doing sales (and launches) around holidays.

For example, I do them during Christmas. Basically, every day for four days right after Christmas, I put a different product on sale. I'm not just selling one product, I'm selling all my products. But, I sell product A on day one, product B on day two, product C on day three, etc. The result is a lot of extra sales (that can total up to quite a bit depending on your list, offer, and other factors for very little time and effort.

If a holiday is coming up and you want some cash flow, I highly suggest you bang out a few emails and tie your products into them. Very simple, and not something people (including me!) do often enough.

Don't Break The Sacred Law Of Direct Response

What I don't recommend doing (even though everybody seems to want to do it) is having a site with multiple products all discounted on it, and you're just sending people there. Reason why is, it violates a powerful principle of direct response marketing, which is:

"Only Sell One Thing At A Time"

Yes, you can make out like a bandit with the eCommerce-style sales page. (Where you have a page with a menu of all your products, with the price crossed out and they're being sold at a discount). And I know many high level marketers who I have the utmost respect for who do just that. However, I believe, after years of testing and playing with this, you will make way more sales selling one thing at a time.

Take my Christmas sale mentioned above.

If I'd sold multiple products, all on the same page, each day, I would not have made nearly as much in sales. Maybe your mileage will vary, but that has always worked best for me. This is why I don't break this sacred rule of direct response: because I make less money every time I do. And this is especially true if you need quick cash flow (to meet payroll, or any other kind of financial emergency), or just want to make even more from your special holiday and other sales.

NOTE: There is one exception to this. And that is, if you can "tweak" your shopping cart, Amazon-

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style, where they can add a bunch of products at once without the page changing or leaving the page. Although, I still recommend testing it vs sending people to a single offer with no other choices.

And speaking of choices...

Why Pro-Choice Marketers Have Skinny Sales

Most people are notorious procrastinators. I know I am. And, there is a good chance you, too, Dear Reader, are also a procrastinator. (And if you're not, you're to be congratulated.) But a lot of people are notorious for getting analysis paralysis: "Which product do I need? I'll just put this off for later."

And it's yet another reason I believe in "sell one thing at a time" — especially if you're doing special sales where you have multiple products on sale.

Best Time To Use Blatant Pitch Emails

Sometimes the best kinds of emails are blatant pitches. In fact, if you have a really good offer for something you know a lot of people on your list want, and if you are offering it at a really fat discount or as an unbelievable offer, you can just come out and say it. It can even be all above the fold (i.e. you can see it without having to scroll down the email). It just depends on what you're selling and your list's awareness level of it, as far as if it's something they already want.

Again, take my Christmas sale.

They were blatant pitches I sold with the assumption they already wanted them, and they just needed an excuse to buy. Frankly, for a couple of those products during that sale I didn't even have sales letters up. I just sent them right to the shopping cart because I knew they wanted it. People love a good sale and discount (i.e. a good deal). If you can make each email have a burr of singularity like we talked about, and if you have a good bond with your list, you can often do blatant pitches and people will not only not mind, they will even thank you if the offer is right for them at the time.

How To Use Email To Put Some Miles On Your Soul

notes

Another kind of special sale is to raise money for charity. You can generate a lot of money for a cause of your choice doing this, if that's something important to you.

For example:

There's a gentleman named Orrin Hudson and he has a site called BeSomeone.org. He is a former crook and thief who now teaches the game of chess (he is a world champion chess player) to inner city kids who are fatherless or parentless, who are at risk for getting in trouble, and who are at risk to be tempted to join gangs and become violent thieves and criminals. He teaches them leadership skills, critical thinking, and other success principles via the game of chess.

As he calls it:

"brains before bullets."

Anyway, I wanted to help them, so one day I sent a one-shot email out to my list to generate some money for an event his organization was having. What I did was, I offered a lot of truly unique physical bonuses with high perceived retail values attached to them, to anyone who donated over \$100.00. I also said I would match whatever they donated to sweeten the pot and make it even more enticing.

(NOTE: I included the email as a sample in the Email Copynomicon section.)

You could also do it as a sequence if you wanted to. I could have done a sequence, but had other things on my schedule and couldn't fit it in. But, even so, we generated over \$10k in a short weekend, which made a huge difference for their event.

A Secret Way To Profit From Donating Money To Charity

You can come up with whatever bribes you want to generate donations. And if you send something physical out to people as a bonus, there's nothing stopping you from including a sales pitch in the package for something else you sell. That is one way to potentially profit off of generating money for charities and doing it in a way that's not shady or unethical.

Something else to think about:

A lot of people have trouble raising money using email for charities they believe in. And one reason is because they stop thinking like marketers. There's a book called *The 48 Laws of Power*, and law #13 is:

“When asking for help, appeal to people's self-interest.”

In other words, you're not appealing to their generosity.

I was offering so much stuff legitimately worth far more than what I asked them to donate, at least from a retail point of view, it made donating a no-brainer.

And that's just one example. I've used this exact same method multiple times. Like, for example, for the dog shelter where I got my dog. That place will always be a place I have a lot of respect for. I told my list if they gave at least \$5 to that dog shelter, I would send them an ebook I had been selling for \$37 (my Crackerjack Selling Secrets ebook). It was digitally delivered so I didn't send anything physical. Over the course of a few of these promos we generated \$10k for that shelter. (Many people sent way more than \$5.)

If I had just sent emails out saying, “Hey, please donate to this dog shelter,” they would have said, “Why would I? I don't care.”

But I didn't rely on their sense of charity.

notes

I Went After Their Self Interest!

You'd be amazed at how many people send more than just the minimum amount, too. There's a lot of people that want to give more, and will give more, if you do these right. But you're not relying on their mercy or their gratitude. You're giving them a selfish reason to donate. Most of these places accept PayPal and you say, "Just forward me your PayPal receipt and I'll send you this."

Another thing:

I don't recommend you collect the money and give it to the charity. I find it best to keep your hands free from all that, and just let them donate directly, and send you their receipt for proof to collect whatever bonuses you are offering.

If this interests you, I have a podcast episode about how to use basic direct response to generate money for organizations. You can find it under episode 4 of my old Antipreneur show at www.BenSettle.com/podcast.

All right, that covers this last section about special sales.

This was a short section because most of what you need to know about it was already covered in the prior sections of this book. It's the same thing as doing an affiliate promo, except you're selling your own products. You can do a whole sequence of 2

a day (or 3 or however many you want) and 7 (or however many you want) on the last day, or you can just do one shot. It really doesn't matter. And I know I sound like a broken record again with this, but doing special sales is a great way to make fast and easy money. And there's really nothing complicated about it, which is the best part.

The Affiliate Launch Copynomicon

“FAST-PROFIT” PLAN

I'm going to end this main teaching part of the book with a fast track plan for getting things going as quickly as possible. The last thing I want is for you to put this away and get distracted by something else.

I don't care how you implement it — as far as if you want to launch a product, slap up an affiliate sequence, or even do a one-pump-chump email. The important thing is you implement this info fast — tomorrow (even today), if possible, and make money. There is no reason if you have any kind of a list with even a smidgen of engagement, you can't make back what you paid for this book several times over, very quickly, and possibly with just one email.

Those Emails Ain't Gonna Write Themselves

Moral of the story is, these emails are not going to write themselves, so you need to get started today. The sooner you implement something — anything — from what you've read, the sooner you'll reap the rewards.

(And those rewards can be substantial depending on what you sell and your list.)

How To Get elBenbo To Mastermind Your Next Product Launch

notes

I don't do a lot of coaching and consulting.

In fact, I rarely ever do it. I don't particularly enjoy working on other peoples' businesses (it's much more profitable and fun to work on my own). However, I'm not closed to the idea of doing product launch consulting for a big fee up front (to make sure you implement what I say). At the time of this writing, it's a minimum \$15k upfront and non-refundable (possibly more if you're not an Email Players subscriber) and 5% of the gross profits of the launch.

(Prices may vary depending on when you're reading this book.)

I've done so many of these I can do this in my sleep. And once you've done a few of them, it will be the same thing. It's all basic direct response marketing at the end of the day. All I've done is unpack and arrange it in a way that strips away all the complicated steps, simplifies it, and presents it so anyone can understand and run with it in hours and days, instead of weeks and months.

Whatever the case, there's plenty of examples in the Email Copynomicon section you can learn from. Again, they are all copyrighted under international copyright law. Don't copy and swipe them but do read them and study them and learn from them. Take lots of Suck notes as you read. And then compare them to what you are doing now and adjust where

necessary. I also suggest reading this book at least 10 times to “Suck” even more value from it.

All right, I've taught you how to do it, now it's time to apply the info.

And you know what?

I think you'll find it goes a lot easier and more profitably than you possibly ever imagined. So turn the page, study the examples (**and especially read the intros to each example, I have inserted many other tips and ideas into them not found in the main section of this book**), and let me know how it goes...



PART 5

THE EMAIL COPYNOMICON

*"You need to have control pieces in your swipe file.
But, you've got to remember that control piece worked for
that piece at that time in that market in that environment.
So it's really more of a case study to look at."*

Doug D'Anna
"A-List" Copywriter

The following several hundred pages are filled with examples from email campaigns for product launches, affiliate campaigns, and special sales you can model, study, and learn from. Just realize all these emails are protected under international copyright laws. Do not "lift", steal, burgle, or copy them.

For one thing, it'd be illegal. And for another, it'd only hold you back, anyway. These emails applied to very specific products, at very specific times, to very specific lists (each with its own dynamics, customer-marketer relationships, market positioning, and hundreds of other variables that will not apply to your situation), and are personality-oriented, as your emails should be.

The reason for showing them is three-fold:

- 1** To give you real-life examples of how the information inside this book looks, so you can more easily apply the principles you've been learning to your own emails
- 2** To teach you how to "think" like an email copywriter and solve problems (vs just mindlessly swiping)
- 3** To demonstrate the repetitive nature of how these campaigns flow (using the same general structure in each campaign)

I suggest reading each and every email and applying Gary Halbert's "The Suck" note-taking advice from the beginning of this book. Any time an idea, email

theme, subject line, story, or anything else comes to your mind (related to email copy or not) write it in the notes section. Do it right, and you will have entire email product launch sequences and affiliate campaigns in “rough sketch” form before you even finish reading.

Okay, enough of this clacking.

Let's begin...

Product Launch Sequences

“I worked on a launch last month and I used a ton of principles I learned from Email Players to write this client's launch email sequences. The result? My client made \$1.2 million in sales in 24 hours. Affiliates were emailing their team saying how the email swipes I wrote gave them the highest click throughs they've ever had to their mailing their lists. Another launch I did for a client consisted of me writing 4 emails that generated over \$113,000... in recurring monthly revenue. Those 4 emails took me less than an hour to write in total.”

Chris Orzechowski

This first part of the Email Copynomicon section is made up of 9 product launch sequences, spanning four different niches.

The reality is, when you do launches my way, the niche, industry, product, service (yes, you can apply these to launching a service, it is no different than launching a product) and other particulars don't really matter. It's all the same. Even with launching a fiction book (as you will see), it is essentially the same as far as the strategy.

What's important is to pay special attention to:

- ✗ The structure of the sequences (how many emails, on which days, etc)
- ✗ How the sequences that have pre-launch emails are timed
- ✗ How many don't even have pre-launch emails (it's personal preference, and based on how motivated you are to make more sales or save more time)

- ✕ How even the earlier launch sequences I did (i.e. the first two you will see in the weight loss niche) were not even very aggressive, and have far fewer launch sequence emails than later sequences, yet still did extremely well

With that said, make yourself comfortable, get ready to take lots of notes, and apply what you learn to your next launch campaign...



EXHIBIT A:

1-Day Diet Plan Launch Emails

Following are the launch and pre-launch emails for an eBook in the weight loss niche. Before you're finished reading this book, you will have heard this so many times it will hopefully be ingrained into your psyche forever, but I'll say it anyway:

The pre-launch emails look, feel, and smell like any other emails using my system. They stand on their own and could sell the product. But, that is not the purpose of the pre-launch emails. The purpose is to get as many interested people to raise their hands and say, "I'm likely going to buy this," as possible and hop on your sub-list.

Some context:

We did this launch before I knew even half of what I have taught you in this book. We sent very few emails to the main list (only 5) compared to how I'd do it now (at least 13, probably as many 16, plus turning any complaints into emails on the fly on the last day), and the emails would have been meatier (they'd have been written exactly like the pre-launch emails, and not be just blatant pitches). But, even doing it "wrong", this launch did extremely well — and before I moved on from working with the company, we ended up converting 40% of our main list into buyers between this launch, the daily emails, and other campaigns/special sales. That's nothing to sneeze at. Especially in a market as overrun with competition as the diet niche. And also, considering we had a plain Jane sales letter that broke every single weight loss advertising marketing "rule" (no before-and-after pics, amateur page design, etc). Another thing to note is, we were never able to get a winner when split-testing the sales letters for this niche. Even when we tested text sales letters vs video we never got a winner. I believe the reason is the emails did all the actual heavy lifting.

So keep that in mind as you see the weight loss examples in this book.

Read through these launch and pre-launch emails carefully, take notes, and apply what you learn to your next product launch. Also, for a more in-depth analysis of this campaign, check out the December, 2011 "Email Players" issue in the Appendix section of this book.

Pre-launch Emails

PRE-LAUNCH EMAIL #1

Subject line: 10 perfect fatty diet foods

Hi!

This email is going to make a lot of women happy.

Why?

Because I was recently reading an article about so-called "danger" foods that make people gain a lot of fat. But the reality is, all of the foods on the list are completely okay for you to eat.

Some of the foods included:

- * Wendy's Triple burger (clocking in at over 1000 calories!)
- * Salty french fries
- * Lasagna
- * Cheese cake
- * Cookies
- * Chicago-style hot dogs
- * Pizza
- * Pastries
- * Glazed doughnuts
- * Anything deep fried and SMOTHERED in chocolate...

What???

Aren't these foods all bad for you?

Won't they go right to your hips, belly and thighs?

Yes and no!

Yes, for most people these foods will make them gain fat. But for women who know about the recent discovery made by some smart professional athletes that has since been perfected for women by a world class fitness trainer friend of mine... we won't even feel those foods.

With our secret you can eat all of the above.

Never worry about gaining an ounce of fat.

And, in fact, you can lose size!

How is this possible?

Good question!

And that's why my fitness trainer friend (the one I mentioned above) and I are hard at work on a book we call "The 1-Day Diet."

This book makes all other diets obsolete.

And it truly lets you eat and lose size at the same time.

We're almost finished with it.

And we're giving it away for 50% off when ready.

notes

To get on the "VIP" notification list and get it for 50% off,
go to the website at the link below and type in your email:

<http://www.1DayDietPlan.com>

More tips tomorrow!

Jennifer Jolan

Bestselling author

PRE-LAUNCH EMAIL #2

Subject line: 3 dollar tummy tuck?

Hello!

A lot of women get dangerous "tummy tuck" work done.

I would not recommend it, though.

For one thing, there are a lot of hidden dangers to getting
tummy tuck surgery -- including blood clots in your legs &
lungs, respiratory problems, heart complications and, in some
rare cases, even death!

Plus... they're unnecessary.

You don't need it.

There are natural "tummy tucks" that work just fine.

In fact, the new book I'm working on called "The 1-Day Diet"
shows you a special kind of tummy tuck you can do 1-3 days per
week that will only cost you about \$2-3 a day.

It also lets you eat your favorite bad foods, too.

Can't do that with a regular tummy tuck.

Sure, you can get the surgery.

But if you eat bad foods, you'll go back to being heavy.

But not with the 1-Day Diet!

Anyway, the book is almost ready.

If you would like to get it for 50% off when it's released, simply go to the web page below and type in your email address:

<http://www.1DayDietPlan.com>

See you again tomorrow!

Jennifer Jolan

Bestselling author

PRE-LAUNCH EMAIL #3

Subject Line: The diet world is rigged against you

Hi!

Dieting is hard!

I don't care what the experts all say -- I've seen almost every plan for losing fat ever created and they are all hard (heck, impossible!) to do long term.

Yes, they all look good "on paper."

And a few super disciplined women can make them work.

At least for a while.

notes

But the reality is, the diet industry is rigged against you -- they want you to buy one product, use it, then buy the next one... and keep spending your money on one fad after another.

They literally prey on women!

It's almost a kind of ABUSE, in my opinion.

I see this all the time, too.

It just breaks my heart to see it!

That is why I don't deal in hype and nonsense.

I give you the good, the bad and ugly with everything. And soon I'm releasing a book that I truly believe will be the LAST diet you'll ever need. The reason I say this is because it not only works (like crazy!) but it's also very "comfortable". It's not hard at all. In fact, you can still eat your favorite bad foods while you're on it.

Plus it is based on pure science, too.

It's completely safe.

Completely natural.

And completely effective.

If you want to get this book for 50% off when it's ready (it should be done soon!) go to the link below and type in your email address:

<http://www.1DayDietPlan.com>

Talk to you again tomorrow!

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #4

notes

Subject Line: Stairway to size 7

Hello!

Here's a great way to shed weight.

Recently, I was talking to a woman who was a size 18 for years and couldn't drop even a single size no matter what she did. She is naturally thick boned and so her ideal size was between 6 and 8 (or, as she joked "a size 7").

"What can I do???" she asked me one day.

She was clearly frustrated.

Even tearful when I spoke to her.

So I told her to put her exercise videos and equipment away (they were not working anyway) and to... use the stairs in her home instead.

Walk those stairs off and on all day.

Did it work?

Let's just say a few months later she said he had done that and was seeing results and couldn't believe it. Stairs are great exercise equipment that are far better than any treadmill or anything you can find in the gym.

Plus, they're free :-)

And you want to know something else?

In my upcoming book "The 1-Day Diet" I'm going to show you a neat way to use an ordinary flight of stairs (I learned from some smart world class athletes recently) just 5 minutes per day to FORCE your body to lose at least a size or two very quickly.

It's really simple too!

And, I know you'll love it.

And by the way, exercise is NOT necessary to lose weight on this plan.

It's optional.

(Just wanted to make that clear.)

To get "The 1-Day Diet" for 50% off when it's released just go to the website below and type in your email address to be on our "VIP" notification list:

<http://www.1DayDietPlan.com>

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #5

Subject line: Melting away a billion pounds of fat

Hi,

One of my favorite authors is David Bach.

He writes a lot of books about money and staying out of debt and that sort of thing. He recently said something kind of interesting -- that his goal is to eliminate a billion dollars in debt in the US this year.

And you know what?

I have a similar goal with my upcoming "1-Day Diet" book.

I want to help eliminate a billion POUNDS of fat!

I really think it's possible too.

This diet plan not only makes it virtually impossible for you to gain fat if you do it correctly (your body doesn't store fat on this diet), but it lets you get back to your ideal size while still eating your favorite bad foods.

It's a very convenient and "comfortable" diet.

One you can do long term.

I personally am doing it now and will continue to do it for the rest of my life (to maintain my current size as I grow older).

The book should be ready in a week or so.

To get the book for 50% off when it's released, make sure you are on our VIP notification list at:

<http://www.1DayDietPlan.com>

More tips tomorrow!

Jennifer Jolan

Bestselling Author

notes

PRE-LAUNCH EMAIL #6

Subject Line: What really keeps women fat

Hi!

Weight problems aren't usually "food" problems.

Or exercise problems.

Or even health problems.

They are usually ****procrastination**** problems.

It's true -- procrastination may not have caused you to gain your extra weight, but it IS what is most likely keeping that extra weight on and making sure it doesn't go anywhere.

A lot of women "plan" to do something about it.

They even get excited by the idea of doing something about it.

But in this society and time in history -- where temptation to eat is everywhere and where almost all foods are loaded with sugar (even "health" foods!) it's hard to really get started and stick with anything.

I have seen this over and over.

It makes us emotional wrecks too!

Well, I think I have a solution to this.

My new book "The 1-Day Diet" is a blueprint for a VERY simple diet plan that is easy to start, easy to stick with and easy to lose inches on (it's not unusual to lose up to 20, maybe even 30, pounds in your first month on it, while still eating your favorite "bad" foods.)

It's PERFECT for getting past procrastination.

After all, you aren't depriving yourself.

You still get to eat yummy foods!

notes

The book is being edited now and will be ready soon.

To get it for 50% off during the release date, just go to this web page and type in your email address:

<http://www.1DayDietPlan.com>

See you again tomorrow!

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #7

Subject line: Is heavy is the new sexy?

Hello!

The term "weight loss" is actually funny.

Why?

Because if just losing poundage is the goal then really all you'd have to do is cut off an arm or leg and you'll be instantly lighter, right?

It's not about pounds.

It's about size -- inches.

A woman using my 1-Day Diet -- <http://www.1DayDietPlan.com> -- says she's been using it for months. At first she didn't lose any pounds (or maybe just a few

pounds, I can't remember.) And she was getting very frustrated.

"What am I doing wrong???" she asked.

"You're using a scale," I replied.

I told her to NEVER weigh yourself.

Instead, measure.

She started doing that and noticed that yes, she WAS losing inches. Some women's bodies are just like that -- they won't show a lot of results on the scale, but are losing inches and gaining their originally sexy bodies despite what the scale says.

So don't worry about weight.

Just measure and you'll be fine.

To get "The 1-Day Diet" at 50% off when it's released next week, simply type in your email address at this web page:

<http://www.1DayDietPlan.com>

More tips tomorrow :-)

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #8

Subject Line: How to "supercharge" any diet

Hi!

Here's a great tip if you're dieting:

Get a sweat going every day.

No, you don't have to work out for hours on end or even "exercise" at all. I'm just talking about getting a sweat going

(or "breaking a sweat" as my old gym teacher used to say).

This is great for your metabolism.

And it helps get rid of fattening toxins, too.

This works especially well with The 1-Day Diet.

In fact, this diet already works really fast. But if you want it to work for you up to twice as fast, then all you have to do is make sure you break a sweat the day after you do it. Maybe go take a brisk walk or work out in the yard or play with your kids anything that can get a sweat going.

You don't have to do this, of course.

And exercise is NOT required on The 1-Day Diet.

You'll still lose size quickly, either way.

But a sweat will speed things up for sure.

The book will be ready next week.

Make sure you join our VIP notification list today so you can get it at 50% off when it is released:

<http://www.1DayDietPlan.com>

Jennifer Jolan

Bestselling Author

notes

PRE-LAUNCH EMAIL #9

Subject Line: A beach body in 15 seconds

Hi!

Here's a "shortcut" way to hide belly fat:

Do vacuum poses!

I teach this all the time and it works like crazy.

Vacuum poses are where you suck in your belly on and off for 5 minutes a day and within 1 month you will lose nearly 2 inches from your belly.

The key is to hold the pose for about 15 seconds.

You can do them anywhere, too.

At home.

In the car.

Even while watching TV!

These won't burn fat.

But they make your belly automatically suck itself in, which gives the illusion of fat loss. And it's also great for your digestion and overall health.

Of course, you still want to get rid of the belly fat.

And to do that, use my 1-Day Diet plan.

You can get rid of the belly fat AND still eat your favorite bad foods at the same time (ask any other weight loss "expert" how to do that and watch the look of confusion on their face!)

The book will be ready in a few days.

If you want it for 50% off, go to:

<http://www.1DayDietPlan.com>

notes

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #10

**Subject Line: Doctors refusing to treat
overweight patients**

Hello!

Unfortunately, this email's subject line
is true.

A couple months ago, I read a news
article from the South Florida Sun-
Sentinel saying how a growing number of
doctors are setting weight limits for
new patients. Some of the doctors say
the main reason is their exam tables and
other equipment can't handle people over
a certain weight, plus heavy women run a
higher risk of complications.

Scary isn't it?

If this trend continues it could be
disastrous.

A good reason to start dropping size now
-- while you still can.

If you want a safe, simple and
comfortable diet plan, then definitely
see my new 1-Day Diet book (it will be
released on Thursday).

I say "comfortable" because that's what

it is.

You can eat your favorite bad foods.

You don't starve.

And you lose inches very quickly.

(And safely).

To get "The 1-Day Diet" at a 50% discount, go to:

<http://www.1DayDietPlan.com>

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #11

Subject Line: Why we get fat

Hi!

Women gain extra weight for a lot of reasons.

Some (maybe even MOST) are emotional reasons... some are physical reasons (eating too much, etc)... and some are purely medical (low thyroid, messed up hormones...).

What's important isn't how you gained the weight.

But how to get rid of it.

What's done is done.

And there is NO reason to beat yourself up about it.

Sometimes... things just go bad!

The big obstacle is finding the right plan to follow that is simple and convenient... and also is not hard to do.

This is where my 1-Day Diet book comes in.

notes

It's the ONLY diet I have ever seen that works quickly (you can lose 2-5 pounds the first DAY you do it)... still lets you eat the bad foods you enjoy... and is so simple and convenient to do, it's almost easier to stay on it than it is to quit.

Best part?

The more overweight you are, the BETTER it works.

I'm so excited to release this book!

I believe it's going to change the dieting world as we know it.

The release date is Thursday.

If you buy during the launch you'll get it at 50% off.

To get on the discount notification list go to:

<http://www.1DayDietPlan.com>

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #12

Subject Line: Diets that torment you

Hi,

Most diets torment you.

You know it as well as I do.

Take this one diet I was looking at last year.

It's based on eating a certain kind of healthy way and NEVER (ever) eating anything that actually tastes good.

In fact, it was almost funny.

The author was bragging about how you can eat toast!

Wow!

Sure, you can't have anything else you want (like desserts or burgers or french fries) but she was acting like being able to eat toast after your second week on her plan was some kind of diet breakthrough.

I don't know about you, but that doesn't excite me.

Not at all.

What DOES excite me is being able to eat "bad" foods and still lose extra pounds and inches off my body.

Now THAT is exciting!

And tomorrow I'm going to show you how to do it.

It's all explained in my "1-Day Diet" book.

It goes on sale tomorrow.

If you order during the launch you'll get it for 50% off.

To make sure you are notified when it's ready, join my discount notification list (if you haven't already) at:

<http://www.1DayDietPlan.com>

See you tomorrow!

Jennifer Jolan

Bestselling Author

Launch Emails To Main List:

notes

LAUNCH EMAIL #1 — THURSDAY MORNING

Subject Line: Download The 1-Day Diet

Hi!

"The 1-Day Diet" is now ready!

Originally, I was going to let early bird buyers have it for 50% off. But I changed my mind. I want to give you an even BIGGER discount. So if you buy it before sunday at midnight you can have it for 64% off (for even more savings!)

You can download it here:

<http://www.1DayDietPlan.com/early>

Jennifer Jolan

Bestselling Author

P.S. Since not everyone gets their emails due to spam filters, etc, I'll be sending short reminders about this tomorrow, Saturday and Sunday, too.

Remember, the discount ends Sunday night:

<http://www.1DayDietPlan.com/early>

LAUNCH EMAIL #2 — FRIDAY MORNING

Subject Line: 2 more days for 1-Day Diet discount

Hello!

Just a reminder:

The 1-Day Diet is now ready. And if you buy it before Sunday at midnight, you can have it for 64% off (originally it was only going to be 50% off, but I like to reward early action-takers!)

Here is where to get it for 64% off:

<http://www.1DayDietPlan.com/early>

LAUNCH EMAIL #3 — SATURDAY MORNING

Subject Line: Last day for 1-Day Diet discount

Hi!

The 64% off 1-Day Diet discount ends tomorrow.

If you buy it before the deadline, you can have the book for 64% off what it normally costs on Amazon and other major online bookstores. Go here today to get it for 64% off while you still can:

<http://www.1DayDietPlan.com/early>

Jennifer Jolan

Bestselling Author

LAUNCH EMAIL #4 — SUNDAY MORNING

Subject Line: 1-Day Diet discount ends today

Hello!

"The 1-Day Diet" 64% discount ends tonight at midnight. It's

the only diet I've ever seen that lets you lose inches and still eat your favorite foods at the same time.

Go here to get it for 64% off:

<http://www.1DayDietPlan.com/early>

Jennifer Jolan

Bestselling Author

LAUNCH EMAIL #5 — SUNDAY EVENING (11:46 PM)

Hi!

This is it - your last chance.

You have only a few minutes left to grab "The 1-Day Diet" book at 64% off from what it costs at Amazon and in other major online bookstores. Go here to get it while you can:

<http://www.1DayDietPlan.com/early>

Also, one more thing:

I realize some people are reading this on their smart phones.

And maybe you're stuck in an airport or somewhere where you cannot get a secure connection to the Internet. If that is the case, just email me at jennifer@weightlossguideforwomen.com in the next few minutes (before midnight) and I'll send you a special link to order from when you get back to your computer.

notes

I hope to hear from you soon!

Jennifer Jolan

Bestselling Author

Launch Emails To The Sub-list

SUB-LIST LAUNCH EMAIL #1 — WEDNESDAY MORNING

Subject Line: 1-Day Diet discount tomorrow

Hello,

Just a heads up:

I'm launching my new 1-Day Diet book tomorrow. Since you signed up to be notified when it's ready (so you can get a 50% discount) I'll be sending frequent reminders throughout the weekend.

Talk to you tomorrow!

Jennifer Jolan

Bestselling Author

SUB-LIST LAUNCH EMAIL #2 — THURSDAY MORNING

Subject Line: The 1-Day Diet is ready

Hi!

"The 1-Day Diet" is now for sale.

You can get it for 64% off (I decided to give you a 64% discount instead of just a 50% discount) at this link until Sunday at midnight:

<http://www.1DayDietPlan.com/early>

Jennifer Jolan

Bestselling Author

notes

P.S. Since you specifically asked to be notified about this sale... and since a lot of people don't get their emails delivered anymore, I'm going to send frequent reminders throughout the weekend, especially on Sunday.

Remember, the discount ends Sunday night:

<http://www.1DayDietPlan.com/early>

SUB-LIST LAUNCH EMAIL #3 — FRIDAY MORNING

Subject Line: 1-Day Diet discount ends in 2 days

Hello!

The 1-Day Diet is now ready.

It's the only diet I've ever seen that lets you safely, simply and realistically lose fat while still eating your favorite bad foods. It's based on pure science and works even for women with stubborn fat that refuses to go away.

Here is where to get it for 64% off:

<http://www.1DayDietPlan.com/early>

Jennifer Jolan

Bestselling Author

SUB-LIST LAUNCH EMAIL #4 — SATURDAY MORNING

Subject Line: Last day for 1-Day Diet discount

Hi!

The 1-Day Diet discount ends tomorrow.

Order before the deadline and it's yours for a full 64% off.

Details at:

<http://www.1DayDietPlan.com/early>

Jennifer Jolan

Bestselling Author

SUB-LIST LAUNCH EMAIL #5 — SUNDAY (12:00 A.M.)

Subject Line: 1-Day Diet discount ends today

Hello!

"The 1-Day Diet" 64% discount ends today.

Go here to get it for 64% off:

<http://www.1DayDietPlan.com/early>

Jennifer Jolan

Bestselling Author

SUB-LIST LAUNCH EMAIL #6 — SUNDAY (12:00 P.M.)

Subject Line: Tick tock... tick tock...

Hi!

The clock is ticking on the 1-Day Diet sale.

You have just 12 hours to grab it for 64% off what it

normally costs at Amazon and in other major online book stores. This is the last diet you'll ever need -- it's comfortable, convenient and lets you eat your favorite bad foods while still losing inches.

Go here to get it while you can:

<http://www.1DayDietPlan.com/early>

Jennifer Jolan

Bestselling Author

SUB-LIST EMAIL #7 — SUNDAY (5:00 P.M.)

Subject Line: 7 hours until game time

Hello!

Just a reminder:

The 1-Day Diet 64% discount sale ends in 7 hours.

This book shows you a secret way to diet that is based on research from some very smart professional athletes, that has been perfected for women by a world class fitness expert friend of mine.

It's fast.

It's convenient.

And it lets you eat your favorite bad foods while still losing inches and poundage.

The discount ends at midnight.

notes

Grab it here for 64% off while you can:

<http://www.1DayDietPlan.com/early>

Jennifer Jolan

Bestselling Author

SUB-LIST EMAIL #8 — SUNDAY (7 P.M.)

Subject Line: 5 more hours to go...

Hi!

The 1-Day Diet sales ends in 5 hours.

If you're interested in a safe, effective and convenient way (that is also very comfortable) to lose up to 2-5 pounds the first day you use it, and up to 20 pounds the first month... all while still eating your favorite bad foods, then this can get the job done.

But the 64% off sale ends in 5 hours.

Go here to get it while you can:

<http://www.1DayDietPlan.com/early>

Jennifer Jolan

Bestselling Author

SUB-LIST LAUNCH EMAIL #9 — (9 P.M.)

Subject Line: 1-Day Discount ending

Hi!

Just a few hour left until the 1-Day Diet sale ends.

You can still get it for 64% off if you hurry.

Just go here:

notes

<http://www.1DayDietPlan.com/early>

Jennifer Jolan

Bestselling Author

**SUB-LIST LAUNCH EMAIL #10 — SUNDAY
(11:15 P.M.)**

**Subject Line: Last call for 1-Day Diet
discount**

This is it - last call for 1-Day Diet
discount.

The sale ends in less than an hour, and
if you act before then you can get it
for 64% off what it normally costs. This
diet lets you lose fat while also eating
your favorite foods and was designed by
a world class fitness expert just for
women.

But this is your last chance.

After tonight the price goes up
dramatically.

Here's where to get it for 64% off
(while you still can):

<http://www.1DayDietPlan.com/early>

Jennifer Jolan

Bestselling Author

P.S. Also, one more thing:

I realize some people are reading this on their smart phones.

And maybe you're stuck in an airport or somewhere where you cannot get a secure connection to the Internet. If that is the case, just email me at jennifer@weightlossguideforwomen.com in the next few minutes (before midnight) and I'll send you a special link to order from when you get back to your computer.

I hope to hear from you soon!

EXHIBIT B:

Effortless Exercise Launch Emails

This was another high-selling weight loss niche launch (despite it not being nearly as aggressive as I'd do it today, see Exhibit A notes). This sequence was seen only by buyers of our 1-Day Diet Plan book. Note how it "talks" to the reader as someone who has bought that book already and not to a general audience.

Another thing to note:

I purposely pushed for this book to be released during the Thanksgiving weekend that year. Reason why is, everyone eats like a pig in the U.S. (most of our customers were U.S. based). And it was helpful to use that as a selling angle in the emails.

i.e. "eat all you want on Thanksgiving and still lose weight"

The lesson here is, if you can tie your product launches to specific holidays or a specific time that complements your emails and marketing, you can make a lot more sales than you would otherwise.

Common sense?

Of course it is.

(But common sense ain't common...)

Anyway, read, take notes, and apply what you learn.

Pre-launch Emails To 1-Day Diet Plan Buyers List

PRE-LAUNCH EMAIL #1

Subject Line: Effortless exercise

Hey!

If you're reading this, that means you asked to be updated on the "Effortless Exercise" book I told you about waaaaaay back in August. My goal was to have it done by Labor Day (in the US) but my plans got delayed.

Instead, it will be done by Thanksgiving.

And, I'm giving early bird customers a BIG discount!

More info coming soon.

See you!

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #2

Subject Line: Effortless exercise

Hello,

Yesterday I mentioned an announcement.

And here it is...

A lot of women ask me about exercise.

Yes, they are loving the 1-Day Diet (and seeing fast and amazing results!) but they want to speed it up even faster.

What exercises do I recommend? How much time do you have to spend? How many days per week? And so on...

Well, I've got good news.

You don't have to exercise long.

Or hard.

Or even very often.

In fact, I have recently discovered a way to exercise that is literally... effortless!

Frankly, if you make it hard, you're doing it wrong.

It's based on research done by a Russian athlete and is used by some smart Americans who now swear by this secret way of exercising.

Anyway, this will be the subject of my next book.

I am calling it:

"Effortless Exercise"

And if you get it when it's launched you can get it at a big discount!

At least 50%!

(And maybe even more, we'll see when it launches...)

To join the discount notification list, go to:

notes

<http://weightlossebookstore.com/effortless>

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #3

Subject Line: Why hard exercise can be evil

Hey! Do you hard exercise?

By that I mean, do you run long distance?

Spend hours at the gym working out?

Run treadmills and kill yourself on the elliptical machines?

Stop!

You're literally KILLING your body early, and you may not even realize it. Fact is, hard exercise is romanced in the media and on TV and by... everyone... but it's the WORST thing you can do if you want to sculpt your body and be in great shape.

I know that sounds crazy.

And I know that is the opposite of what we're taught.

But, it's true.

And in my upcoming "Effortless Exercise" book (which you will be able to get at half off when it launches) I explain a much better way created by a brilliant Russian soldier (and perfected for women since then).

The book launches in a few weeks.

To get it at half off go to:

<http://weightlossebookstore.com/effortless>

Jennifer Jolan

notes

Bestselling Author

PRE-LAUNCH EMAIL #4

Subject Line: The case against cardio

Hi! All the fitness "experts" talk about cardio a lot.

"You must do 30 minutes of cardio."

"Cardio is a must!"

"You cannot burn fat without cardio!"

Is this true?

No!

I'm not saying never to do cardio (like running stairs, as I teach in my 1-Day Diet book). But other than that, if you want to "sculpt" your body into a sexy figure you'd proudly show off at the beach in a bikini then you have to think outside the box.

And I mean WAY outside the box.

Cardio is hard, right?

Well, I know a way that is the opposite.

A way that is so easy... it's almost effortless.

And I'm going to be teaching this way in my upcoming book "Effortless Exercise For Women" which launches soon.

Again, I'm not say ALL cardio is bad.

But most of it is overrated.

And, some of it is even dangerous!

To get my new book at half off, go to:

<http://weightlossebookstore.com/effortless>

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #5

Subject Line: Famous fitness author drops dead from heart attack

Hey - ever hear of Jim Fixx?

He was a famous fitness author.

In fact, he wrote the 1977 best-selling book "The Complete Book of Running" and is given credit for starting America's fitness revolution in the first place -- and promoting the health benefits of regular jogging.

People thought he was the picture of health.

A perfect human specimen.

Until one day (at the early age of 52) he dropped dead of a heart attack on his daily run!

It was shocking!

People were stunned!

How could this happen?

Apparently atherosclerosis had blocked a few coronary arteries.

Now, does this mean running is going to kill you (or that it killed him)? No! Not necessarily. But it does illustrate that jogging and cardio isn't going to save your life in any way.

In fact, it's rather HARD on your body.

That's why I wrote "Effortless Exercise For Women."

There is no running required.

No hard exercise needed at all.

It's VERY easy exercise.

And it "programs" your central nervous system to make you stronger and sculpt your body in just minutes of "exercise" (that's so easy it's almost effortless) per day.

More:

I'm giving it away at 50% off for early bird customers.

To join the discount list, go to:

<http://weightlossebookstore.com/effortless>

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #6

Subject Line: If exercise hurts you're doing it wrong!

notes

Heya! This gets me in trouble but...

I am convinced that if exercise hurts when you're doing it, you're simply doing it wrong (completely wrong). In fact, if you train to failure (you can't go any longer) you might as well not exercise at all for all the good it's doing you.

Why would I say this?

Well, as I write in my upcoming "Effortless Exercise" book:

Most people think that getting totally tired and having sore muscles and exercising until you can't exercise anymore is the best way to get a nicer body.

WRONG!

Unless you're a complete beginner, which in that case, basically any type of exercise method you use would cause your body to improve, training to failure (failure to do another rep or complete exhaustion) is probably the biggest obstacle holding back progress for the majority of people exercising.

There's a secret science behind this.

And tomorrow, I'll explain in more detail.

In the meantime?

To get "Effortless Exercise For Women" at 50% off, go to:

<http://weightlossebookstore.com/effortless>

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #7

notes

Subject Line: What Russians know about staying fit

Hey!

Yesterday I left you on a bit of a "cliffhanger" didn't I?

That's when I said I'd explain in more detail a secret science behind why you should NOT ever train to failure (in any exercise).

I give the Russians credit for this.

Specifically a Russian Special Forces soldier.

He basically discovered a way to exercise in a way that takes little (almost none) effort, but that strengthens and sculpts your body at the same time. And it works NOT by working out your body, but by working out your central nervous system!

Does that seem weird?

I know!

But it works like crazy!

I've been doing this for over a year now and have never looked (or felt!) better. This is why I cannot wait to show you my new "Effortless Exercise For Women" book that explains exactly how to exercise this way.

It will be ready right before Thanksgiving.

To grab it at a 50% discount, go to:

<http://weightlossebookstore.com/effortless>

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #8

Subject Line: Exercises that age you faster

Hey hey!

Did you know exercise can age you faster?

It's true.

Take, for example, long distance runners.

Now, I am not saying this is the case with all of them. But next time you watch a marathon on TV or see runners going down the road, note the "stringy" almost sickly look they will have.

Like they're aging faster.

Not good!

There are many reasons for this.

(Like oxidation in their cells, for example.)

But it's not something I'm going to mess with.

Instead, these days the only exercising I do is the kind I'm teaching in my upcoming "Effortless Exercise For Women" book.

Easy exercising.

Doesn't damager your organs or joints.

Doesn't age you faster.

(Quite the opposite!)

Anyway, it will be ready in two weeks.

To grab it at a big discount, go to:

<http://weightlossebookstore.com/effortless>

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #9

**Subject Line: Does strength training
remove fat?**

Hey!

Does getting stronger remove fat?

You bet it does!

Fat and muscle can't really co-exist in the same area. And that's why, as you gain muscle, you automatically burn fat. It's also why personal trainers will have you do strength training, too.

Problem is, weight training isn't very fun.

It's usually very hard.

And, it can create injuries sometimes.

(And then you have to rest for days, even WEEKS, during which time you cannot train that part of your body for a while

notes

-- which holds up weight loss progress.)

The solution?

This is what I'm teaching in my coming book:

"Effortless Exercise For Women"

I'm going to show you a secret way to gain strength that:

- * Won't cause injury
- * Is NOT hard to do (it's almost effortless)
- * Works very quickly
- * Has numerous other health benefits

It launches in less than two weeks!

To get it at a discount go to:

<http://weightlossebookstore.com/effortless>

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #10

Subject Line: Hey! Want to "speed up" weight loss?

There are two things you can do:

1. Run stairs for 5 minutes per day
(As taught in 1-Day Diet Plan)
2. Do my "Effortless Exercise" method

Both can speed up your fat loss.

And both are proven.

Personally, I like to do both.

notes

BUT, when I'm especially tired after a long day or if I'm just not in the mood to run stairs (or if there are none around), just doing the effortless method works fine.

Both speed up fat loss.

And both are very simple.

The only difference is, the effortless way is... well... effortless!

It's based on your central nervous system.

And, it was discovered by a Russian Special Forces soldier.

It's all explained in my upcoming book:

"Effortless Exercise for Women"

It's almost ready!

To get it at a discount go to:

<http://weightlossebookstore.com/effortless>

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #11

Subject Line: Exercises that keep women fat

Hey!

Did you know some exercises work against weight loss?

It's true.

Take for example...

- * Exercising to failure
- * Constantly doing cardio all week long
- * Exercising too frequently
- * Exercising for too long

And the list goes on.

All of these mistakes can not only cause injury and pain, but can keep you fat!

What's a better way?

My "Effortless Exercise" method.

It's simple.

It's easy to learn.

And, yes, it's almost effortless.

That's the whole point.

It's not about killing yourself... it's about strengthening the connection between your muscles and central nervous system in a way that helps you shed fat faster while also "sculpting" your body.

The book will be ready next week.

To get it at a HUGE discount, go to:

notes

<http://weightlossebookstore.com/effortless>

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #12

Subject Line: How to have a "greek goddess" body

Hey!

Here's a fact:

Even with losing a lot of weight through diet, often women don't think they look any better or sexier.

Happens ALL the time.

(It happened to me!)

And this is where exercise comes in.

Exercise (when done the right way) will mold your body in a way that enhances the pure weight loss from dieting and help you to create an hourglass figure. So while you're losing weight through dieting, exercise will add even MORE weight loss to that and speed up the weight loss... while at the same time adding in a "molding effect" to your weight loss.

I like to call it that "greek goddess" effect.

Ever see statues of greek goddesses?

They weren't skin and bones!

No they were just the right size.

Not too big, not too skinny.

Very sexy.

You can have that kind of body, too.

I'll show you how to do it in a way that's simple, easy and, yes almost "effortless" (literally!)

The book launches next week.

Early bird buyers get in a huge discount.

To make sure you don't miss out go to:

<http://weightlossebookstore.com/effortless>

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #13

Subject Line: How to get rid of cellulite

I get asked about cellulite a LOT.

Why won't it go away?

And is there a solution that actually WORKS?

First, realize the cottage cheese dimpling of cellulite is caused by an uneven fat distribution within the fat cells due to poor circulation and localized buildup of lymph in the lymphatic system. Diet and weight loss do help a little bit since they cause your fat cells to shrink... hence, the dimpling effect can shrink.

But the cellulite won't go away just because of weight loss.

Even skinny people have cellulite!

Crazy isn't it???

And to make matters worse, expensive cellulite creams that claim they are fat dissolvers obviously don't work. If losing weight can't completely get rid of cellulite, why do people think a "magic cream" would!

But what CAN help is exercise.

Specifically, my "Effortless Exercise" system.

Not only does it make exercise pleasant (easy).

But it can help banish cellulite, too.

It'll be ready soon.

To jump on the discount list, go to:

<http://weightlossebookstore.com/effortless>

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #14

Subject Line: Why 6 minute workouts are better than 60 minute workouts

Hey!

I'm NOT a big fan of long workouts.

notes

I think they do FAR more harm than good.

And, I have found it is much better to do the opposite if you want to speed up weight loss and increase the "molding" effect, and sculpt your body into a sexy figure.

What I mean is this:

Instead of long workouts, do short, frequent "mini" workouts.

In fact, these short workouts (of 5 minutes or less) will do wonders for helping your body adapt to lose weight and tone up.

I don't know why trainers don't teach this.

Guess they can charge more by the hour :)

Anyway, my coming "Effortless Exercise For Women" book will go into detail about this.

It launches next week.

To get it at a BIG discount, go to:

<http://weightlossebookstore.com/effortless>

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #15

Subject Line: Why most women never lose belly fat from exercise

Hey!

Yesterday I bashed long workouts.

I just don't think they're necessary.

And, I think they do more damage than they do good -- especially over time and as we get older (I do not think the human body is designed for long bouts of hard exercise -- if

you ask doctors, they can tell you stories about younger people even in their 20's who damage their bodies doing triathlons, etc).

So just keep this in mind:

Training to muscular failure (exhaustion) with high reps (includes long cardio sets) = no progress.

Exercise isn't about being "hard."

Hard exercise almost never gets rid of lots of fat.

(Especially belly fat.)

Instead, it's about being efficient.

If you want to sculpt your body and see fast results, then do the OPPOSITE of what everyone else is preaching from the gym tops.

In other words short workouts.

Not training to exhaustion.

And, using your central nervous system to do the work.

This is a secret science almost nobody talks about.

But I'm revealing it in detail in my upcoming "Effortless Exercise For Women" book, which launches in a few days.

Early bird customers get it at a big discount.

notes

Details at:

<http://weightlossebookstore.com/effortless>

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #16

Subject Line: How to lose fat while eating during the holidays

Heya!

Lots of eating coming up.

This week we have Thanksgiving here in the US. And next month... Christmas, followed by New Years the following week after that. This is the MOST dangerous time of the year for dieters.

No doubt about it.

But, it doesn't have to be.

In fact, here is how you can "blunt" the effects.

And, maybe even LOSE fat.

1. Do the 1-Day Diet before and after the day you are eating
2. Use my "Effortless Exercise" system regularly throughout the entire season (muscle burns fat, and my system will make your body stronger very quickly)

Yep, it really IS that simple.

I know a couple who did this very thing last year.

They weighed themselves the day before and after Thanksgiving using the 2-step plan above.

And you know what happened?

The scale didn't budge!

It's like they hadn't pigged out at all!

Everyone's different, of course.

And results always vary.

But, that gives you something to think about :)

My "Effortless Exercise For Women" book will be ready Wednesday.

To get it at a discount go to:

<http://weightlossebookstore.com/effortless>

Jennifer Jolan

Bestselling Author

PRE-LAUNCH EMAIL #17

Super solider discovers ultimate fat burning exercises

Hey,

Just a quick reminder:

Tomorrow is the official launch of my "Effortless Exercise For Women" eBook. It will show you how to exercise in a way that speeds up weight loss, but without struggling, straining or probably even sweating.

It's based on hard science.

Specifically, it was created by a Russian super solider.

notes

And it uses your central nervous system to make you stronger by exercising in a special way that takes almost no real "effort."

If you buy during the launch, you get it at a discount.

To join the discount list, go to:

<http://weightlossebookstore.com/effortless>

Jennifer Jolan

Bestselling Author

Product Launch Emails

To 1-Day Diet Plan Buyers List

LAUNCH EMAIL #1 — WEDNESDAY (4 A.M.)

Subject Line: Effortless Exercise For Women discount download

Hey!

Real quick:

My "Effortless Exercise For Women" book is now ready. To download it at a discount grab it here:

<http://www.WeightLossEbookStore.com/effortless>

Jennifer Jolan

Bestselling Author

LAUNCH EMAIL #2 — THURSDAY (THANKSGIVING DAY, 4 A.M.)

Subject Line: Feasting without gaining belly fat

Hi!

Just a reminder:

My "Effortless Exercise For Women" book
is now ready. To download

it at a discount grab it here:

<http://www.WeightLossEbookStore.com/effortless>

Jennifer Jolan

Bestselling Author

P.S. This is a REALLY hard time of the
year to lose fat.

This book can make it a LOT easier.

LAUNCH EMAIL #3 — FRIDAY (4 A.M.)

**Subject Line: How to "blunt" yesterday's
eating binge**

Heya! Did you eat a lot yesterday?

I did!

But I'm not worried about it since I
combined my 1-Day Diet Plan with my new
Effortless Exercise program which is now
on available at a discount.

The sale ends soon, though.

Go here for more information:

<http://www.WeightLossEbookStore.com/effortless>

Jennifer Jolan

Bestselling Author

notes

LAUNCH EMAIL #5 — SATURDAY (4 A.M.)

Subject Line: Last day for Effortless Exercise discount

Hey!

Just wanted to remind you:

Tomorrow is the last day to get my new "Effortless Exercise" book at the launch discount price.

After that, the price goes way up.

To grab it while you still can, go to:

<http://www.WeightLossEbookStore.com/effortless>

Jennifer Jolan

Bestselling Author

LAUNCH EMAIL #6 — SUNDAY (4 A.M.)

Subject Line: Effortless Exercise discount ends tonight

Hey, just a quick note:

The "Effortless Exercise" discount ends tonight.

This is my system for exercising that is not only REALLY easy (almost effortless!) but is fast, and can help you get rid of even the most stubborn cellulite and fat on your body quicker than normal.

It's based on science from a Russian super soldier.

And it works great :)

Here is where to get it for a discount:

<http://www.WeightLossEbookStore.com/effortless>

But you must hurry.

This link comes down soon...

notes

Jennifer Jolan

Bestselling Author

LAUNCH EMAIL #7 — (10 P.M.)

**Subject Line: Effortless Exercise
disappears in 2 hours**

Hey,

Real quick:

The "Effortless Exercise" discount ends
in 2 hours.

To see if it's right for you, go to:

[http://www.WeightLossEbookStore.com/
effortless](http://www.WeightLossEbookStore.com/effortless)

Jennifer Jolan

Bestselling Author

Product Launch Emails To Sub-list

SUB-LIST LAUNCH EMAIL #1 — WEDNESDAY (10 A.M.)

**Subject Line: Effortless Exercise is
LIVE**

Hey!

My new Effortless Exercise book is now
ready. For a brief time, you can get it
at a discount here:

<http://www.WeightLossEbookStore.com/effortless>

Jennifer Jolan

Bestselling Author

P.S. People are asking me if my system can help keep their holiday weight gain in check.

The answer is yes, it can :)

SUB-LIST LAUNCH EMAIL #2 — THURSDAY (THANKSGIVING DAY, 10 A.M.)

Subject Line: How to stop Thanksgiving weight gain (while still eating)

Hey!

Today's a big eating day here in the US.

One thing you can do to stop the inevitable weight gain is (1) do my 1-Day Diet Plan tomorrow and (2) start doing the simple, almost "effortless" exercises in my new book "Effortless Exercise For Women" which is now available at a discount.

It is based of research from a Russian super soldier.

And it works :)

It's fast.

It works quickly.

And it's REALLY easy to follow.

Plus, you can get it at a big discount here:

<http://www.WeightLossEbookStore.com/effortless>

Jennifer Jolan

Bestselling Author

notes

**SUB-LIST LAUNCH EMAIL #3 — THURSDAY
(THANKSGIVING DAY, 7 P.M.)**

Subject Line: Laugh at holiday fat gain

Heya!

I just got done having a big FEAST!

And one way I'm using to laugh at any possible fat gain is my "Effortless Exercise" system. It's based on research from a Russian Special Forces soldier, and it uses your central nervous system in a secret way to keep your body toned and looking great.

It doesn't take long to do.

Works very fast.

And, it's on sale (but not for long) at:

<http://www.WeightLossEbookStore.com/effortless>

Jennifer Jolan

Bestselling Author

**SUB-LIST LAUNCH EMAIL #4 — FRIDAY (10
A.M.)**

**Subject Line: Effortless Exercise
discount gone soon**

Heya,

I don't know about you, but I STUFFED myself yesterday. Lots of turkey, and potatoes, and pie and ice cream and... and... so much food I thought I was going to explode!

Several years ago I'd be depressed on this day.

And hating myself for eating so much.

But nowadays I love eating.

And one of the reasons why it doesn't bother me is because I do my "Effortless Exercise" system every day, which helps keep my body toned and sculpted (even if I sometimes overeat).

You can see how it works at:

<http://www.WeightLossEbookStore.com/effortless>

The discount ends soon, though.

Hurry...

Jennifer Jolan

Bestselling Author

SUB-LIST LAUNCH EMAIL #5 — SATURDAY (10 A.M.)

Subject Line: Effortless Exercise discount gone tomorrow

Hey hey!

I wanted to send out this short courtesy reminder about my "Effortless Exercise For Women" book discount.

It's ends tomorrow at midnight.

(Eastern standard time)

After that, the price goes back to normal.

It makes a nice pre-Christmas gift for yourself :)

Here's where to get your discount:

notes

<http://www.WeightLossEbookStore.com/effortless>

Jennifer Jolan

Bestselling Author

SUB-LIST LAUNCH EMAIL #6 — SUNDAY (10 A.M.)

Subject Line: Effortless Exercise discount ends tonight

Hey, the Effortless Exercise discount ends at midnight (eastern standard time) tonight.

This is perfect if you hate exercising.

(But still want the benefits of it)

Here's where to get it:

<http://www.WeightLossEbookStore.com/effortless>

Jennifer Jolan

Bestselling Author

SUB-LIST LAUNCH EMAIL #7 — SUNDAY (12:00 P.M.)

Subject Line: 12 hours to go

Hey,

The Effortless Exercise For Women

discount ends at midnight. If you want to get it in time (and start using these very easy, but effective, exercises to start toning up quickly) without paying full price, go to:

<http://www.WeightLossEbookStore.com/effortless>

Jennifer Jolan

Bestselling Author

SUB-LIST LAUNCH EMAIL #8 — SUNDAY (5:00 P.M.)

Subject Line: 7 hours left to get your exercise discount

Heya!

Time's winding down on the discount sale.

Until midnight tonight (eastern standard time) you can get my new "Effortless Exercise For Women" book at a discount.

Here's where to download it:

<http://www.WeightLossEbookStore.com/effortless>

Jennifer Jolan

Bestselling Author

SUB-LIST LAUNCH EMAIL #9 — SUNDAY (7:00 P.M.)

Subject Line: 5 hours left for exercise discount

Hey hey!

We're getting down to the nitty-gritty :)

The "Effortless Exercise For Women" discount is over in just 5 short hours. This is based on research from a Russian Special Forces soldier who wanted to know how to keep his body in shape without needing to spend a lot of time and energy.

It works great, too!

notes

Especially for women.

Here's where to download it:

<http://www.WeightLossEbookStore.com/effortless>

Jennifer Jolan

Bestselling Author

SUB-LIST LAUNCH EMAIL #10 — (9:00 P.M.)

Subject Line: Easy fun exercise tips - gone in a few hours

Hey,

Only a few short hours left.

That's when the "Effortless Exercise For Women" book discount vanishes. The beauty of the information inside this book is it shows you ways to exercise very quickly, without using a lot of effort or energy.

It makes exercise easy and fun!

Plus, it helps you lose fat MUCH faster.

To download it in time, go to:

<http://www.WeightLossEbookStore.com/effortless>

Jennifer Jolan

Bestselling Author

SUB-LIST LAUNCH EMAIL #11 — (11:46 P.M.)

Subject Line: Exercise book discount gone in 14 minutes

This is it.

In just a few short minutes, the "Effortless Exercise For Women" book launch discount ends. It's the only system I know of that makes exercise fun, fast and almost "effortless" -- as it uses your body's central nervous system in a secret way to help you burn more fat and sculpt your body.

Here's where to get it (if you hurry):

<http://www.WeightLossEbookStore.com/effortless>

Jennifer Jolan

Bestselling Author

EXHIBIT C:

Persuasion Secrets Of The World's Most Charismatic & Influential Villains Launch Emails

Following are the emails for the wildly successful launch of my “Villains” book. There is no sub-list sequence, as I took it directly to my own list following the structure I teach in this book.

A few things to note:

- ✕ Instead of 2 emails Thursday-Saturday and 6 or 7 on Sunday, I did 2 emails Thursday, 4 emails Friday, 4 emails Saturday, and 7 emails on Sunday (total of 17 emails over the weekend).
- ✕ It's “bribe” intensive — meaning I didn't just expect people to buy the book, I gave them a valuable reason to buy beyond the book (to get the bonuses they had to forward me their receipt)
- ✕ To go with the “Villain” theme, I pulled quotes from some of my favorite villains in TV, comic books, movies, etc that went along with the content of each email. I have found hardly anyone does quotes right in emails. Often, people use quotes that have meaning only to themselves, but zero meaning to anyone else, which is a waste. Everything, including quotes, should serve to accentuate and make comfortable the buying experience.
- ✕ At one point during the launch, the book was #1 in multiple categories on Amazon. And this was without playing the usual internet marketer games where they list their books in obscure categories nobody is even in, so they can brag about how they are “#1 on Amazon!!!” All my categories had stiff competition. Such is the impact using my launch method has when launching books on Amazon.
- ✕ Since there was no sub-list, the two pre-launch emails are not like other pre-launch emails I've included in this book. In this case, the first one was to let people know something was coming, and the second was a courtesy “heads up” email saying I'd be sending them a lot of emails over the weekend.

When all was said and done, it was one of my most successful launches. And, like the rest of the examples inside this book, read the emails, write down things that pop in your head in the notes section, and see what you can apply to your next launch...

PRE-LAUNCH EMAIL #1 — TUESDAY 6:30 A.M.

Subject Line: Who I predict will win the presidency

Let's talk politics.

(oooooh yeah!)

But first, a disclaimer:

I couldn't care less who wins.

Frankly, the US is so far over the cliff financially and has such a blatant disregard for human life or the rights and safety of its people (legalized murder in the form of abortion, idiotic anti-gun laws that prevent people from defending themselves, corrupt bureaucrats that routinely send innocent people to be raped or executed in prison, lopsided family courts, an abusive tax code and banking system that turns productive people into slaves of the state, a medical system designed to keep people sick, and so on)... nothing is going to stop the inevitable collapse and ensuing chaos that will result.

(Ain't I just a ray of sunshine today?)

But, here's my prediction anyway:

The winning candidate will be whoever has the most charisma.

And by charisma, I don't mean just physical attractiveness.

I am talking about the dictionary definition:

"A compelling attractiveness

or charm that can

inspire devotion in others"

It's not who has the best economic policy.

Not who promises the most free stuff.

And, not even who has the most money in their campaign war chest.

It's about charisma.

Here's why I say this:

Thanks to our celebrity-obsessed culture in the US, one has to but look at all the elections going back to JFK when they first started televising debates.

Kennedy won over Nixon in large part because he was more charismatic than Tricky Dyck. In fact, many pundits have observed – and I agree, so that makes it all true – that Nixon would have won had it not been for a *televised* debate.

(Incidentally, I also remember once in a political science class the teacher was saying how there's no way a guy like Abraham Lincoln could win an election today simply because "he was just too damn ugly" – and I would have to agree.)

After that:

* Nixon was slightly more charismatic than LBJ.

* Carter was more charismatic than Gerald Ford.

notes

- * Reagan was more charismatic than Carter and Mondale.
- * Clinton was more charismatic than both Bush I and Dole.
- * Bush II was slightly more charismatic than Gore depending on which brand of kool-aid you drink (an argument can be made for the opposite – which is one reason why I believe it was such a close election). And then, Bush II was more charismatic than Kerry.
- * Obama was more charismatic than McCain and Romney (and Hillary).

Which brings us to this election.

Who does elBenbo declare to be the most charismatic?

And, thus, the winner?

I would bet someone else's kidney it'll be Trump.

Just like Obama has his "hope & change" brand of charisma that got people fainting at his speeches... just like Bush II had his plain-talking cowboy brand of charisma... just like Reagan had his brand of wit & confidence-inspiring charisma... just like Clinton had his brand of smooth talking rapport-building charisma... Trump has a power-laden and non-needy "I don't give a crap what anyone thinks" brand of charisma people are obviously responding to.

What about Hillary?

What about her?

The Lizard Queen is pretty good at fooling the weak-minded (like, for example, people who actually think she's being sincere when she suddenly speaks southern drawl when campaigning in the south, which is always amusing). But, to a lot of folks (even a lot of liberals) she has about as much charisma as the secks-crazed grandma in my "Vampire Apocalypse" novel.

Now, I'm not saying Hillary can't win.

notes

With the Clinton Machine anything is possible.

And, of course, there's also ideology (democrats voting the party line no matter how repulsive the candidate). But, unless something freaky happens to kill Trump's charisma (like they catch him in bed with a farm animal or something)... and if it's even a somewhat close race... the most charismatic candidate will win.

And, that candidate in this election is Trump.

So there you have it.

My prediction on who will win.

Forget policy.

Forget debates.

Forget the media.

Forget partisan politics.

Forget your own emotions about the candidates, straw man arguments, and biases.

Forget all that.

Like it or lump it, the one with the most charisma has won every time in the last 50 or so years. And, I believe it shall be no different this time around, either.

All right, now, speaking of charisma...

I'm going to be officially launching my new book:

"Persuasion Secrets

Of The World's

Most Charismatic & Influential Villains"

If you buy it during the launch (or if you already bought it earlier) send elBenbo your receipt during the launch weekend coming up (NOT now) and I will send you the 12 "lost" Ben Settle Show podcast episodes we never publicly released and that nobody has heard. That's going to be the bribe to get you to buy the book. But, not until Thursday and the deadline I'll be having. So don't waste your time or send me your receipt before then, or after the deadline (you won't miss it, I'll be sending tons of emails out that weekend) it will be ignored.

In the meantime?

You can see all my books here:

<http://www.BenSettle.com/kindle>

Ben Settle

PRE-LAUNCH EMAIL #2 — WEDNESDAY 6:30 A.M.

Subject Line: Housekeeping. You want me fluff pillow?

A bit of "housekeeping" for the next few days:

1. I'm going to be sending you a ton of emails.

Why?

Because I'm officially launching my new book:

"Persuasion Secrets

Of The World's

Most Influential & Charismatic Villains"

This is like my 9th Symphony product.

It can be read in one sitting.

And, has already gotten lots of rave reviews.

2. If you're the kind of snowflake that runs out into the streets weeping & gnashing your teeth if you get several emails per day, then all you have to do is (wait for it...) delete them, or remove myself from your sight with the opt out link below at any time, for any reason, immediately and without hassle.

Just a lil' click will do ya...

Or, you can troll me about it, too, of course.

I dig it when fluffpreneurs amuse me with unsolicited advice about how "less is more" and other cliches based on their overactive projecting rationalization hamsters.

3. If you buy my unrighteous tome during the launch, I'll give you a num-num.

Actually, 12 num-nums.

Twelve valuable and *juicy* num-nums.

Specifically:

The 12 "lost" Ben Settle Show podcast episodes. Before I killed the show off in July, Producer Jonathan and I still had 12 shows in the can. Nobody has heard these 12 episodes except us. And, yes, I will send you a shiny, "candy-like" link to download these episodes when you buy the book before the deadline and forward me your amazon receipt. If you already have the book, don't forward me anything until tomorrow, and if you wait until

after the deadline, you won't get these 12 episodes... do it only during the 4 day window of the launch or no-shows-for-you.

Don't say I didn't warn you...

Anyway, the launch begins tomorrow.

And, will end at midnight (EST) Sunday.

In the meantime?

Get plenty of rest.

You're gonna need it to have the energy to delete all my emails this weekend...

Ben Settle

LAUNCH EMAIL #1 — THURSDAY 6:30 A.M.

Subject Line: Persuasion secrets of the world's most charismatic & influential villains

"Tony, this is your Ninth Symphony.

What a masterpiece. Look at that.

This is your legacy."

— Obadiah Stane

(AKA the villain "Iron Monger")

"Ironman"

Look lively, laddie buck:

Today I'm "officially" launching my new book on Amazon:

"Persuasion Secrets

Of The World's

Most Charismatic & Influential Villains"

notes

This is like my legacy book.

My own "9th Symphony" about persuasion and influence, if you will. It's not for fluffpreneurs and social media coaches who live and die by the feelz. It's for people shamelessly interested in having more munez, fame, respect, power, influence, privilege, peace of mind, love in your life, and even access denied other men.

Plus, it's pithy enough where you can read it in one sitting.

More:

If you buy it *before* Sunday (11/6) at midnight (EST) I'll give you the 12 "lost" Ben Settle Show (my old podcast) episodes nobody has ever heard except for Producer Jonathan and Yours Unruly.

All you have to do is forward me your Amazon receipt.

Then, I'll email you a link to these valuable bonuses.

Here's where to get the book:

<http://www.EmailPlayers.com/villains>

Ben Settle

P.S. This book has already created a cult-like following.

In fact, at Brian Kurtz's recent Titans

Masterclass I spoke/presented at (about emails and villains, ironically) in Connecticut, I gave everyone a copy of it. Before the day was over and they'd had a chance to skim through it, I was cornered by several of the attendees demanding I sign their copy (and, in one case, sign it in my own *blood* – she was kidding, I think...)

Whatever the case, here's the linky:

<http://www.EmailPlayers.com/villains>

LAUNCH EMAIL #2 — THURSDAY 6:30 P.M.

Subject Line: There is no justice, only power

"Power! Unlimited... POWER!

– Darth Sidious

"Star Wars: Revenge Of The Sith"

True story:

A couple weeks ago I had the privilege of speaking on stage at AWAI's copywriting bootcamp with two of my copywriting and marketing "heroes" Brian Kurtz and Carline Anglade-Cole.

They had us on stage as a panel for Q&A.

And, one of the questions they asked was about what motivates us to write each day.

Your pal elBenbo's answer?

Power.

That's right, babycakes – power, and lots of it.

Of course, the room looked at me like I was Palpatine/Darth Sidious from Star Wars, about to shoot lightning bolts out of my fingertips. And, I quickly reassured them that it wasn't

because I wanted to commit mass genocide or anything like that.

No, it's because of something I read from Gary Halbert years ago.

Here's what I mean:

When Gary was in prison, he wrote about a cat who hung around the prison yard named "Crackers". Nobody liked this cat, apparently. And, Gary observed how it once tormented a mouse by batting it around, letting it think it was going to escape, only to catch it again and bat it around until the mouse died of exhaustion.

His point?

It reminded him of a quote he read in The National Enquirer:

"There is no justice, only power."

That story has stuck in my head for well over a decade.

And, it's driven me probably more than anything else. I want power. Power to control my own destiny... not have to answer to any clients/bosses... not be at the mercy of an ever-more-wicked government... or by a legal system that tosses completely innocent people into prison (or worse) due to other people with power (if you don't believe me, look up The Innocence Project which I have been supporting – not with

notes

lame Facebook likes and shares, but my cold hard cash – for years)... and the list goes on.

Everyone has to choose:

Do you want to be the cat or the mouse?

Me?

I want to be the cat.

And it's this drive that forced me to figure out how to go about doing just that.

And you know what?

That's what my new book "Persuasion Secrets Of The World's Most Charismatic & Influential Villains" is about at the end of the day:

Power.

Power over yourself and those you wish to influence.

Obviously, this book is not for fluffpreneurs looking for good feelz.

If you want that, get an estrogen bath on flakebook.

Plus, if you buy it on Amazon before Sunday at midnight (EST) and forward me your righteous receipt, I'll also give you the 12 "lost" Ben Settle Show (my old podcast) episodes nobody else has heard.

Here's where to get your villain lovin':

<http://www.EmailPlayers.com/villains>

Ben Settle

P.S. Think this book is just for grownups?

Or that it can't lead, guide, and direct your kids to being

more successful?

Think again.

Reader Randy Simpson says:

"Dude, I read that book in about an hour and a half the same day I got it . COULD NOT put it down. Great book. I want my kids to read it (despite some maybe not appropriate language for kids but what the hey, that's what parental talks are for)."

Here's the link-a-roonie:

<http://www.EmailPlayers.com/villains>

LAUNCH EMAIL #3 — FRIDAY 6:30 A.M.

Subject Line: How to cause pain in your enemies without leaving any marks

"I have to say, I think this is my best torture yet --

make you believe that you're free and then...

Yank the wool off of your eyes.

You never left, Sam.

You're still in the cage... With me.

— Lucifer

Supernatural season 7

"Meet The New Boss"

notes

Let's talk about the great (and notorious) General Douglas MacArthur.

He was the Supreme Commander of the Allied Forces in WW2.

And, everyone in biz should study his life carefully.

Specifically, how he handled and interacted with people, got his way (even when all his superiors and the majority were viciously against him), and how he took an almost glee-like pleasure in making other men (even Presidents) submit to his will.

For example:

During one of the more famous battles of the Korean War, General MacArthur wanted to land his troops in the Port of Inchon, which was admittedly dangerous and risky, but would give the Allies a huge tactical advantage if it worked. Of course, the Chiefs and armchair generals all said no, they couldn't do it, too risky, won't work, etc. These were the people who President Truman relied on for advice and counsel, and were probably considered the most brilliant wartime strategists in the world – always obeyed without question, hesitation, or pause.

What did General MacArthur do?

Keep pleading his case?

Argue?

Get mad and throw a tantrum?

None of the above.

What he did was, he patiently listened to all the naysaying and nervous-nellying without uttering a single word. Then at the end, when all the Chiefs finished talking and declared their decision not to land in the Port of Inchon, and they'd have

to figure something else out (and their word was "final") General MacArthur took his pipe out of his mouth, loudly clanked it into the ashtray, stood up, and said:

"Gentlemen, I will be landing in Inchon this September

or you will have another commander."

The result?

They dared not argue with the General, submitted to him, and he won the battle in one of the most spectacular upsets in military history.

Anyway, there's a powerful lesson here.

And, it's something I write about in detail on pages 83-84 of my new "Persuasion Secrets Of The World's Most Charismatic & Influential Villains" which I'm launching this weekend.

Specifically, a mental technique MacArthur did to "passively punish" people with psychological pain if they disobeyed or displeased him.

(Psychologists say doing this to someone causes the same reaction in their brain as *physical* pain, but without leaving any marks...)

Best part?

It's simple and easy.

And, not secksy at all.

notes

(I say that because I can already see some loser goo-roo fanboy drooling and rubbing his hands together thinking he's going to learn some idiotic "ninja" technique – it's more like a Spartan warrior decapitation swipe of the sword than a ninja assassin stab in the dark.)

All right, enough.

If you want the book it's at the link below.

If you buy it before Sunday (11/6) at midnight, I'll also send you the 12 "lost" Ben Settle Show (my old podcast) episodes nobody has heard until now.

Here's the link:

<http://www.EmailPlayers.com/villains>

Ben Settle

P.S. The book is also helping people become ridiculously productive. In fact, reader Isaiah Jackson says of the book and my villainous alter-ego (named "Rood") inside it:

===

I look up to Rood.

He has helped me tap into my inner villain.

So much so that the amount of work I get done in the first 1 hour of my day is through the roof.

Here's an idea of what I've accomplished:

- * Created a new product
- * Wrote the sales page for that product
- * Started emailing my list daily
- * Set up an aggressive email campaign to sell that product (looking at about 16 emails in 4 days... not including pre-

launch emails)

notes

- * Turned my daily emails into blog posts

- * Started creating a video a day about my daily emails

- * Watched the amount of traffic I get spike because of it

- * Made a bunch of sales on products I haven't mailed about in a while (the emails on my blog)

- * Made even more money selling my own products

- * Getting crazy replies from my email list now

And I could go on and on but I think that's enough.

It was a short read by great one or should I say villainous one.

Something I have been telling all my friends and marketing buddies about...

===

To get this baby before the deadline to get the 12 "lost" Ben Settle Show episodes (simply send me your Amazon receipt and I'll send them to you), go ye here while get going's good:

<http://www.EmailPlayers.com/villains>

LAUNCH EMAIL #4 — FRIDAY 12:30 P.M.

Subject Line: Why accountability groups are stoopid

"[Sauron] is seeking it, seeking it —
all his thought is bent on it."

— Gandalf

"The Fellowship Of The Ring"

Let's step up to the mic and rap about so-called
"accountability groups."

I've never understood why one would need accountability
coaches, groups, partners, or gimmicks. In fact, I remember
when I put up my (short-lived) elBenbo's Apprentice membership
site I had that as a component and thinking it was totally
stoopid then, too.

(I shamelessly did it because the demand was there — my bad.)

You know who needs accountability groups?

Drones, henchmen, minions, and employees.

Not movers & shakers like your bad self.

None of the great leaders, conquerors, generals, and heroes
in history ever (to my knowledge, at least) needed an
"accountability" group or coach or whatever. Certainly none of
the great villains, did. Do you think the men who changed the
world — like Jesus Christ, George Washington, Albert Einstein,
Thomas Edison, Mozart, Martin Luther King, or even the fraggin'
Dos Equis Man needed "accountability" groups?

I suspect they'd have laughed at the idea.

That's the bad news if you cling to accountability groups like
Linus clings to his banky.

The good news?

notes

All you need is a little nudge in the right direction.

A nudge your Uncle elBenbo is happy to provide.

Here's how:

In my humble (but accurate) opinion, if you need "accountability" you simply aren't pursuing the right mission. When you have a mission – an all-consuming goal you are pursuing – you don't need to be told to do it or be held accountable to it.

You just do it.

It's the first thing on your mind when you wake up, and the last thing you think about before bed.

You think about it constantly.

You sweat and bleed for it.

You come home (happily) exhausted from working on it.

Nobody holds you "accountable" to it.

If anything, you hold *others* accountable in your quest to achieve it.

In fact, when you encounter someone (a rare breed these days) with a clearly defined mission you will instantly know it. You'll see it in his eyes. You'll hear it in his voice (especially when he

tells "war stories" about pursuing his mission). And, you'll feel it in the vibe he gives off just being in his presence.

More:

People are irresistibly drawn to others with a mission because there's zero neediness. A man on a mission doesn't care about what anyone – man or woman – thinks of him. Instead, he cares only for his mission. He doesn't put a girl, a guru, a client, a customer, a boss, a job, or anyone or anything else on a pedestal. He puts only his *mission* on a pedestal.

Ruthlessly pursuing a mission automatically gives you charisma.

Charisma gives you power and influence.

And power and influence gives you the world.

But, it all starts with your mission – not some dorky accountability group.

So screw the accountability groups.

Instead, seek guidance on finding your mission.

Now, what kind of mission you pursue is personal. I can't tell you what it is, and neither can anyone else – certainly not some fluffpreneur, coach, or goo-roo fanboy on Facebook.

But, what I can do is give you a useful beacon.

A guidepost, if you will.

Specifically, chapter one of my new "Persuasion Secrets Of The World's Most Charismatic & Influential Villains" book titled:

"A Villain Without A Mission

Is Like A Man Without Testicles"

And, if you buy it on Amazon before Sunday at midnight (EST), and forward me your receipt, I'll send you the 12 "lost" Ben

Settle Show episodes we never released when my podcast was on the air.

Lots of goodies in them thar episodes.

And, they're yours, free, when you buy my book before the deadline.

Here's the link:

<http://www.EmailPlayers.com/villains>

Ben Settle

LAUNCH EMAIL #5 — FRIDAY 2:30 P.M.

Subject Line: If someone casts you as the villain, you might as well play the part well

"When you sail on a boat fit for a Bond villain,

sometimes you need to play the part, right?"

— Jordan Belfort

"The Wolf Of Wall Street"

I once did a series of teachings on my old podcast called:

"The Email Players rules"

These were maxims, philosophies, and rules by which I live my life (business and personal) to have more success, contentment, and peace. And, one of the more popular rules was:

notes

"If you're going to be cast as the villain
you might as well play the part well."

For example:

Earlier this year, Bill O'Reilly interviewed Donald Trump and showed a cover of Esquire Magazine with a mean picture of Trump along with the headline:

"Hater In Chief"

Bill asked why Trump would bother talking to Esquire knowing they were gonna hammer him like that.

Trump's response?

Well, he didn't dispute the cover.

Didn't try to spin his away around it.

Nor did he even disagree with its premise.

Instead, he said he IS angry... that he hates what's going on in this country, and the way veterans are treated... and health care costs going through the roof for the middle class due to Obamacare... and a whole slew of other problems.

Contrast that to what most other politicians would do.

They'd back track.

Deny they are angry while trying to suddenly act peaceful.

And, weasel their way around what they said, desperately looking to their PR people and advisors to help spin it the next day somehow.

Screw that noise.

This not backing down from the finger-pointing, accusations, and insinuations of the mush cookies, poosays, and fluffpreneur types mindset is partly what my new "Persuasion Secrets Of The

World's Most Charismatic & Influential Villains" book teaches.

notes

You know how many times elBenbo has been attacked, trolled, and vilified?

Too many to count.

When that happens I just keep doing MORE of whatever caused the attack.

In fact, true story:

When I spoke at AWAI's copywriting bootcamp a couple weeks ago I opened my talk by saying how I had already did the audience a disservice. How, when I spoke at their Copywriting Intensive event months earlier, there were some complaints. And, the disservice I was doing to this audience was because I never bothered to find out what those complaints were so I could do MORE of whatever offended people in that last talk.

Think long and hard on this, my little droogie.

How you react to finger pointers, trolls, and losers can change everything for you.

To get my new book go here:

<http://www.EmailPlayers.com/villains>

If you grab it before Sunday at midnight (EST) I'll give you a valuable gift:

The 12 "lost" Ben Settle Show episodes.

(From my old podcast, that never aired)

Simply send me your receipt and I'll shoot you the link to them.

Ben Settle

LAUNCH EMAIL #6 — FRIDAY 10:30 P.M.

Subject Line: elBenbo's new Villains book better than a Master's degree?

According to customer Kyle Davidson it is:

"I read Ben's Persuasion Secrets of the World's Most Charismatic & Influential Villains shortly after becoming one of his Email Players subscribers. This piece is probably one of the most effective and insightful books I've ever read on true, mission-focused leadership -- far surpassing even the books I read for my master's in communication and leadership. Ben cuts through all of the hyperbole and theory and shows the exact mindset you need to cultivate if you want to be a leader with even a modicum of influence. You're not doing yourself any favors if you don't read this book."

^^ Agreed...

(Although I am a wee bit biased.)

Anyway, here's the deal:

If you buy the book before Sunday at midnight (EST), send me your receipt and I will send you a link to download the 12 "lost" Ben Settle Show (my old podcast) episodes that were never aired.

They contain some of my most valuable tips, ideas, and strategies.

And, they are not for sale anywhere else for any price.

You can only get 'em free.

And, by purchasing my new Villains book before Sunday at midnight.

Here's the linky:

<http://www.EmailPlayers.com/villains>

Ben Settle

LAUNCH EMAIL #7 — SATURDAY 6:30 A.M.

Subject Line: The best business movie ever made

"I have experience and patience.

A man can do anything if he has those."

— Zemo

"Captain America 3: Civil War"

Behold one of the best "business" movies ever made:

"The Count Of Monte Cristo"

(The 2002 version)

WARNING: Spoilers galore below...

It's about a young man (Edmond Dantes) recently promoted to ship captain and about to marry his woman, who is then betrayed by his best friend, co-worker, and a corrupt official, and falsely

notes

imprisoned, with his loved ones thinking him dead. The prison is a hell hole – a small room, with nobody else to talk to and nothing to sit or sleep on. He gets a small bowl of slop to eat (with his fingers) each night, and there's nothing to do except sit and count the stones in his cell.

The only "escape" is suicide or death by natural causes.

But, that's not even the worst part.

The deranged warden admits to Edmond he knows he's innocent, and he shouldn't be there, because the prison (called the Chateau D'iff) is where the government sends the prisoners they're "ashamed" of. And, just to remind the prisoners (even though they're innocent) how long they've been there, the warden violently whips them each year on their anniversary.

Yay!

Anyway, for 5 years Edmond rots in this prison.

Nothing to do.

Nobody to talk to.

Not a smidgen of a hope for escape.

Until one evening he hears movement under the stone floor. At first, Edmond is freaked out – thinking it's a monster coming to get him.

But it's not a monster.

It's a man.

Specifically, an old Priest who used to be a solider in Napoleon's army for withholding information on where a vast treasure is hidden. And, in exchange for Edmond's help digging, the Priest agrees to educate him on reading, writing, science, economics, and fighting.

Long story short:

notes

After 8 more years Edmond escapes.

But, not before the Priest (with his dying breath) tells him where that treasure he was imprisoned for not telling about is hidden. A treasure, Edmond decides, he will use to get his revenge.

And get his revenge he does...

One by one, Edmond's enemies fall into his traps as he outwits, outthinks, and out maneuvers the people who betrayed him 13 years earlier.

OK, so here's the point of all this:

The movie shows how someone can go from complete despair and ruin – betrayed and falsely imprisoned for over 13 years – to becoming the “proverbial” charismatic and influential Villain.

Frankly, there's nothing about Edmond that's not charismatic.

(When you see the movie, it's obvious.)

But, there is one all-important trait (that is mandatory if you want to be a charismatic and influential Villain) that made his escape and revenge possible.

A trait not 1 in 1,000 people truly has.

A trait I am constantly working at

strengthening.

A trait, my little minion, that not only helped Edmond escape (as well as other people who have managed to escape prisons – both in movies and in real life), but can help you pretty much have anything you want:

Power.

Wealth.

Love.

Respect.

Access.

Privilege.

Prestige.

Fame.

Talent.

And the list goes on...

Anyway, I spend a whole chapter on this trait in my new "Persuasion Secrets Of The World's Most Charismatic & Influential Villains" book now on sale at Amazon. And, if you buy it before tomorrow at midnight (EST) I will send you the 12 "lost" Ben Settle Show podcast episodes that were never aired.

To get your leather-gloved fingers on it all today, go here:

<http://www.EmailPlayers.com/villains>

Ben Settle

P.S. Here is what modern day master of persuasion Matt Fox says about the book:

"If people read this they'll make more sales period. As a

sales and persuasion guy I've seen more people screw up sales because of one problem. That problem is inside the person selling. Villains isn't a typical 'how to' or 'do X and get Y result' book. It's a book that will challenge the way you think and act. It will make you uncomfortable. And that's why people need to read it. Progress is never made when you're comfortable."

Grab it while the grabbin's good here:

<http://www.EmailPlayers.com/villains>

LAUNCH EMAIL #8 — 2:30 P.M.

Subject Line: The dog kennel secret to not caring what other people think

"I have a professional obligation to be malicious."

— Pit bull

"Babe 2: Pig in the City"

Let me tell you a story.

Whenever I travel I always put my dog up in the same local kennel. And, each time I pick her up, the owner tells me the same thing:

That the other dogs love my dog Zoe.

Even though she's like me and standoffish.

Even though she prefers to be alone.

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And, even though she has no desire to lead the other dogs anywhere.

She simply enjoys her own company and prefers to be off doing her own thing, all but ignoring the other dogs. Despite that, the dogs (including the bigger dogs, they tell me) follow her around like she's some kind of pack leader which she rejects being. In fact, one dog owner in town specifically asks if Zoe is going to be there when he boards his own dog because his dog likes Zoe so much.

And you know what?

This happens amongst humans, too.

You know who gets all the customers and clients?

It's not the kiss arsey eager-to-please-I'll-do-anything-if-you-hire-me people.

It's the indifferent yet super talented ones.

There are always exceptions, of course.

But in many cases (not all, there are other variables at play) those who do their own thing, pursue their own goals first, and prefer to focus first on their own thoughts and experiments... get some of the best, highest paying customers and clients.

This is also the mindset you'll develop from reading my new book:

"Persuasion Secrets

Of The World's

Most Charismatic & Influential Villains"

When you have this mindset everything changes.

You're doing your thing – if others follow, fine.

If not, who cares?

notes

You're doing it with or without them.

If some client flakes you will barely notice (and almost prefer it). If nobody buys your new product, you'll barely care (because you're already hard at work on the next thing that interests you). If some loser trolls you, you won't even waste your precious time responding (who the hell is he?)

This is the sweet spot to be in (mentally) in business.

And, it's something that develops as you apply the principles in my book.

A lot of people give lip service to "giving zero fucks"

But, few truly do.

(Or they wouldn't have to say it.)

But, this book shows you how to actually live that way.

Anyway, tomorrow is the deadline to get the bonuses.

If you buy it from Amazon before midnight tomorrow night, I'll send you the 12 "lost" Ben Settle Show episodes (from my old podcast) that never aired. Simply send me your amazon receipt and I'll hit you back with a link to these episodes.

Here's where to get the book:

<http://www.EmailPlayers.com>

Ben Settle

P.S. Pete Godfrey – one of Australia's top copywriting and marketing minds, who commands \$30k for a spot in his private coaching group – says this about the Villains book:

"I read a lot of books... but gotta tell you,
this is the best book I've read in years. Cheers"

As you can see, I ain't just wheezing dixie with this...

LAUNCH EMAIL #9 — SATURDAY 7:00 P.M.

Subject Line: The death coach speakeths

The cute-as-a-button Mercy Kay says (after reading my Villains book):

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Ben Settle is a Life Coach!!!

He'll never admit it, but yes, it's true.

See, today's my birthday.

And so, a while back, I asked myself:

"SELF, what do YOU want for your birthday?"

See, relying on well meaning friends & family isn't cool...
they try... but how would they REALLY know what to get you??

One book made my list...and so I ordered me my handy copy of
the #Villains book.

It arrived Wednesday in glorious technicolor.

Now, I wasn't trying to turn into a villain, AT ALL. The title wasn't it.. but, it's Ben Settle after all...

I thought well, I'll pick some ideas of how to launch a book etc.. and I'm sure it'll be entertaining...

Instead,

I found that this might be the best "life coaching" known to mankind.

Just thought I'd share...if you haven't grabbed your copy, don't miss out.

Most people live the same YEAR, 70 times,

Instead of having every year progress and improve 70 times.

Doing the same thing = same results.

Time to mix sh!t up and shut down some loopholes I discovered, & put life on blast!

Besides, who but Sir Ben would say: "For the anal retentive...."

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I disagree with her on the life coaching.

elBenbo is a DEATH coach.

I kill all the excuses, bull shyts hamsters spinning, and rationalization for not doing what needs to be done.

notes

If you are masochistic enough to actually *want* that, check out my "Persuasion Secrets Of The World's Most Charismatic & Influential Villains" book. Mush cookies, life coaches, and fluffpreneurs who live and die by the feelz (including die hard feminists who simply envy men thus pretend to be men) will *hate* it.

But the grownups?

Well, you decide.

Here's the link:

<http://www.EmailPlayers.com/villains>

Ben Settle

P.S. If you buy it before midnight tomorrow night at midnight (EST), I'll give you the 12 "lost" Ben Settle Show (my old podcast) episodes free. It includes a couple "Email Players rules" shows (fan favorites), amongst other life lessons no life coach would even dare to talk about.

Get your lovin' while you can...

LAUNCH EMAIL #10 — SATURDAY 10:30 P.M.

Subject Line: How to profit from shallow-minded celebrity worship

"This world around us is preoccupied with celebrity weddings and videos of cats.

But complicated issues, issues that matter?

They take too much focus.

They take too much time away from texting

and the thousand channels on the satellite dish."

– Wilson Fisk AKA “The Kingpin”

notes

“Daredevil”

Time for a little villain “spotlight.”

The quote above is from the villain in the Netflix series “Daredevil” – and should speak volumes to anyone who is having a hard time getting on track with their business, marketing, goals, and mission.

Fisk is right:

We really do live in a celebrity-obsessed culture.

A few days ago I sent out an email about why I think Trump will win.

The main reason was he’s far more charismatic than the Lizard Queen.

But there’s another reason:

He’s a celebrity.

And, a far more *entertaining* celebrity than Hillary to boot.

And, like it or lump it, Americans especially listen to celebrities, follow celebrities, and are influenced by celebrities who entertain them far more than they are non-celebrities.

It’s why boring for-real doctors are ignored by Oprah while a celebrity with no medical training whatsoever will hawk a bestselling book on her show about a

medical condition without needing any degrees, credibility, or training.

Bad news for society as a whole.

But, good news for smart marketers like your unrighteous self.

That is, if you get your hot, greedy & wicked little hands on my new book "Persuasion Secrets Of The World's Most Charismatic & Influential Villains".

There's no "how to become a celebrity" advice in it.

But, if becoming a celebrity is your goal (whether world-wide, nationally, or just in your little corner of the Internet), then following the principles inside can make that happen – and make it happen much faster than you think.

If you want it, go here:

<http://www.EmailPlayers.com/villains>

Also:

If you send me your receipt before tomorrow (11/6) night at midnight, I'll send you the 12 "lost" Ben Settle Show podcast episodes nobody else gets to hear but you.

All right.

More tomorrow...

Ben Settle

LAUNCH EMAIL #11 — SUNDAY 6:30 A.M.

Subject Line: The TAAC rule for dealing with flakey clients

"I will never play into a flake. Never.

There are literally hundreds

of other women within 5 square miles of my place.

Thousands within 10 square miles.

I'm going to worry about how to act with one of those? Crazy.

If she flakes, she's out of my mind, permanently."

— A.B. Dada

A while back on Flakebook one of my customers ran into a flakey client.

The tl;dr version is this:

The copywriter spent a lot of time on the phone (multiple meetings) talking to the client, his team, his partners, etc, gave away a lot of his best ideas to them, only to find the client acting completely flakey when it came time to make a deal and get things going.

Anyway, he wanted advice on how to handle it.

What should he say?

What should he do?

How could he salvage this gig?

My answer?

The fact he was even asking about this meant he cared too much.

It's like a guy who likes a flakey girl, asking his buddies how to handle

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it, when she isn't even thinking about him at all other than (maybe) as a backup, and is chasing someone else who is most likely ignoring her while he's chasing some other tail.

In both cases the answer is the same:

Find a better option instead of chasing the flakey ones.

It's much easier to find a new relationship than try to fix a toxic one. So why reward the flakey client's bad behavior by even bothering to communicate with them at all?

The correct action to take is this:

Ignore the flakey clients.

Keep generating new leads.

And, continue to improve your skills.

Do those 3 things and you'll be just fine.

More:

There's also a scarcity mindset thing going on with the copywriter. If you're a freelancer (of any kind) listen up, listen good, and never forget the "TAAC" rule.

TAAC stands for:

"There's always another client."

Always.

There are tens of thousands of clients out there.

Why waste your time with the flakey ones?

This is not only the attitude to have to anyone who jerks you around, but it's also the mindset my new "Persuasion Secrets Of The World's Most Charismatic & Influential Villains" book teaches. You think friggin' Lex Luthor would put up with some client like that? Or the Joker? Or Loki? Or Bane? Or Sauron?

Hellz naw.

(More likely they'd have the flake tortured, not that I am suggesting *you* should do that...)

People wouldn't dare flake on them.

Anyway, remember there is always another client.

If you're a freelancer, yes, you need clients.

But, you don't need *that* client who flakes, jerks you around, and wastes your time.

There are too many clients on the client tree to waste time with flakes.

Anyway, enough of this clacking.

Today is the last day to get the 12 "lost" Ben Settle Show podcast episodes that were never aired. You can get them simply by purchasing my Villains book at the link below and then forwarding me your receipt.

The deadline to do this is midnight tonight (EST).

After that... too late.

Here's the link:

<http://www.EmailPlayers.com/villains>

Ben Settle

notes

LAUNCH EMAIL #12 — SUNDAY 9:31 A.M.

Subject Line: You'll choke on my bonuses and LIKE it

"Anyone who wouldn't cheat for a poke,
didn't want the poke bad enough."

— Gus McCray

"Lonesome Dove"

(winning a night with a whore by cheating her at cards)

Some real life flakebook drama:

A short while back, Ryan Levesque told his fb friends about Brian Kurtz's new book, which happened to include a bunch of bonuses and videos, etc.

And, a precious lil' snowflake took exception to it.

He said:

"Adding bonuses to boost your book just so you can brag as no 1 seller is not ok. the book itself should be that good that it doesn't need any bonuses to actually be sold. That reason alone made not buy it, and it just leaves a bad taste of what people are doing just to sell their book."

Amusing, isn't it?

It's like the guy thought marketers are "cheating" by offering more value.

All I can say is this:

I HOPE this guy is on my list!

He's incredible!

I LOVE it when people are so clueless about how direct marketing works they actually think using premiums and bonuses

and giving away more value is a bad thing. Guys and ghouls like that are like pieces of clay I can mold and shape into my image...

Anyway, I'm giving away lots of bonuses with my new book, too.

Here are the details:

If you buy my "Persuasion Secrets Of The World's Most Charismatic & Influential Villains" book on Amazon before midnight tonight (EST), I'll give you the 12 "lost" Ben Settle Show podcasts (my old podcast) that never aired.

Simply buy the book and forward me your receipt.

Then, I'll send you the num-nums.

Here's the linkage:

<http://www.EmailPlayers.com/villains>

Ben Settle

P.S. Here's what "Email Players" subscriber (and a villainous marketer himself) Wally Conger says about the book:

"This isn't your usual Ben Settle how-to-do-it book. This is an attitudinal instruction guide, 10 lessons not about how to build a business or market your services but about how to keep yourself from being run over by the delicate flowers who routinely monopolize your time and crush your spirit. It's short,

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snappy, and worth keeping at hand at all times. More a powerful concussion device than a simple motivational pep talk. Bravo, Ben Settle!"

LAUNCH EMAIL #13 — SUNDAY 12:30 P.M.

Subject Line: Persuasion secrets of a homicidal psychopath

"This town deserves a better class of criminal.

And I'm going to give it to them."

— The Joker

"The Dark Knight"

Let's talk about The Joker.

If you want to learn how to be truly charismatic and influential then study the Joker you must.

But first, some context...

I'm not saying to be a psychopath. Or bleach your skin. Or kill mass quantities of people for kicks. But, there is something that makes the Joker perhaps the most well-known (and most feared — by both heroes and other Villains alike) Villain in the world. An "attribute" that, if you apply it to your business, will not only make your bad self a more charismatic and influential Villain... but also put more dough in your bank account, attract more high class clients/customers into your life, and keep your competitors constantly on the defense, fearing your next move, and always struggling to keep up with you.

What attribute do I speak of?

Impact.

A Villain who understands the power of having *impact* in every

word he says, every story he tells, and every move he makes, is a Villain who never has to worry about money, success, access, opportunity, fame, or anything else he desires.

What do I mean by "impact", exactly?

Well, let's analyze how The Joker does it.

If any Villain has mastered the ability to have indifference-crushing impact, it's him. No matter what incarnation of the Joker you study (movies, animated shows, comic books, etc) the one thing The Joker has the ability to do more than anyone else (including Batman) is making everything he does unforgettably impactful.

Love him, hate him, or leave him:

You never forget The Joker or anything he says or does.

He never bores you.

There is no indifference.

(Indifference is a Villain's arch enemy in many ways.)

And, everything he says or does sticks in your mind.

This kind of impact creates fear in his enemies, loyalty in his henchmen, and makes him supremely charismatic and influential (even to those who are

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scared, repulsed, or amused by him).

And guess what?

In my new "Persuasion Secrets Of The World's Most Charismatic & Influential Villains" book, I show you 13 ways you can start having Joker-like impact in your life (easily adapted to your emails, your copy, your podcasts, and in any other kind of marketing you do).

It's extremely valuable info.

And, you can have it for as little as \$2.99 (on Kindle).

Plus, I'll give you some villainous goodies:

If you buy the book before midnight (EST) tonight I'll send you the 12 "lost" Ben Settle Show (my old podcast) episodes that never aired, with even more villainesque strategies and ideas for your business.

The clock's ticking on this.

Go here immediately while you still have time:

<http://www.EmailPlayers.com/villains>

Ben Settle

LAUNCH EMAIL #14 — SUNDAY 3:30 P.M.

Subject Line: A benefited book of miracles

"You know it would be unfortunate
if I had to leave a garrison here..."

— Darth Vader

"Star Wars: The Empire Strikes Back"

Reader Keith Garrison realizes I ain't just whistlin' dixie

about my new Villains book.

In fact, his results using it sound near miraculous:

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I just have to say you're fugking amazing. It was the first thing I jumped into when I joined ElBenbo's Apprentice and the thing that has had the greatest effect on my overall ability and motivation to produce. Here's What I mean :

1. The First Chapter gave me a monstrous amount of clarity about what I'm doing now and what I need to be doing to get where I want to be. Before, I kinda had an idea but I was so vague about it, it lead me to bouncing in a million different directions and then feeling lost and beat-up when things didn't work out. This first chapter was like an adrenaline shot of focus for me. I wake up every day now at 5am and immediately began work with focus and confidence. I don't really question halfway through projects if it's worth doing or not. It's part of my mission, It's a necessity

2. Chapter 2 completely cured my anxiety about not having clients. I don't need them ! Instead, I've decided to just work on my own stuff. (You've always said be your own best client right?)

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Since I made this shift, I've had all types of opportunities just jump in my lap! I feel like a big shot now when I tell people I don't have time to work or meet with them (And I really don't, not some 'take-away selling gimmick)

3. Chapter 8 was the biggest eye opener for me and hit home the hardest (This chapter and the first one). See when I listen to interviews with other copywriters, the question of : "What would you do if it was Day 1 as a copywriter" is to specialize.

So I decided I would be a email copywriter but I figured I needed to niche down even more. I found a market that is relatively new, bringing in over a billion dollars a year now and get this...almost no other competing freelance copywriters. This industry has a couple of ad agencies but to be honest, everything I've have seen in this market has been horrible. I found another copywriter for this industry but considering she let her domain name expire last week and her twitter hasn't been active in over a year...I am betting that I could really clean up!

Thing that was holding me back was everyone telling me that I shouldn't do it. It's a controversial market and I'm sure to get shunned by some for being in it.

But it's something I believe in, I know the market, and... people who told me not to enter the market no nothing of Marketing, Direct response, the industry or even how to make money themselves. So...fuck 'em

4. Chapter 9 really stood out for me as well. I actually put the book down and found a copy of Count Monte Cristo before I continued and I'm glad I did. I used to get so frustrated with things not working out. But then I realized that, it wasn't that the things I was trying weren't working, it's just that they weren't' working when I wanted them to work. This chapter really exemplified the importance of trusting in the process

and reaping the effects it.

Of course I got a lot more out of it than just this but I don't want to turn this into a college essay (I know you like to keep things simple)

Anyways, Thanks again Ben, it really means a lot to me.

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You are welcome, my Child.

The deadline to get my Villains book and get the 12 "lost" Ben Settle Show (my old podcast) episodes is looming.

Less than 6 hours to go.

Grab your copy here while there's still time:

<http://www.EmailPlayers.com/villains>

Ben Settle

LAUNCH EMAIL #15 — SUNDAY 5:30 P.M.

Subject Line: elBenbo turns syrupy sweet nice girl into scary villain

"I may be bad, but I feel, good.."

— Sheila

"Army of Darkness"

Former nice girl-turned-unruly-Villain
Clarissa Winchester says:

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The Villains eBook has truly given me a total mindset shift.

Before reading this book, I was the nice girl who gave over ALL her time to help others chase their dreams and achieve their goals. I found myself praying for extra income of any amount because there was more month than money, my customers walking away because of me sounding shady, and completely frustrated with everything in my world.

Ben dropped truth bombs through the book that made me feel even worse at the beginning, because everything he said to NOT do was exactly who I had become.

I started using the first hour of the day for myself and my primary mission. I wasn't consistent at first, but guarding my first hour has allowed me to finish creating my own product to sell, and generated ideas for more products that I haven't seen in my market yet. I have stopped being super needy and stopped begging people for business, and I'm attracting people who want to hear from me.

If you need to do a 180 in your business and your life, I definitely recommend reading and applying this eBook to your situation.

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That's what I'm talkin' about...

Down to bid'niz:

You have less than 4 hours (midnight EST) to get my new "Persuasion Secrets Of The World's Most Charismatic & Influential Villains" book and send me your receipt to collect the 12 "lost" Ben Settle Show (my old podcast) episodes that never aired.

Lots of value packed inside them thar podcasts.

And, only Villains get them.

Here's where to grab the book:

<http://www.EmailPlayers.com/villains>

Ben Settle

LAUNCH EMAIL #16 — SUNDAY 7:30 P.M.

**Subject Line: Time vampires skimming
the shadows**

"I lost some time once.

It's always in the last place you look
for it."

— Delerium

Sandman #21: Seasons of Mists

One of the scariest kind of monsters
lurking in the night for anyone in
business is what Dan Kennedy calls:

"Time Vampires"

What are Time Vampires?

They are people who will use, abuse, and
take your time (the single most precious
commodity anyone can possess) and suck
every ounce of your natural, Villain-
granted charisma and influence out of
your body and mind.

Dan Kennedy mentions several different
"breeds" of Time Vampires.

Like Mr. Have-You-Got-A-Minute?

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And Mr. Meeting.

And Mr. Trivia.

And so on and so forth.

(As Dan Kennedy says: "There are almost as many different varieties of Time Vampires as there are birds and butterflies.")

And you know what?

I can virtually guarantee you... the moment you decide to pursue your Mission, the Time Vampires in your life will awaken in their coffins, rise up, and attempt to turn your neck into a pin cushion.

More:

In my new "Persuasion Secrets Of The World's Most Charismatic & Influential Villains" book, I cover several more time vampires skimming the shadows that have an especially voracious appetite for your time.

But, there's less than 3 hours left on the deadline.

If you buy it before midnight (less than a couple short hours from now) tonight EST, and send me your receipt, I'll give you the 12 "lost" Ben Settle Show episodes that never aired.

It's some of the most valuable info I've ever taught.

And, only Villains customers get it.

Here's the link:

<http://www.EmailPlayers.com/villains>

Hurry.

TIME is a wastin'...

Ben Settle

P.S. One of my favorite salesmen Nafis Noorali (we came of age in business together in our MLM days – he was *always* great at selling, and is like a surgeon with a phone now) says of the book:

"Simply amazing how this book is able to correlate the world's Super Villains into an entertaining, get down to business, story. Just the chapter on how to avoid the time vampires is worth the read. Best business book I've read in years. Who would have thought the greatest life lessons you'll learn from the worlds super Villains? You will be the Villain the world is attracted to after learning these super villain secrets."

LAUNCH EMAIL #17 — SUNDAY 8:46 P.M.

Subject Line: Last call for Villainous num-nums

This is it, my little minion.

If you want to get my new book "Persuasion Secrets Of The World's Most Charismatic & Influential Villains" along with the 12 "lost" Ben Settle Show episodes that never aired (some of the most valuable info I ever taught anywhere, for any price), you have less than 15 minutes.

Simply buy the book and forward me your

notes

receipt.

Here's the link:

<http://www.EmailPlayers.com/villains>

Ben Settle

P.S. Tomorrow?

Something else...

EXHIBIT D:

10-Minute Workday Launch Emails

The folks at AWAI told me my 10-Minute Workday program I did with them was the biggest launch they ever had at the time. There were a lot of reasons why this is (the title, the concept, the timing, the market being ready for such a program, and the list goes on...).

But, I like to think the way I launched it to my list had at least a small part to play in it.

Anyway, following are the emails I sent to my list during the launch.

(AWAI mailed their list completely different emails)

A few thoughts:

- ✧ I didn't bother with any kind of pre-launch emails or even a "heads up, I'm about to send you a ton of emails" email.
- ✧ It worked out especially well since December 1st (when their launch started) fell on a Thursday — which was perfect for me, since I like to promote things other than "Email Player" the first weekend of any given month, and like starting launches on a Thursday.
- ✧ I didn't have to screw around with delivering or finding unique bonuses to offer people since AWAI was selling it at a discount already.

In addition to the above, the launch sequence follows the standard format I use for launching products. So follow along, take lots of notes, and capture any ideas, thoughts, and fodder along the way to apply to your next launch.

LAUNCH EMAIL #1 — THURSDAY 6:30 A.M.

Subject Line: How to have a 10 minute workday

Today I am officially launching my latest product to my list:

"The 10-Minute Workday"

It's sold via AWAI -- and shows you how to make a very comfortable living waking up, writing an email, and being done with your day. You can get it a big ol' fatty discount (it's pricey) until Sunday at midnight here:

<http://www.EmailPlayers.com/awai>

Read the sales letter carefully before purchasing.

Especially if you have my Copy Slacker product and/or are an Email Players subscriber.

(There is overlapping info, and bonuses, etc).

Ben Settle

P.S. Another reason to read the sales letter is because it was written by the brilliant A-list copywriter (and co-founder of AWAI) Paul Hollingshead. To say the sales blew the lid off the projected goals would be an understatement. I was just told an hour ago it was their biggest launch this year -- I believe it clocked in at over 3 times the number of sales than what was projected.

I'm SO glad I didn't take them up on their offer to write the ad myself.

Hey, elBenbo *knows* when to stay in his lane...

LAUNCH EMAIL #2 — THURSDAY 6:30 P.M.

notes

Subject Line: Lifestyle lessons of the ugly and infamous

Behold one of my favorite quotes from the infamous writer Charles Bukowski:

"How in the hell could a man enjoy being awakened at 6:30 am by an alarm clock, leap out of bed, dress, force-feed, shyt, piss, brush teeth and hair, and fight traffic to get to a place where essentially you made lots of muneey for somebody else and were asked to be grateful for the opportoony to do so?"

Beautifully put.

But, also ugly in its truth, too.

(Kinda like the man himself — a woman once told Charles Bukowski he was so ugly he was beautiful. Dames...)

This is the life most people lead.

Including a lot of freelance copywriters and writers who are beholden to client work to survive.

If that's you, and it bothers you, checky:

My 10-Minute Workday program shows you exactly how to have the exact opposite life as the one Bukowski describes above. A client-less and boss-less lifestyle where you wake up, write an email, and are essentially done with your work day (unless, like Yours

Unruly, you are easily bored – but any work you do after that is optional and fun stuff, work is play...)

Anyway, it's pricey.

(Which is good – why would you want a cheap product, which would mean it contains cheap info? This is your LIFE we're talking about here...)

But, it's on sale until Sunday at midnight EST.

Details here:

<http://www.EmailPlayers.com/awai>

Ben Settle

P.S. That said, there is a lot of work that goes into setting such a business up. This isn't fantasy land. It's real life. How long it takes is entirely up to you. But if you think you can buy it today and be up and running by next Wednesday living like a player on a roll when you're starting from scratch, well, think again.

Be prepared to work.

It took me 10 years to put it all together.

But, you can leap frog over all that and do it in just months.

That is, if you work hard and go after it each day consistently.

LAUNCH EMAIL #3 — FRIDAY 6:30 A.M.

Subject Line: Why Agora Financial will rue the day they heard elBenbo's name

True story:

At AWAI's Copywriting Bootcamp & Job Fair a couple months ago,

I got to talking to several copywriters who work for the \$200+ million dollar Agora Financial.

Agora is, hands down, amongst the best in the game.

They hire the best copywriters.

They have the best funnels.

And, they consult the best marketing minds on the planet.

The people who run that company are nothing short of geniuses (I have met many of their writers and managers – it's crazy the things they know and pioneer there.) If you want a world class education (free) in marketing and copywriting, simply get on their many lists and take notes.

But, you know what?

I don't think the feeling is mutual.

And certainly not much longer.

Why?

Because their copywriters work harder than any other copywriters I have ever seen. The amount of research they put into a single promotion makes my blood itch. There're many reasons their writers are the best – one of which is they outwork and out-sweat their competition.

notes

They have piles and piles of data, controls, and info to sift through.

And then, they have to do it again soon after on their *next* promo.

Anyway, at AWAI's bootcamp I got to telling several of their writers how it was my goal to liberate them from such a hellish existence – and work just 12 minutes per day, instead of 12 hours per day. And, make a lot more mooney to boot over the long run.

One of them named Julie (hi Julie!) said:

"And just how, pray tell,
are you going to pull that off, elBenbo?"

(Those may not have been her exact words, but you get the gist...)

"Oh ye of little faith," I retorted. "I'm doing this program with AWAI called 'The 10-Minute Workday' – which lets you put all that raw copywriting talent into selling your own products instead of anyone else's..."

She was skeptical, of course.

they all were.

But, I told them each it was my goal to rescue them from freelancing.

Will my goal see fruition?

I dunno.

We shalt see...

But if you want in on this kind of lifestyle, you can get the 10-Minute Workday at a huge discount until Sunday night here:

<http://www.EmailPlayers.com/awai>

Ben Settle

notes

LAUNCH EMAIL #4 — FRIDAY 6:30 P.M.

**Subject Line: Why I could never hack it
in the copywriting big leagues**

The ever-talented A-list copywriter Bob
Bly speakeths raw truth on Facebook:

"A good friend of mine, a fellow old-
timer freelance copywriter, said to me
a few days ago, 'Writing for your own
product and writing for clients — not
quite the same thing. Every time some
young guy says, 'I don't write for
clients anymore,' their intention is to
boast about it. But my takeaway is, 'Oh,
you couldn't cut it in the big leagues,
eh?'"

100% agree.

I know that's the case with Yours
Slacky, at least.

There is no way I would ever have the
patience or talent to write for the
A-list clients, spending the best years
of my life doing all that research and
writing and re-writing.. to put all that
effort into building another company
instead of my own... for markets I'm not
in love with helping, for a fee that
is a small fraction of what I can make
selling my own stuff, with the hope I

might make a royalty.

Plus, again, I simply lack the talent required.

(I have admitted many times, I'm not that great of a "copywriter".)

God bless those who can do that and love doing it and make out like bandits with it.

They are a rare breed.

Me?

Instead, I figured out how to do the exact opposite:

Write a little bit each day (minutes per day), to sell a very specific kind of product that is easy to write about and sell (regardless of your market), to build a lifestyle that suits my preferences and goals – which is no clients, no long hours of tedious research and writing, and no client or boss in control of me getting paid or not.

Last year even the great Ken McCarthy (founding father of Internet marketing as we know it) said:

"Ben Settle is living every writer's dream.

He writes a little direct response ad copy every morning - which is more than enough to pay the bills - and then he goes and plays."

I like the way he thinks...

The upside is freedom and no ceiling on my income.

The downside?

More responsibility, though.

Thus, if you are someone who needs someone to tell you what to

do, my ways will just frustrate you. If, on the other hand, you like the sound of all this, then my 10-Minute Workday program is your huckleberry, babycakes.

Or maybe it's not.

It's completely up to you, of course.

To get all the details, and get it at a huge discount until Sunday night, go here:

<http://www.EmailPlayers.com/awai>

Ben Settle

LAUNCH EMAIL #5 — SATURDAY 6:30 A.M.

**Subject Line: Lifestyle cage match:
elBenbo or Gary V**

Recently someone said I was the "anti-Gary V".

Not in the sense of hating or anything like that, of course.

Frankly, I know next to nothing about him — have never watched a single video of his or heard him teach anything. No, she said it in the sense I have the exact *opposite* approach to business.

For example:

* I don't work a gazillion hours per week (more like an hour or two per week)

* I don't do videos (I won't rest until

notes

the Internet goes back to plain text)

* I don't have a multi-million dollar business (still have yet to crack the 7-figures, probably won't happen this year)

* I don't have a goal of having a billion dollar empire (I don't have the drive to, plus the tax and regulation and government interference and mainstream spotlight would be a nightmare to a bloke like myself)

* I don't have several hundred employees (elBenbo is a one-man-band)

* I get as much sleep as I want (someone said Gary V told the Huffington post he's a "mutant" like that, I may be a mutant in some ways, but not that way...)

* I don't sacrifice time with my family for business (although, to be fair, it's just me and my dog, but one reason I don't travel to seminars or events unless I'm speaking/teaching is I hate leaving my dog in a kennel)

* I don't do memes quoting myself (although I do enjoy using YouTube clips to make points, a sometimes obnoxiously guilty pleasure)

* I don't believe in his "jab, jab, jab, right hook" philosophy (not the way it's been explained to me, at least – I'm more of a Rocky Balboa than an Apollo Creed going for power, brutality, heart, taking a lot of punches till I see an opening, and consistency over dancing and jabs... i.e. I sell in every email)

* And the list goes on...

Here's the point:

It's different strokes for different blokes.

And if you are in to Gary V's lifestyle, I am NOT the guy to follow.

If, on the other hand, you like the idea of my short workday, slacker-friendly, and laid back lifestyle, where you may not be a billionaire, but you make more than enough for your material needs and comforts, all without needing clients or a boss, then my 10-Minute Workday program with AWAI could just what Herr Doktor ordered.

It's on sale (big discount) until tomorrow night.

Get the details by hitting the jump below:

<http://www.EmailPlayers.com/awai>

Ben Settle

LAUNCH EMAIL #6 — SATURDAY 6:30 P.M.

Subject Line: The case against the hustle

Random brain fart:

Over the past year or so I have noticed the big buzzword on social media is "hustle". Everyone is all about the hustle. "Gotta hustle!" "While you're sleeping I'm working!" "Yahoo!"

And that is admirable.

God knows I had to hustle for many years.

But now?

I'm trying to hustle less these days.

notes

I want less hustle, more freedom to do other things (that I can, admittedly, hustle at, like writing novels, etc). I have no point in this email. Like I said, it's a brain fart. I actually admire people who hustle, but I admire people most who *already* did the hustle and don't have to anymore and now do whatever they want....

Enter my 10-Minute Workday Program.

(On sale until tomorrow night.)

Yes, it shows you how to get your workday down to 10 minutes or so.

But, it also takes a LOT of work (and hustle) to set everything up.

It took me some 10 years to figure it out.

But, if you put the time and work into it, it could take you only a few months, it depends entirely on you, where you're at knowledge wise, if you already have a product and a list or not, etc.

Again, the discount disappears tomorrow night.

So best *hustle* over to this link to get it at the discount, Pokey:

<http://www.EmailPlayers.com/awai>

Ben Settle

LAUNCH EMAIL #7 — SUNDAY 6:30 A.M

Subject Line: Why slackers make the business world go 'round

"Why is it that the good old-fashioned America slacker gets no respect for his detachment,

but the Buddhist monk does?"

— Dex

"The Tao Of Steve"

During Labor Day weekend, I got to do something I've wanted to do for a very long time in my talk at the ever-talented Greg Gomez III's "Fast Start Summit" in Phoenix...

I got to make the case for the American slacker.

You see, the title of my talk was:

"Email Secrets Of A Six-Figure Slacker"

And, before I dived into my talk, I explained how slacker does not mean lazy. In fact, I abhor lazy people. And, I think lazy people suck. Slackers are different. In my way of thinking (which is the *correct* way of thinking, mind you) practically all the great technological innovations of the last 100+ years were in pursuit of making work take less time, with less effort, all with less stress.

i.e. slacker-friendly.

More:

I agree with Dan Kennedy when he says the banker is not going to ask you how many hours you worked or how much effort you put into selling something when you deposit money in ye old institution.

notes

Some people brag about long hours of hard work.

Many even *glorify* it.

Me?

I want fast, simple, and as stress-free as possible.

A 10-minute workday, not a 10-hour workday.

Thus, all these emails about my 10-Minute Workday program this weekend.

Yes, it's pricey.

Yes, it takes hard work and some time to set everything up.

(If that bothers you, grow up, this isn't fantasy land.)

And, yes, there are no guarantees, especially if you're the typical wannabe pretending to be in business, and not really willing to do what it takes (even simple stuff, like I teach in the program) to get the job done.

If any of that turns your stomach then you best pass.

But, if you got what it takes, and want it bad enough, go here:

<http://www.EmailPlayers.com/awai>

Time is short, Stud.

That is, if you want it at a substantial discount.

(Sale ends at midnight tonight EST).

Ben Settle

LAUNCH EMAIL #8 — SUNDAY 9:30 A.M.

Subject Line: Why unruly slackers make the best employees

My newest pal Troy Broussard (who lives in the same small

drinking town with a big fishing problem
I live in) helps Yours Unruly make the
case for the American slacker:

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You're "Slacker" email was awesome today
Ben Settle.

This is something I've always talked
about but few have understood. The best
programmers are always "slackers". I'm
a "recovering programmer" (meaning I
did it for 15+ years but don't write
code anymore, but also never have truly
gotten over it)...

The best programmers were outright
lazy... they didn't want to write or
maintain 10,000 lines of code, so they
would come up with ways of doing things
10x faster in order to avoid "all the
work". In the end, they'd come up with
much more elegant solutions.

I hired more than 110 programmers
over the years and I can tell you that
the most traditionally "competent"
programmers made the worst employees,
but the slackers were by far the most
productive. They were also the quirkiest
and, over the years, I began to look
for that "indicator" in the interview
process.

Quirky slackers... Your ideal employee!
:-)

notes

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Fact:

A year or two from now, all the silly little goo-roos online will be pushing slackership, daily emails, 10 minute long workdays, etc because they only know how to follow trends.

But you and I know who really lit this bonfire.

Ooh, we know...

More:

If you want to learn how to have this kind of lifestyle from the source (** coughs **), you have until the stroke of midnight tonight EST to get my new 10-Minute Workday program at a big ol' fatty discount.

A courtesy warning:

I'll be sending many more emails today promoting it.

Ooh yeah, baby -- I'm just getting *started*...

Here's the link:

<http://www.EmailPlayers.com/awai>

Ben Settle

P.S. What's that?

You think this all sounds great, but you want to know other people can do this and it doesn't just work for me? Then maybe this will drive a stake through the heart of your doubts:

Last Summer, "Email Players" subscriber Jeff Terry was mocking the hustle-pushers on Facebook by randomly posting:

"Bored..."

Then:

"Oh hey another 9 new members to my program today. Dem wicked ways"

Then:

"Ben Settle you've helped me simplify my business so much over the past 6 months, 1-2 emails a day and that's pretty much it. I find myself wondering what to do with my life most hours of the day now #1stworldproblems?"

There you is.

And here you go:

<http://www.EmailPlayers.com/awai>

LAUNCH EMAIL #9 — SUNDAY 12:30 P.M.

Subject Line: 6 ways elBenbo's trust issues kill his own profits

I've been doing some pondering lately about all the ways I sabotage myself having a more profitable business.

You might even relate to some of these.

Let's see:

1. Not having an assistant (Holding me back: I gotta train 'em, then trust 'em to do everything right – and elBenbo has trust issues...)

2. Sell Misty the podcast announcer babe (the only one I *would* trust to perform such a noble deed) on writing emails selling my Email Players subscribers one

notes

of my other products each day and paying her a % of the sales (Holding me back: this is just pathetic of me, but I'd have to log in to my shopping cart and send it each day... which I hate doing... couldn't be bothered... I'd have an assistant do it but, see trust issues again...)

3. Send more direct mail to my buyers (Holding me back: lack of motivation -- I **should** be on this like white on rice, but, meh)

4. Accept PayPal for "Email Players" (Holding me back: Keith Commins my web guy -- who I **do** trust -- says if I use PayPal for recurring payments, I have to have that be my main merchant account gateway with the system I use -- something like that. Plus, I inherently -- admittedly irrationally, it's nothing personal -- distrust people who can't get a regular credit card these days as far as them being ideal Email Player subscribers, although I get there are some legitimate reasons for certain countries)

5. Have someone call new "Email Players" subscribers to welcome them into my unrighteous fold, and offer them some kind of deal on something (Holding me back: Lack of motivation to train anyone, and trusting someone to do it right, see #1 above)

6. Refusing to do freelancing, coaching, or consulting (Holding me back: I don't enjoy it, despite people offering to fly all the way to where I am at in the boonies to spend a day getting their learn on at my unrighteous toes -- although I am starting to reconsider this if people come to me, we'll see...)

There are more ways than this.

(This 'taint no exhaustive list by any means.)

I can already hear the sound of certain eager beavers on my list madly typing their little hearts out with advice to try and "fix" my trust issues above, or offering to do those things

for me or whatever, pitching me the benefits on why THEY are *perfect* for the job. Which is a terrible way to get yourself hired, btw. Every time you make a claim about yourself without pre-framing it correctly first, you create an objection (something next month's January "Email Players" issue teaches you how to do, not-so-coincidentally...)

Anyway, if that's you, don't.

I won't even read it.

Why?

Because, I don't trust unsolicited advice or offers for help, either...

(Ain't I gaggle of rainbows today?)

Plus, I have a point in telling you this:

Despite how my trust issues get in my own way day after day, week after week, month after month, and year after year, I still have a more-than-profitable bid'niz for my needs, with very little stress (for the most part, there are always hiccups), and lots of time to pursue other interests – like writing novels or taking road trips or doing whatever.

Most businesses have a hard time not having to hustle.

And could never get away with my aloofness towards low hanging fruit

notes

income on the table.

If they don't hustle, their business suffers.

If they don't trust people (often blindly) to do certain tasks, they have to work 80+ hours per week.

Me?

I don't hustle, I still end up a little better off each month than the last.

(Most months, it ebbs and flows...)

And it's all because of my 10-Minute Workday system.

A system I can teach you, too, if you are willing to do *exactly* as I command, work on it every day, and set things up as I outline in the 10-Minute Workday program I am selling via AWAI for a huge discount until midnight tonight EST.

You can read all about it right here:

<http://www.EmailPlayers.com/awai>

Ben Settle

LAUNCH EMAIL # 10 — SUNDAY 3:30 P.M.

Subject Line: The 30th law of power

If you've never read Robert Green's "48 Laws Of Power" (or at least the many cheat sheets breaking them down) you're missing out.

There are many great laws inside.

One of my favorites is the 30th law:

"Make your
accomplishments

seem effortless"

notes

What that means is, you have to make everything you do seem easy, and, yes, effortless, as if you didn't even have to think about it – you just do it, like driving a car. Give the appearance that you could actually do a lot more than you just did if you wanted to. And, most importantly, avoiding grandstanding about how "hard" you work and toil and slave away after everything.

More:

(To quote it)

"Never expose the sweat and labor behind your poise.

Some think such exposure will demonstrate their diligence and honesty,

but it actually just makes them look weaker as if they weren't really up to the job."

I believe this to be true as well.

But, the question is, how do you do this?

How do you make everything truly seem effortless?

Well, I believe if you have to conceal how hard you work, you're doing it wrong. It shouldn't just look like you're doing things effortlessly – it really has to **be** effortless. Real game

is no game (i.e. you have whatever it is you do so ingrained in your mind, it's not tactical anymore – you just *do*.)

The point?

If you want to really and actually live the 30th law (from a business and lifestyle point of view) you have to make it a part of you – as much an extension of your life as your appendages are to your body.

Enter my 10-Minute Workday program.

It's designed to do just that.

If you follow my commands inside it to the letter, you will master the info inside and be able to apply it very quickly, to have a very effortless-looking success that'll drive your enemies nutz and make your friends want to know how you did it.

Still more:

I have a very special "technique" (if that's what you want to call it) for getting really good at, and mastering information to the point where you know it better than the author who created it, inside the program towards the end.

It'll make anything you want to appear effortless truly effortless.

Now for the pitch:

The program is being sold until tonight at midnight (EST) at a fat discount. Since this is a very pricey product normally (list price is \$2,500), it adds up to a lot of savings.

If you want to live the 30th law, go here, and apply ye what you learn:

<http://www.EmailPlayers.com/awai>

Ben Settle

LAUNCH EMAIL #11 — SUNDAY 5:30 P.M.

notes

Subject Line: Why time vampires are more evil than the IRS

One of the worst Villains that can torment you in the world today are what Dan Kennedy calls:

"Time vampires"

I've yapped about these insidious things before.

But, they are the most evil of the bunch. Even more evil than, say, the overzealous government tax collectors who routinely ruin innocent lives, embezzlers, extortioners, and even meth addicts who break into your house and steal all your money.

After all, the above can only steal your money.

But time is far more valuable than money is.

And, time is more valuable for no other reason than money can be "created" (well, fiat money can at least). There is no such thing as fiat time. It can't be created by a computer or printing press or by anything else. (And, yes, I realize by people stealing your money, it will waste a lot of your time, just go with it, treat this like a Star Wars movie -- enjoy the movie, ignore the plot holes.)

Time is simply there, and then it's gone.

As the villain in Star Trek: Generations said:

"Time is the fire

in which we all burn"

One take away from that is:

You can earn more of the green stuff by spending time. But you cannot earn time by spending more of the green stuff. What you CAN do though, is free up more of your finite amount of time to do fun and interesting things by creating a lifestyle conducive to doing so.

That, my little fledgling, is where my 10-Minute Workday comes in.

Want to get your workday down to minutes per day?

And, have a more reliable and stable (and bigger) income at the same time?

Well, *time* is running out on that, too.

That is, if you want the program at a huge discount.

You have until midnight tonight (EST) to get it at said discount.

Here's the linkage:

<http://www.EmailPlayers.com/awai>

Ben Settle

LAUNCH EMAIL #12 — SUNDAY 7:30 P.M.

Subject Line: Why I don't care about analytics or data

One of the most liberating things I have ever learned in this

bid'niz was over 8 years ago when Ken McCarthy hired me to write the bullets to sell the CD's to his System Seminar training that year.

One of the trainings was from the great Sean D'Souza's talk.

And, I will never forget his answer to a question from someone asking for data and analytics proving his methods worked, etc.

Sean's answer?

(Paraphrased)

"We don't use analytics or any of that and I don't have any data – I started out as a cartoonist and I moved to marketing and this has allowed us to take 3 vacations per year, buy houses, travel, do all the things we really wanted to do. We earn more money than we need."

I remember thinking, "Yep. *That's* what I want."

I'm not saying you should or shouldn't be obsessed or go blind studying your righteous metrics and analytics (I use it, but Jim Yaghi decodes it for me...) and CTR's, and life time value of your customers, and stick rates, and all that jazz.

Probably you should if you do bid'niz the way everyone else online does.

notes

Admittedly, I'm probably leaving all kinds of the green stuff on the table not doing so.

But, I also know I don't need any of that to have more than enough for my needs.

More:

Without busting my brain pouring over all that razzle dazzle (that impresses would-be clients and goo-roo fanboys at the seminars and big launches, if that's your goal), my sales go up each year, and have steadily ever since implementing the system found inside my 10-Minute Workday program sold via AWAI. I couldn't even tell you what my open rates are. Or what my opt in rates are. Or what each click is worth. Or any of that.

I simply don't care.

What I do is look at my sales each month.

Did they go up?

Then I'm good.

Back elBenbo goes to writing novels, going wine tasting, taking road trips, hanging out downtown at the Irish pub, hanging out with my dad, hiking the beach with my dog, or doing whatever it is I feelz like.

Did sales go down?

Then I look at lot of non-metric things:

Like my offer, traffic, the time of the year (Summer time, for example, sometimes shows a dip in sales for me, ooh), current events, the kinds of emails I've been writing, and a bunch of other non-metric data you can't measure with Google or fancy shmancy software.

And even looking at those things is usually a waste of my (precious) time.

It always works itself out in the next month or two, and I'm back on top.

Anyway, if you want complicated and technical, get thee behind me, droogie.

There are others you should be learning from.

If you want dirt simple, then I'm your huckleberry.

Or not.

It's entirely up to you.

What I can tell you is, the huge discount on my 10-Minute Workday program vanishes like scruples in a career politician in less than two hours from now.

If you want in, log out of Google analytics and go here instead:

<http://www.EmailPlayers.com/awai>

Ben Settle

LAUNCH EMAIL #13 — SUNDAY 8:30 P.M.

Subject Line: 10-Minute Workday sale vanishes like a fart in the wind in less than 30 minutes

Yours Grinchy is not a prophet or even a Miss Cleo.

But, my prediction for 5 years from now is, minimalist businesses will be all

notes

the rage.

The new bright shiny object.

Gurus who now need to make \$200K per month just to keep the lights on and pay their bloated staff... who brag about having a big "team"... who have social media managers... who work 100 times harder just to launch a product than they need to... will all be preaching a simple, one email per day to one offer on the front end and then another to the back end, pretending they never wasted time on nurture sequences and good will emails, and complicated funnels that require special software and multiple phone calls to support to get to function properly.

And, of course, they'll be insisting they invented it all.

And, of course, elBenbo will be laughing when it happens.

Anyway, you have less than 30 minutes (at time of this writing) to get my 10-Minute Workday at a huge discount via AWAI.

It'll show you what all the goo-roos and gurus will be trying (unsuccessfully, I might add) in 5 years about building a simple, profitable business you can run in just minutes per day.

Get ahead of the curve by getting it tonight.

Or don't.

It's your life, and you can do whatever you want with it.

If you want simple, profitable, and time freedom, and if you want it sooner rather than later, come and get your love here:

<http://www.EmailPlayers.com/awai>

Ben Settle

EXHIBIT E:

Copy Slacker Launch Emails

The Copy Slacker launch was one where I completely underestimated how many people wanted to buy a product about copywriting from me. I knew there was a demand on my list for it, but just how much of a demand took Yours Unruly by surprise.

It also posed a bit of a problem, too. Reason why is, I only had 50 sets created. And, because one of the components of the product is a USB thumb drive with the audio and video files, I had to put my order in at the printer a week before they could ship to customers since that is how long it takes to get the USB drives from their supplier. Long story short? I was thinking I'd get 30 or 40 sales. But, I ended up getting some 170+ sales. Needless to say, the people at the printer had to scramble and pull some strings to fill all my orders without waiting a week or so to get the drives.

Few more things to keep in mind:

- ✕ One of the main appeals of this offer was it was heavily discounted. People love a good deal. And, I like to reward people who buy from my launches with fat discounts in a lot of cases.
- ✕ Some of the emails I pulled right from the sales letter. In fact, I wrote the sales letter so after each set of 10 or so bullets, there was a built-in “mini lesson” which, to an eagle-eyed reader of my emails, look just like... emails I would write to my list to tease into a sale. (And were emails I sent during the launch.)
- ✕ The most common feedback I got on this launch was very few people apparently read the sales letter. Because of the launch emails, a lot of those 170 people bought sight unseen. (Which was another problem, because a lot of times people assumed the product was downloadable, and wanted to know where the link was, etc...)
- ✕ For whatever reason, I only did 12 emails — leaving out the usual “last call” themed one.

Following are the launch emails that turned the trick. There was no pre-launch sequence getting people on a sub-list. Just one "heads up" email to let them know I was releasing the Kraken...

PRE-LAUNCH EMAIL #1 — WEDNESDAY 6:30 A.M.

Subject Line: I'm releasing the slacker kraken tomorrow

Heads up my little droogie:

Starting tomorrow and over the next 4 days I'm launching my brand spanking new "Copy Slacker" course at a fat \$250.00 discount. It's the soup-to-nuts systematized, "slacker friendly" way I've been writing ads over the past 14 years that have resulted in tens of millions of dollars in sales (collectively) between my clients and my own products. It's specifically for people who hate being overwhelmed with the process of writing ads, struggle with it, and want to write ads faster but with more success.

Anyway, do you know what that means?

It means LOTS of emails zinging your way this weekend selling it.

Lots and lots (and lots) of emails.

If'n you've been on the fence about opting out of this list, or if you are simply sick of hearing from elBenbo, I suggest scrolling down to the bottom of this email and removing yourself from the list today before I let the email monster out. Or, simply delete them on sight as they come in over the weekend. Or, if you really want to make my day, send me some nasty troll email about how I'm the devil for sending so many emails and how it "doesn't work" (those are always good for a few laughs).

Otherwise?

Stay tuned.

I release the Kraken tomorrow.

Ben Settle

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LAUNCH EMAIL #1 — THURSDAY 6:30 A.M.

Subject Line: Copy Slacker launch sale

Let's make this a quickie:

I'm launching my new "Copy Slacker" course today through Sunday at midnight (EST). It's the exact method I've used to bang out million-dollar earning sales letters very fast (in mere days instead of weeks or months) – and in a way that removes a lot of the feeling of overwhelm, stress, and frustration from writing sales letters.

Very simple.

And, very "slacker friendly."

(Thus the title.)

Anyway, there's a \$250.00 discount if you buy before the deadline.

To get the discount do this:

1. Go to <http://www.CopySlacker.com>
2. On the shopping cart use the coupon code "SLACK".

Ben Settle

LAUNCH EMAIL #2 — THURSDAY 6:30 P.M.

Subject Line: Go back in there, chill them gringos out, and tell them the Slacker will be arriving directly

Gary Halbert and Dan Kennedy "approved" copywriter Doberman Dan tells me he wants to hug me and punch me after getting Copy Slacker a little earlier than everyone else (perks of being one of my droogies)...

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I'm a copywriting junkie.

Completely insatiable.

I think an obsession like this actually qualifies as mental illness.

Whatever.

It has made me more money than I ever could have imagined. And created a dream life.

So you'd think I'd just go live on an exotic island somewhere, doing nothing but drinking Vesper martinis, playing my guitar and pushing sand into the ocean with my feet.

(Actually, I've already done that. Twice. And after the first 30 days it was REALLY boring.)

Anyhoo, I've got an entire frickin' GARAGE full of copywriting books and course. You'd think I own enough already, wouldn't you?

To be totally transparent, I was kinda feeling that way, too.

Until I saw that Ben Settle released his new "Copy Slacker" course.

I immediately told the Colombiana (my stunningly gorgeous wife)

to FedEx Ben a blank check with a letter telling him to fill in whatever amount he wanted.

THAT'S how bad I wanted... no... NEEDED that course.

I gotta tell ya, Ben's like a brother. And just like a biological brother I vacillate between wanting to hug him... and kill him.

(The dude has the unique ability to REALLY piss you off, doesn't he?)

And just like a brother, he gave me a good price.

I only received the Copy Slacker course yesterday so I've only had time to listen to two of the audios. But I can already tell this is going to make me a lot of money.

It's EXACTLY what I need for my Marketing Camelot membership. 'Cuz Ben is revealing how he uses this stuff to build his Email Players subscriber base. And make more money than most doctors. While only working a handful of hours each day.

Look, I've been writing copy for 21 years and have made millions with it.

If I need this course, what's your excuse?

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You don't have much time to get Copy Slacker at the \$250 discount.

Simply do this:

1. Go to <http://www.CopySlacker.com>
2. Use the coupon code SLACK on the shopping cart
3. Then go back in there, chill them gringos out, and tell them the Slacker will be arriving directly...

Ben Settle

LAUNCH EMAIL #3 — FRIDAY 6:30 A.M.

Subject Line: Why my clunky "amateur hour" sales letter still sell big

True story:

Back in my late teens and early 20's my dream was to be a comic book artist. And, because of that, I was always practicing. Always studying art. Always dreaming big about breaking into the comic book biz.

Only problem was, I sucked at it.

Actually, maybe "sucked" is a little strong.

I was *slightly* better than average.

And, because of that, to keep practicing and to contribute to Christmas time... instead of buying my family gifts (I was broke as a joke back then), I hand drew everyone a Christmas card in a very comic-bookish style.

Everyone loved them.

Even today, family members tell me they still keep them.

But you know what?

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If you were to put those cards (which everyone thought were so groovy) next to "for real" comic book art, by for real artists, who draw for real comics... you'd find my stuff was basically amateur hour. Yes, they were good enough to accomplish the objective (give my family a card they'd enjoy and keep), even though I drew them very fast (I'm quite the slacker at heart and don't like pouring over projects for long periods of time), and they were far from being "professional."

The point?

Fast forward to today...

And it's the exact same with my sales letters.

If you were to take any of my ads and lay them next to a John Carlton ad, or a Gary Halbert ad, or a Gary Bencivenga ad, or a David Deutsch ad, or a Richard Armstrong ad, or an ad from any of the greats... mine are pretty much amateur hour.

I put far less time into mine.

I have far less writing talent than they do.

And, I work far less harder than they do.

But you know what?

Despite that, my sales letters almost

always pull very well.

No, they're not "A list" level or even "world class" level.

But, they have accomplished things like:

- * I have a control running in the MLM niche that hasn't been beaten (including when tested against video, last I heard) in 8 years. I wrote that sales letter in about 4-5 days, I think. (Can't remember exactly, but it was fast.)

- * A headline I knocked out in about 30-seconds in the self defense niche circulated all the high traffic conservative news sites (like Drudge, NewsMax, etc – which are not cheap to advertise on) for years before the client ended up retiring.

- * A series of sales letters – each of which I banged out in a day on average – helped take a start-up golf business a few years back from \$0 to making \$200k per month (obviously the product, positioning of the golf guru, emails I wrote, and the traffic they generated had a big part of that, but the sales letters for all their various products are what closed the deal). The ironic part is, I had never even played golf before, I simply knew some short cut ways to study the market and write the ads quickly.

- * A sales letter I wrote for the weight loss niche in about 2 or 3 days converted the front-end at 40%. That's total list size vs sales volume – in arguably the Internet's most competitive niche.

- * I helped take one prominent direct sales company from nabbing a .8% response to over 1.6% response from their front end sales letter. That may not seem like a lot, but to that company it meant (collectively) many millions of extra dollars in sales to them and their members over time, and tens of thousands of dollars in commissions to me (I got paid a small % of the company's overall sales.)

* Most recently, I created a sales letter for another golf company (one I have part ownership in) that brought us \$5.85 buyers (not leads, buyers). The traffic guy says in all his years of running hundreds of traffic campaigns (he works for some of the most prolific marketers in the home business niche), he's never seen ice cold traffic convert like that.

Anyway, those are just a few examples.

All from ads I wrote very quickly and then slacked off afterwards.

And, again, if you put any of the above ads next to an A-list copywriter ad, you'd see mine are pretty much amateur hour. They may look great to some people at a glance. But, really, they are sloppy, clunky, and not very well "written."

Which brings me to the point:

This weekend I'm launching my "Copy Slacker" copywriting course that shows you exactly how I write my "good enough" ads very quickly that, while far from perfect, still pull a lot of sales.

I believe my methods can help anyone do the same.

(Newbie or seasoned pro looking for a few more tricks.)

And, until Sunday at midnight (EST) you

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can grab it for \$250.00 off.

Go here for more info:

<http://www.CopySlacker.com>

Use the coupon code SLACK to get the discount.

Ben Settle

LAUNCH EMAIL #4 — FRIDAY 6:30 P.M.

Subject Line: Shooting down the copywriting fanboys

Sometimes this gets me in trouble with the "ads need to have more benefits! benefits! benefits!" copywriting fanboys.

But, it's my contention that a story can potentially carry the entire sale in an ad even if everything else is technically "wrong" (no clear call to action, confusing copy, no benefits to speak of, weak headline, no offer, etc).

Prove it, you say?

Okay, how about these oranges:

Back in 1986 a movie called "Top Gun" hit the theaters.

Top Gun is about a couple hotshot Naval pilots given a chance to train with the "best of the best" pilots in the world at the "Top Gun" fighter pilot school. Now, whether you like Top Gun or not (I surely do dig on it), it was, in some ways, one of the highest converting "sales letters" ever created.

How so?

Couple reasons:

First...

After the movie hit the screens, Ray-Ban Aviator sunglasses

(the kind Tom Cruise's character "Maverick" wore) jumped 30+%.

That's a HUGE increase.

And secondly...

Air Force and Navy recruitment (both sometimes very "hard sells") shot through the roof.

Crazy, isn't it?

Frankly, the movie was so good at "selling" all the young whippersnappers of the day on how cool being a fighter pilot is, recruitment booths were set up inside many of the theaters it played in!

Hence, the selling POWER of stories.

And of giving people a fun, thrilling ride.

After all, there was nothing in the movie telling you to go buy Maverick's brand of sunglasses or to join The Navy. And nary a benefit is mentioned or even hinted at. Yet, the movie "sold" great hordes of people on both by selling them on wanting to be like Maverick.

So anyway, what about you?

Would you like to tell stories that sell like that?

Where, even if you screw up everything else in your ad, you still get sales

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coming in because people just can't help but want your wares?

Enter my new "Copy Slacker" product.

One of the things it covers is my story-telling methodologies that have carried many a sale for me despite my lack of world class copywriting "chops."

It's \$250.00.00 off until Sunday at midnight (EST).

Hop in your fighter jet and zoom on over here to get it in time:

<http://www.CopySlacker.com>

Use the coupon code SLACK to get the discount.

Ben Settle

LAUNCH EMAIL #5 — SATURDAY 6:30 A.M.

Subject Line: My ex-copywriting apprentice almost sticks a knife in her mom's back

Here's a story to get your goat:

My ex-copywriting apprentice once told me how, when she was in her late teens, she got mad at her mom for something. And, because she was mad at her mom, she said something bad or disrespectful about her in front of her dad. Her dad was sharpening a knife at the time, and handed her the knife.

"I want you to go in there and stab your mom in the back," he said.

"What?"

"Go ahead. Take this knife, and stab her right in the back."

"Daddy!"

"The Bible says words are as sharp as a two-edged sword. When you say something disrespectful or bad about your mother, it's just like stabbing her right in the back."

How's that for a story?

And you know what?

A good story like that can make you a lot of ye olde sales in your ads and sales letters, too, if you know how.

And you know what else?

Copy Slacker shows you 7 "newbie proof" ways to write persuasive stories that have been used to generate (literally) billions of dollars in sales in every imaginable market for every kind of product that's ever existed.

But time's slipping away, my little droogie.

The \$250.00 discount goes away tomorrow at midnight (EST).

Grab at the link below before it slips your mind, and before it's too late:

<http://www.CopySlacker.com>

(Use coupon code SLACK to get the discount)

Ben Settle

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LAUNCH EMAIL #6 — SATURDAY 6:30 P.M.

Subject Line: Copywriting lessons from a fraud

This might disturb some people.

(And I hope it does...)

Especially if you hire or follow so-called copywriting coaches.

Checky:

There's someone I know from the "scene" (sounds swanky...) who teaches copywriting as a coach but, admitted to me once (when I was going to do some business with them, and asked them to write some copy) that they're not that good a copywriter, but just really good at getting clients, and scared to death of being thought of as a fraud.

Ouch.

On the one hand, this person is tops at getting clients.

On the other, it's a dangerous spot to be in.

Reminds me of a story I heard Dan Kennedy tell about when he first got into public speaking. He was so good at marketing that a respected long time speaker took him aside and said, "be careful with all this great marketing, all you're going to do is speed up the rate at which people realize you're no good."

Yikes.

Sobering thought.

Especially if you are someone who coaches or teaches copywriting but know you don't really know what you're doing. This is rampant on Facebook, btw. Just rampant. I see it all the time. All these so-called copywriting "experts" who have never really sold anything via copy other than their own services for selling themselves as copywriting coaches.

Yes, they mean well.

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And, yes, they probably ARE great at teaching how to get clients.

But when it comes time to write an actual ad?

Well, as all the dorky Facebook clickbait links say to sucker mush cookies into clicking:

Tears! (heh)

Anyway, that's the bad news.

The good news?

My Copy Slacker product – in a little more than 4 hours – can show you how to start knocking out ads that make lots of sales and convert like gangbusters even if you suck at writing ads now, are overwhelmed with the whole process, and are insecure with the whole thing.

It's not only "slacker proof."

It's also copywriter "fraud proof" too.

But, there's only one day left to get it at a fat \$250.00 discount.

Go here to grab it while the grabbin's good:

<http://www.CopySlacker.com>

(Use coupon code SLACK to get the discount)

Ben Settle

LAUNCH EMAIL #7 — SUNDAY 6:30 A.M.

Subject Line: The most profitable headline I ever wrote analyzed word-for-word

Once upon a time, I wrote a "sleepy" looking headline that nobody (including the client) thought would work.

But, it did work.

And, not only did it work... but the client used it as his space advertising all over the Internet — including on big news sites (that cost a fortune to advertise on). He simply used the headline verbatim (tweaking maybe a word or two at most) along with an image and a call to action.

Anyway, that ad ran for at least a few years.

And, it made the client a lot of money.

(And they were already a \$30 million per year business).

Would you like to see this headline?

And, would you like to know the psychology behind what made it "tick"... and how also know how to apply that same psychology to your own headlines?

Then check ye out my new Copy Slacker product.

It's \$250.00 off until tonight at midnight (EST).

And, not only do I break that headline down, but I also rap about other headline tips, ideas, strategies, and breakthroughs including:

- * Word-for-word the single best kind of headline to use (proven in over a billion dollar's worth of testing)!
- * How to "sex up" a boring headline with just a few extra words.

* The best kind of headline to use if you're not sure what to write.

* A simple "twist" to add more pop to your headlines used by billion dollar merchandising companies.

* A secret way discovered by professional neurologists for making your headlines literally impossible to ignore.

* When you don't even need a headline in your ads (two of history's most mailed letters didn't have headlines if that tells you something).

* A secret (and free) stash of headlines written by the world's top copywriters you can study, model, and tweak for your copy at will.

* And a ho' bunch mo', Mo', MO'...

If'n you're at all interested in this product, you can still read all about Copy Slacker (and all the other tips inside, the above are just a few of the headline tips) here before the \$250.00 discount ends tonight:

<http://www.CopySlacker.com>

(Use coupon code SLACK to get the discount)

Ben Settle

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LAUNCH EMAIL #8 — SUNDAY 9:30 A.M.

Subject Line: How to shave weeks off your copywriting research time

I love me some wine tasting.

And, over in The Burgle one of my favorite wineries (Hillcrest) is owned by a savvy and extremely talented wine maker named Dyson. Last time I was there he was explaining why his wines are so good compared to many others — such as how he does everything old school still, knows the history of his grapes, often travels to Europe to study the masters, and so forth.

Anyway, he said something last time that I have never forgotten:

"The trick is

there are no tricks"

He was talking about making wine.

But, it's just as true for writing million dollar earning sales letters.

Case in point:

I was hanging out with my ex-copywriting apprentice a little while back at a pub in town here, and she was struggling with re-writing a sales letter for a client. She was stuck on "what" to say in her ad to keep it interesting and not stale (like most ads), and was experiencing all the usual overwhelm, stress, and anxiety a lot of copywriters go through in a similar situation.

"Ben, what should I do???"

"Relax ex-copywriting apprentice," I replied.

And then went on to show her a truly "fool proof" technique

I use for getting un-stuck and banging out ads (that I have used on many of my highest-converting sales letters).

The result?

In 15-minutes her ad was completely different.

It was more exciting.

More interesting.

And, yes, far more profitable.

Plus, her client (from what I hear) was one happy gringette. .

All from a ridiculously simple trick I gave her.

Now, some would ask:

"Ben what copywriting trick did you show her!"

And they'd be disappointed.

It wasn't a "trick."

Because, again, like with a master wine maker, the trick is there is no tricks.

It's simply something I do in my ads (and emails) that is so friggin' obvious it astonishes me so few others do it when doing research for their sales letters. Something that shaves days (if not weeks) off my research time. Something that is so simple, probably some people (those chasing shiny little

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"ninja secrets" certainly) will never get because it's not sexy.

Anyway, would you like to learn how to do this?

Then check out my new "Copy Slacker" product.

It's \$250.00 off until tonight at midnight (EST).

And you can get it here:

<http://www.CopySlacker.com>

(Use the coupon code SLACK for the discount)

Ben Settle

LAUNCH EMAIL #9 — SUNDAY 12:30 P.M.

Subject Line: Machine gun persuader

"...if your child or family member was abducted today, if a mad man came in, a terrorist came in, abducted your family member or your child and if I said to you I can bring your child home... does it matter how I bring them home?"

- Sam Childers

If you want a free world class copywriting lesson watch the movie:

"Machine Gun Preacher"

It's about the real life story of Sam Childers — a violent drug-dealing biker and ex-con who converts to Christianity, goes to east Africa to help rebuild homes destroyed by civil war, and becomes a crusader for the Sudanese children who are being tortured, raped, sold into slavery and forced to become soldiers. (Amnesty International estimates over 400,000 murders and 40,000 abductions per year). The "machine gun" part comes in when he starts leading armed missions into the

enemy territory to save these kidnapped children.

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The movie is brilliantly written.

Brilliantly acted.

And... brilliantly persuasive.

Here's what I mean:

The first time I saw it I wanted to donate to Sam's "Angels Of East Africa" organization (which operates ONLY on donations – no government or political assistance). The sheer horrors of what these kids experience is chilling. And, as violent as the movie is, it still falls WAY short of showing the hell that's really happening to these kids.

And yet, I saw no call to action.

No URL plugged.

(Unless I missed it.)

The STORY alone got me looking it up online so I could donate to Sam's organization that very night.

Thus, the power of stories.

People are "hardwired" to be persuaded by stories.

The world's greatest trial lawyer (who hasn't lost since 1969) Gerry Spence says stories is one of his big advantages in the court room when tens of millions of dollars (and even

peoples' lives) are at stake, and was even once accused of hypnotizing a jury when he was simply telling stories.

Even memory training experts will teach you to use stories to remember facts because our brains like stories.

And, reality is, if you learn how to tell stories in your sales letters the way I teach, you can make sales even if you suck at "writing."

Case in point:

Stories is one of the main "weapons" I've used to creating winning ads even when my ads weren't the "best written" and when selling in markets rife with better trained copywriters than me. It is, for example, how I knocked out an ad in about a day that got a start-up golf company I partner in \$5.85 buyers to ice cold leads (our traffic guy said in all his years running traffic tests, he's never seen that in a market like that). It's one of the reasons why Ken McCarthy (founding father of Internet marketing as we know it) said I'm the only copywriter he's ever hired and been happy with. It's also one of the reasons Jeff Lerner (one of the top ranked home business owners on the planet) said I understand buyer psychology better than anyone he's ever worked with, and the list goes on.

I can show you exactly how I do this, too.

It's not nearly as complicated as you might think.

And, I daresay, it can save you a lot of time.

Speaking of time:

You got mere hours left before the \$250.00 Copy Slacker discount ends.

Grab it here at the discount while you still can:

<http://www.CopySlacker.com>

(Use coupon code SLACK to get the discount)

Ben Settle

LAUNCH EMAIL #10 — SUNDAY 3:30 P.M.

Subject Line: When you feel a tingle in your balls, you're about to get kicked in the nuts

Many moons ago I wrote ads so awful some clients laughed at them.

I kid you not, either.

For example:

When I was just getting started I used direct mail to contact companies I was already buying things from. And, one of the companies I sent a letter to was a company big into setting up corporations and asset protection.

My offer was to write for "free", I only wanted to be paid on the sales.

Anyway, the founder of the company gave me a call.

He told me he loved my offer.

And, he said he was, an old direct response guy, and my offer was perfect for him.

Yes, your pal elBenbo was excited!

Finally a non-flakey client who actually

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"got" direct response!

So I started gearing up to do some biz'niz with the guy when I got a weird call out of the blue from someone at his company. Apparently, about 4 or 5 days after we talked, he decided to retire and leave the company to his daughter. The chick who called me from the company broke the news and told me she was on the "sales letter committee" (ugh) for the seminar I was supposed to write an ad from.

I didn't know this for what it was at the time.

I was still a raw noob.

But, even then, I had a sinking feeling in my stomach.

And, every instinct told me to walk away.

It reminds me of something comedian Dante Nero says on his podcast, "if you feel a tingle in your balls, that means you're about to be kicked in the nuts." In his case, he's talking about guys dating girls who get a vibe from those chicks that something is off. But, it applies to dealing with would-be clients, too.

So what happened?

I naively took the gig anyway.

I sat in on their dorky little conference calls.

And, I wrote the ad using the info they gave me, listened to the new owner (the guy's daughter) brag about how great she and her team were, and did my best to write an ad using the very limited info they gave me.

The result?

I will never know.

They never ran my ad.

The lady and a couple of her cackling yes-men even snickered and laughed at it, while telling me I needed to learn more about to write "killer" copy, and there was nothing "new" in the ad, and some other babble.

It pissed me off of course.

But, in a way she was right.

There was nothing "new" in it (all the info they told me was the exact same stuff they taught the year before). But, had I known then what I know now about research, I would have knocked out a completely different ad that would have been 100x's better, even with the limited info she gave me. (And, I would have known now to get way more info out of her, too).

Anyway, humiliation is a powerful coach.

And, I learned my lesson well.

In fact, it wasn't long after that when I systemized a way of doing product research (with a lot of help from some other smart copywriters over the years observing how they do it). It's also something I teach in my new Copy Slacker product.

For next few hours you can still get it at a \$250.00 discount.

More info here:

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<http://www.CopySlacker.com>

(Use coupon code SLACK to get the discount)

Ben Settle

LAUNCH EMAIL #11 — SUNDAY 5:30 P.M.

Subject Line: Why you should treat your customers like criminal scumbags

If you ask 9 out of 10 copywriters what they want to know for making more sales, they'll ask you about all the best copywriting tricks, tactics, and techniques.

But, they are asking the wrong questions.

That's like asking an FBI agent what's more important – being able to shoot a criminal in the eye from 200 feet away... or knowing how to profile a criminal so they know where that criminal will be, what their next move is, how they think, and the best way to catch them.

Obviously, I'm not saying to call your customers criminals.

(Context, babycakes, context...)

But, if you know how to "profile" your customers like lawmen do... so you know everything about your customers psychologically, emotionally, and even physically... you can make lots of sales regardless of how good your "writing" is.

You'll know exactly what they want.

Exactly what to say to them.

And, exactly how to deliver your message in the most "sales friendly" way.

Anyway, that's one of the things Copy Slacker shows you: How to "profile" your market like this so you know more about them

than their own mothers. You'll be so in touch with your market that if they so much poop at the same time each day you'll know about it.

(Okay, maybe you won't know not THAT much, but you get the gist...)

We're getting down to the last few hours of the \$250.00 discount.

It ends at midnight (EST).

Read more about Copy Slacker here:

<http://www.CopySlacker.com>

(Use coupon code SLACK to get the discount)

Ben Settle

LAUNCH EMAIL #12 — SUNDAY 7:30 P.M.

Subject Line: Fake cocaine does the copy good

A strange (but true) advertising story:

Many years ago, the late, great copywriter Gary Halbert was hired by Entrepreneur Magazine as a consultant. And he wrote an ad for one of their products and said he packed it full of bullets. But, there was one bullet he said created such a flurry of buyers that calls came in for almost a YEAR afterwards to buy the product.

What was the bullet?

notes

* FAKE COCAINE: a legal substitute that fools almost everyone!

The point?

There have been expensive (very expensive) products sold to people who didn't even know those products existed 5-minutes earlier because of a single bullet buried in an ad that created an itch that just had to be scratched.

And you know what?

I've gotten testimonials about my bullets from everyone from one of the Internet's earliest affiliate marketing "pioneers"... to one of the world leaders in the direct marketing/biz opp industry... to the "founding father" of Internet marketing... to countless others who've confessed my bullets alone "got them" to buy from my ads.

And you know what else?

Copy Slacker shows you 12 ways to write bullet points that "seep" right into your reader's psychology and makes it hard for them to sleep until they buy from you.

It also shows other bullet tricks like;

- * Where to put your two best bullet points for maximum sales.
- * The "loop effect" bullet point secret that one prominent copywriter once told me put him in a "trance".
- * How to write bullets that keep people mentally "off balance" and unable to stop reading (even if they want to).
- * A secret way of using an ordinary home telephone to write bullets dripping with sell.
- * And more...

For the next 2 hours Copy Slacker is \$250.00 off.

Hurry and grab it here while you can:

<http://www.CopySlacker.com>

notes

(Use coupon code SLACK to get the discount)

Ben Settle

P.S. Another thing you get if you order tonight is 4 additional hours of audio/video content where I analyze my top-selling sales letters (spanning multiple markets, not just in the "how to make money online" markets) sentence by sentence.

These bonus trainings alone are worth many times the price.

But, you can get them with Copy Slacker and at a \$250.00 discount if you grab everything tonight at this link:

<http://www.CopySlacker.com>

(Use coupon code SLACK to get the discount)

(So many sales cut it short due to inventory and speed of delivery)

EXHIBIT F:

Golfing Fanatics Launch Emails

Following emails were for a soft launch for a golf niche business I partner in. Some facts to keep in mind when you study them include:

- x According to one of my partners in the business (who has been running traffic and testing 100's of offers for several years), we got \$5 buyers (from the emails and sales copy I wrote for it). He also says he had never seen anything like that before.
- x Granted, a lot of its success was because of the offer and quality of traffic/leads. Going by the old school direct marketing rule of 40/40/20 — 40% is the lead quality, 40% is the offer, and only 20% is the copy — the emails certainly helped maximize that 20%..
- x The list was made up of a mix of cold paid traffic and a Facebook fan page.
- x The Facebook fan page was especially useful for generating the USP (unique selling proposition) for this offer — as we were able to test it informally well before the launch (a fan page is a great “acres of diamonds” a lot of people don't utilize).
- x At the time, the deal was heavily embedded with proof and credibility via some high quality golf pros we were partnering with — but those relationships fell through. When we re-launch again, I will have to swap out those emails with something else.
- x I didn't do any pre-launch emails for this, we simply opened the doors and started selling.

All in all, we were pleasantly pleased.

You can study the email sequence starting on the next page...

**LAUNCH EMAIL #1 — THURSDAY 12:01
A.M.**

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**Subject Line: Golfing Fanatics doors
swung wide open**

The "Golfing Fanatics" online private
club doors are open.

Until Sunday, March 29th at the stroke
of midnight (EST) or we reach our
membership capacity (whichever happens
first) you can get in free for the first
30-days, and it's only \$15 per year if
you decide to stay. That way, you can
check things out without pressure —
including taking advantage of all the
"perks" (like being eligible for free
golf equipment, clothing, gadgets, etc),
use all the PGA pro training inside,
and hang out in the forums and talk with
other golfers.

You don't risk anything.

(We take all the risk.)

Worst case:

You walk away with free golf "goodies",
get some great free training, and make
this game we all love so much a little
less frustrating and a lot more fun.

But, these spots will fill quickly.

So if you're interested, you can't put
it off.

Details are here:

<http://golfingfanatics.net/club>

Marty McDonald

"The Most Connected Man In Golf"

LAUNCH EMAIL #2 — THURSDAY AT 2:00 P.M.

Nobody cares about your hole-in-one

I was playing golf with one of my friends last year who has a 15 handicap and is the first person to tell you he's not all that good.

In fact, he almost always loses when we play (even when we play with people who have only been playing a short time). But he always has fun, he loves the game, he's getting better, but at best I'd say he's a below average golfer.

Or so I thought.

When we played last year, he stepped up to a par 3, decided to tee off with his 9 iron as almost a joke just to see what would happen and...

He aced it!

One of the few hole-in-ones I ever saw up close.

He started jumping up and down, pointing, I thought he was going to break down and cry he was so excited.

It was a beautiful moment.

But, kind of sad, too.

Why?

Because we went afterwards for a couple beers, talked about it, and since I'm his only friend who plays golf, he's got nobody else to tell. He goes home, tells his wife, but she hardly

even knows what a hole-in-one is and was pretty much like, "that's nice..." Same with his friends and co-workers. He's got nobody to talk to about it. He's not part of a country club with that camaraderie. Nobody cheering him on asking him to tell them about it.

Nobody caring one way or the other.

But, useful, in a way, too.

Because it was one of the things that made me want to start our Golfing Fanatics online club. It's built around the fact that as golfers, even though there are 40 million of us, most of us really don't have a big group of friends to brag to, tell stories to, or just hear us out. Nobody to talk with about our passion.

That's why Golfing Fanatics is designed as a REAL club.

(Just online)

This isn't just a "forum" or message board.

Nor is it a soulless website with a "contact" button.

We're all in there, helping each other out, hearing what's going on with our games, giving each other tips and ideas and leads on great products, courses, teachers, and get aways. It goes beyond getting our members free

notes

brand name equipment and accessories... or learning from the top PGA Master Professionals who walk the earth... or getting great deals, discounts, and opportunities to golf in top rated courses.

At the end of the day?

It's about YOU.

And all of us connecting about our passion we spend so much time thinking about and playing.

Anyway, the doors opened today.

But, there's no time to dawdle if you want in.

We're capping membership at 3,200 people.

These spots will go fast (over 30k golfing fanatics Facebook fans are checking the site out right now, as you read this), as well as people telling all their friends about it.

Plus, you can even join free for 30-days.

But time is short.

And these spots are already going fast.

To grab your spot, go here:

<http://golfingfanatics.net/club>

Marty McDonald

"The Most Connected Man In Golf"

LAUNCH EMAIL #3 — THURSDAY, AT 10:00 P.M.

Subject Line: The Golf GOD has arrived

A quick reminder:

The Golfing Fanatics private online golf club doors have opened. Until Sunday at midnight, you can get in free for 30-days. This club gives you all the benefits (and more) of a fancy \$50k per year club... for just \$15 for the entire year.

But, we're limiting it to just 3,200 people.

(With over 30k Facebook fans checking the site out, these are going fast.)

Details here:

<http://golfingfanatics.net/club>

Marty McDonald

"The Most Connected Man In Golf"

LAUNCH EMAIL #4 — FRIDAY 9:00 A.M.

Subject Line: How golfers can tame their selfish wives without getting hit with a frying pan

Couple months ago I asked my Facebook page fans:

"If money was not an issue,

What would change in your Golfing Life?"

The most popular answer?

Traveling the country (or world!) playing the best top rates courses.

That's been a big dream of mine for a

notes

long time too.

My buddies and I are always wanting to go to the top 10 courses, drop money like a player on a roll in Vegas, and not have to worry about the money coming out of the family budget or taking out loans. My married golf buddies really have it hard because they can never justify the expense from the family budget, and have a hard time convincing their wives to let them go spend the mortgage and electric bill money on a round of golf at Bandon Dunes.

Can you believe how selfish those wives are?

Not wanting to be homeless and wanting hot water?

Anyway this is one of the big perks set up in the Golfing Fanatics online private club. We're putting deals together with various top courses where we can offer our members huge discounts on everything.

It's like going to a 5 star hotel and paying 2 or 3 star prices.

More:

We're not just doing this in America.

In the not-too-distant future we'll be getting you huge discounts on playing courses all over the world -- like Scotland, Ireland, Australia, and so on.

I didn't even think this was possible a year ago.

But it's all coming together nicely.

That's the good news.

The bad news?

We have to limit membership to 3,200 people.

(And those spots are filling fast even as I write this.)

We opened the doors yesterday and, they close at midnight Sunday (or when we hit 3,200 -- whichever happens first). People who join (it's free the first 30-days and only \$15 for the year after that, if you decide to stay) get benefits and "perks" normally reserved to rich guys who join \$50k per year clubs.

(Like free demos, equipment, PGA training, etc)

There's also forums inside.

(On all kinds of topics.)

Free videos from PGA Master Professionals.

And, a community of golfers who love the game, all exchanging ideas, telling stories, listening to each other, helping each other, and just having a great time.

To grab one of the limited spots left, go to:

<http://golfingfanatics.net/club>

Marty McDonald

"The Most Connected Man In Golf"

LAUNCH EMAIL #5 — FRIDAY 2:00 P.M.

Subject Line: Arnold Palmer whacks the naysayers

Last month, I read an article Arnold

notes

Palmer wrote about the state of the game. He was making the argument that while, yes, the game has had some setbacks and problems for a couple years, most of the talk of golf dying was simply hype and not true.

He made a great case, too.

But, not everyone agreed with his cheery outlook.

One of the guys in the comments said:

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Taylor Made saw a -36% drop in Sales. They Closed a Golf Manufacturing Warehouse in Texas this year. Dick's Sporting Goods has Kicked Golf to the Curb and Out of their Stores for the Most Part in favor of Children's Clothing which is more Profitable. They layed off or Fired 800 Golf Professionals. The Masters had the Worst TV Ratings since 1957. Golf TV Ratings are Down Over -30% in 2014 for the Year. More Courses are Closing than are Opening by the Hundreds each Year.

Arnold is in Denial!

Golf is Dying!

Keep those Resumes Fresh!

====

I don't agree golf is dying.

(Just the opposite.)

But, the commenter had a point when he said the equipment manufacturers are having a tough time. And it's one reason why they are always doing demos and giving free golf clubs, equipment, bags, gadgets, etc away to people who belong to high end private golf clubs. That's how they market themselves and they rely on people to use their products, show it off to their friends, and spread the word.

And guess what?

notes

This is GOOD news for you.

Here's why:

I've been talking to a lot of people at various manufacturers to secure deals and free equipment for our recently-launched Golfing Fanatics online private club. And, they readily admit they really need the loyalists like us to use their equipment and spread the word about them. That's the "loophole" we're using to make our members eligible to have the opportunity to get everything from high end golf drivers and putters... to name brand golf balls, gadgets, and clothing... to access to tee times at the best courses around the world (not just in America, we're thinking *global*)... and all at huge discounts so even the most penny-conscious person won't have a problem going.

The price to be eligible for all these perks?

Well, if you join by Sunday at midnight... it's free for 30-days.

(And only \$15 per year after that if you stay after 30-days.)

Let's face it:

Even a bum on the street rattling a paper cup can afford that.

And I mean that literally.

But time is short -- and the limited spots are filling quickly.

Between the 30k Facebook fans and thousands more from around the Internet seeing the offer right now (as I write this email, we have hundreds of visitors looking at the site, I can see it in the real time stats)... the 3,200 spots won't last much longer.

And, either way, we close the doors Sunday at midnight.

If you want in, go to this link:

<http://golfingfanatics.net/club>

Marty McDonald

"The Most Connected Man In Golf"

LAUNCH EMAIL #6 — FRIDAY AT 10 P.M.

Subject Line: Friday night golf virus

Another courtesy reminder:

The Golfing Fanatics doors are closing soon.

This private online golf club gives you all the benefits, perks, freebies, training, and experiences of a \$50k club, but for less than the cost of a sleeve of golf balls. Best part is you can join free for 30-days. That means you can be eligible for free golf equipment, gadgets, apparel... download free advanced PGA Master Professional training videos... use the forums and advice... and more, all without paying for anything.

Test us out, and put our feet to the fire.

That way there's no pressure on you whatsoever.

Well, that's not exactly true.

There IS one bit of pressure.

And that is, we're capping membership at 3,200 and closing the doors Sunday at midnight. With over 30k Facebook fans reading the page now, and hundreds more finding us as word spreads like a virus about what we're doing (this site is getting the attention of some of the most respected names in golf), those spots are going fast.

There's simply no time to lose.

You can see what the fuss is about here:

<http://golfingfanatics.net/club>

Marty McDonald

"The Most Connected Man In Golf"

LAUNCH EMAIL #7 — SATURDAY 9:30 A.M.

Subject Line: How to get free PGA Pro lessons

While back, a buddy and I were talking about PGA Master Professionals, and the rigors a professional has to go through to attain this status.

There are just over 300 of them in the world.

(Out of 40 million golfers).

But what I didn't realize was, how hard it was to get the credential.

In fact, I asked my friend and PGA Master Professional John Dunigan about

notes

what this was like, and he looked at me like like someone who'd just undergone an autopsy and was now being asked to explain what the experience was like.

Maybe it wasn't THAT bad.

But, it sounded pretty brutal.

Anyway, John says he had to go through rigorous training in front of a panel of Top 100 Teachers and present his approach to the game and then defend it, with the Top 100 Teachers (who have probably seen thousands of different golf approaches and philosophies) challenging everything he said and forcing him to prove his methods work.

In John's case, he passed with flying colors.

(In the live lesson portion of the program, Brad Redding, a long time member of the Top 100, told him: "you blew us away with the lesson!")

Anyway, here's why I bring it up:

John Dunigan is one of the PGA Master Professionals who has signed on to contribute content and instruction in the membership side of the coming Golfing Fanatics private online club. John is not only a PGA Master Professional, but is a Golf Digest Top Teacher in PA, coaches one of the Tour's fastest rising Championship winners, and is also a 2013 US Kids Top 50 Teacher, 2012 PGA Philadelphia Section Junior Golf Leader, and 2008 PGA Philadelphia Section Teacher of the Year. He was also named to Rick Jensen's Certified Coaches position, was added to BodiTrack Advisory Staff in 2013, and is one of the most in-demand golf coaches on the planet -- with a waiting list of students who pay him almost \$200.00 per lesson.

Point is, he's a busy man currently training a Tour Player.

But, he makes 3 PGA Master Professionals on board.

(With several others to be announced.)

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And Golfing Fanatics members get to learn from him via the membership site free. Not only do you get access to the *only* private online golf club that gives you all the perks of a \$10-50k per year private club (including free brand name equipment, apparel, gadgets, etc)... but you get access (via videos) to some of the best-of-the-best golf lessons on the planet, from PGA Master Professionals.

There's actually a lot more "goodies" inside.

You can read about them all here:

<http://golfingfanatics.net/club>

The doors close tomorrow at midnight.

If you're interested, check it out today.

Marty McDonald

"The Most Connected Man In Golf"

LAUNCH EMAIL #8 — SATURDAY 2:30 P.M.

Subject Line: Play golf without back pain

True story:

Last Spring a friend told me about a golf coach who specializes in helping golfers riddled with back, shoulder, hip, or knee pain play again. This

coach's "body friendly" methods work so well, they have been endorsed by multiple world-class orthopedic surgeons, chiropractors, bio-chemists, and 2 major medical research universities.

(He's even helped people with broken necks play again!)

Plus, not only can they play again, but a lot of these guys swear their swing is longer and straighter, too.

Anyway the coach's name?

Don Trahan

(Called "The Swing Surgeon")

Don is a PGA Master Professional (only a handful of people on the planet have ever made this status) and coaches his son and Tour Pro DJ Trahan (who won the 2006 Farm Bureau Classic and 2008 Bob Hope Chrysler Classic winner, took 4th at the 2008 US Open, and has featured in the top 100 of the Official World Golf Rankings). Don has also taught his unique methods on The Golf Channel, Golf Digest, Golf Week, Golf Tips Magazine, Men's Fitness, Golf.com, The Boston Globe, Executive Golfer, Senior Golfer Magazine, PGA Magazine and more.

Anyway, here's why I'm writing about this:

Don Trahan has also agreed to be one of the featured instructors in our Golfing Fanatics online private golf club. Don's been hard at work the last couple months making videos inside and members will be able to access these (and all the other trainings we are including) right away. This is in addition to all the other perks -- like being eligible to access free brand name equipment, gadgets, gear, discounted vacations at top courses, and so on.

(And more goodies we're cooking up, more on this soon.)

But, here's the thing:

Tomorrow is the last day to join.

We're capping it at 3,200 people or by tomorrow at midnight (whichever happens first). That means the doors could close as early as today (the last spots are going quickly).

But no matter what, by tomorrow night.

So no time to dawdle.

If you want in (it's free for 30-days)... if you want to be eligible for free brand name golf clubs, equipment, apparel, gadgets and other goodies... if you want to be part of a real club experience without paying through the nose... then go to this link right here:

<http://golfingfanatics.net/club>

See you on the other side...

Marty McDonald

"The Most Connected Man In Golf"

LAUNCH EMAIL #9 — SUNDAY 12:00 A.M.

Subject Line: Saturday night golf fever

A heads up:

The Golfing Fanatics doors close today at midnight -- just 24 short hours from now. People are joining at fever pitch with the deadline looming. We will probably hit the 3,200 member limit before midnight tomorrow.

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So if you are interested, check this link out while it's still up:

<http://golfingfanatics.net/club>

Marty McDonald

"The Most Connected Man In Golf"

LAUNCH EMAIL #10 — SUNDAY 5:00 A.M.

Subject Line: PGA Pro uses whip on students

Last year at a PGA event, I met a crazy golf pro who carries a whip.

(Literally, a long, *cracking* whip.)

When I asked him why he carries a whip he says it's to whip his students' golf games into shape. (I almost thought he was going to say, "to whip my students when they mess up", shows where my mind is at...)

Anyway, his name is Lou Guzzi.

He's been on the Golf Channel a lot lately.

He's also PGA Master Professional, Golf Magazine Top 100 Teacher, 2013 National PGA Teacher of the Year, Golf Digest "Best Teacher in your State" winner, and National PGA Instruction Committee member. Lou also writes GOLF Magazine instructional articles. And, he has taught on GOLF.com, ABC, Channel 6 Action News, CBS (on Sports Zone), Comcast CN8 Sports (he's Director of Instruction on their Inside Golf TV show), and Golf Talk Live Radio (he's their Official Director of Instruction, too). He's also a frequent speaker for the PGA of America and is easily one of the most trusted and respected voices in the industry.

What does this have to do with you?

Why should you care?

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Probably you shouldn't.

That is, unless you are wanting to join the Golfing Fanatics private online club -- where he's been busy shooting all kinds of videos for improving your game -- regardless of where you're at now.

He's one of the 3 PGA Master Professionals contributing.

And, we have more on the way.

This is high level, normally very expensive golf instruction. To get this kind of access to someone who spends so much time on TV (Golf Channel, et) and in the media is pretty rare.

Something to think about if you're on the fence.

Not only are you eligible for free brand name golf equipment, discounted tee times at tip courses, apparel, gadgets, and other demos and "goodies", but you get the best golf education you can get, at a price so low it's just ridiculous.

(Free for first 30 days, \$15 per year after that.)

But you can't put this off.

The doors close tonight at midnight.

(Maybe sooner, we're almost at the 3,200 member limit.)

You can see if you're eligible here:

<http://golfingfanatics.net/club>

Marty McDonald

"The Most Connected Man In Golf"

LAUNCH EMAIL #11 — SUNDAY 12:00 P.M.

Subject Line: How to get free brand name golf equipment

An explanation is long overdo on this:

For over a year my golfing friends have been asking how it can be possible to get access to free brand name equipment, golf clubs, clothing, tee times, PGA coaching, etc so inexpensively.

It's a good question.

And the answer is:

It's actually pretty easy.

I first stumbled across how to do this while talking to this guy I know in the golf industry early last year. I was telling him how I was looking for a new putter. Without even flinching, this guy said he'd send one out to me by FedEx. A few days later I got a knock at the door. There was a package with over \$1,000 worth of putters on my doorstep.

"How much do I owe you?" I asked.

"Nothing. It didn't cost me anything. Not even shipping."

I asked how that is even possible.

And he starts telling me how he gets this stuff free all the time. I (naturally) asked him how he does it and, it was like a rabbit hole.

Suddenly I'm getting all this free equipment.

Free apparel.

notes

Free gadgets.

You name it, it's coming in free.

Anyway, over the past several months I've been experimenting with this, making key connections in the industry, talking with manufacturers, and attending PGA conferences and events.

Long story short:

My business partners and I have this down pat now.

And so that's what we'll be doing for "Golfing Fanatics" members. (In fact, right when you sign up -- and it's free for the first 30-days -- we get your information so we can help you start getting free stuff. Usually, you'd have to pay thousands per year to a private club to get this kind of access. But we can get it for you for chump change.

So it's really not that big a deal.

You should have to have the right connections.

(And know how the game works.)

Which we do.

And that means, our members benefit from it all.

But the doors close in 12 hours.

After that, it's too late.

If you want in, go to this link immediately, while you can:

<http://golfingfanatics.net/club>

Marty McDonald

"The Most Connected Man In Golf"

LAUNCH EMAIL #12 — SUNDAY 3:00 P.M.

Subject Line: Died and gone to golfing cheapskate heaven

What did the bird say when flying over a golfer's head?

"Cheap! Cheap!"

Hey, we can't help it.

Golfing is expensive, and a lot of us have to cut corners and cheap out on other things (I know I do) in order to squeeze an extra round each week. It's just the way it goes in this sport.

Anyway, here's why I bring it up:

Golfing Fanatics is like cheapskate heaven.

Not only is it free to join for 30-days (and only \$15 per year after that, ooh), but the second you sign up you're eligible to get all kinds of free *brand name* equipment and accessories: Like clubs, bags, apparel, gadgets, hats, balls, and more.

All free.

And, yours for the taking.

More:

You also get free PGA Pro training.

Try asking your local Pro if he'll make you videos and watch them for free.

Chances are he'll laugh you out of the club house.

But when you join Golfing Fanatics,
you can immediately watch and learn
from some of the world's most respected
PGA Master Professionals -- including
coaches who teach Tour Players.

There are also the travel discounts.

And Tee time discounts.

And the list goes on...

To read about all the benefits you get
free for 30-days (and a "whopping" \$15
per year after), go here while the site
is still up:

<http://golfingfanatics.net/club>

But we're taking it down in a few hours.

Hurry.

Marty McDonald

"The Most Connected Man In Golf"

LAUNCH EMAIL #13 — SUNDAY 5:00 P.M.

Subject Line: 7 hours left

Just 7 hours left to join Golfing
Fanatics.

Not only are hundreds of golfers are
already (as you read this) inside
signing up for free brand name
equipment, apparel, gadgets, etc...
but we've partnered with some of the
most respected PGA Master Professionals

notes

(there are only about 300 on the planet, out of 40 million golfers -- the best-of-the-best coaches), including a couple who train Tour Players.

But time is short.

This site comes down later tonight:

<http://golfingfanatics.net/club>

Marty McDonald

"The Most Connected Man In Golf"

LAUNCH EMAIL #14 — SUNDAY 7:00 P.M.

Subject Line: 5 hours left

Golfing Fanatics doors close in just 5 short hours.

If you want all the perks, benefits, demos, free clubs & apparel, and other "goodies" you can only get at a \$50k per year private club... for a mere \$15 (and free for the first 30-days), go here before we take the site down and while it's hot on your mind:

<http://golfingfanatics.net/club>

Marty McDonald

"The Most Connected Man In Golf"

LAUNCH EMAIL #15 — SUNDAY 9:00 P.M.

Subject Line: 3 hours to go

Just a few hour left until the Golfing Fanatics closes its doors. Members are eligible for free clubs, equipment, gear, apparel, PGA Pro training, and all the perks you can only get at a \$50k private golf club.

It's free the first 30-days.

You can still get in if you hurry and go here:

<http://golfingfanatics.net/club>

Marty McDonald

"The Most Connected Man In Golf"

LAUNCH EMAIL #16 — SUNDAY 11:46 P.M.

Subject Line: Last call for golf-o-hol

This is it - last call to get into Golfing Fanatics.

The doors close in 14-minutes.

If you act before then you can get in free your first 30-days, and for only \$15 for the entire year after that. This is the only website on the planet that gives you all the perks, demos, free brand name equipment, travel discounts, tee times, and PGA Pro training of a \$50k per year private club, for mere pocket change.

But this is your last chance.

There are only a few minutes left.

Here's where to go:

<http://golfingfanatics.net/club>

Marty McDonald

"The Most Connected Man In Golf"

notes

P.S. Also, one more thing:

I realize some people are reading this on their smart phones.

And maybe you're stuck in an airport or somewhere where you cannot get a secure connection to the Internet. If that is the case, just reply to this email in the next few minutes (before midnight) and if I get it before the deadline, I'll send you a special link to order from when you get back to your computer.

See you on the other side...

EXHIBIT G:

Email Client Machine Launch Emails

My Email Client Machine launch was one of my more recent ones (as of the writing of this book...) It follows the Affiliate Launch Copynomicon structure and format exactly as taught in the beginning of this book.

- ✕ This launch nabbed a lot of back end sales. If you structure your product launch 1-click upsells so they complement the product being launched (like this one did), you will automatically increase your back end sales and overall profits.
- ✕ This sequence contained several “recycled” emails — including emails I’d written as far back as 8 years earlier for other “how to get clients” offers. I simply tweaked them for this offer. There is no need to re-invent the wheel with a launch if you don’t need to. If you had emails selling similar products in the past that worked, throw them in the sequence. When you deposit the money from your product launches at the bank, the banker isn’t going to penalize you based on how many original emails you wrote...
- ✕ I have noticed throughout the years, people sometimes get “midnight” confused. So in this launch, I changed the deadline to 11:59 p.m. which eliminated a lot of that confusion for people. Doesn’t necessarily help sales. But, it did get rid of some frustration and wasted time having to answer peoples’ questions about when the launch ended.
- ✕ I didn’t use any pre-launch emails for this. In fact, the 4 days prior to it, I sold my 10-Minute Workday program which is about how to be your own client (client-less copywriting — the opposite of this kind of product). By launching this right after, I figured I would have a nice contrast effect going on.
- ✕ This launch got zero people complaining about too many emails, but #5 did garner a complaint about the content (if you don’t get complaints every now and then, you’re simply not marketing hard enough, in my experience).

Go to the next page to read the launch, and make notes along the way...

LAUNCH EMAIL #1 — THURSDAY 6:30 A.M.

Subject Line: Freelancers need lovin' too

A heads up for freelance copywriters:

From today through Sunday, April 8th at 11:59 p.m. (EST) I am offering my new "Email Client Machine" product at a \$100 discount.

You can read more about it here:

<http://www.EmailClientMachine.com>

Ben Settle

P.S. Yes, I know I just spent the last few days yapping away about how great being a "client-less copywriter" is.

But, freelancers need lovin' too..

LAUNCH EMAIL #2 — THURSDAY 6:30 P.M.

How to "arrange" it so you're never beholden to one client

"Email Client Machine" customer Kenneth Turnbull reports the power of the product (on sale for \$100 off until Sunday, April 8th at 11:59 pm EST), and how it will keep him from relying on any one client:

Hey Ben. Just wanted to say thanks.

I picked up the email client machine back when you did your email players Christmas sale for it. Since then, I've only implemented a handful of the goodness you teach in there so far, but the results have been plentiful.

Before I was aimlessly going from one gig to the next, not really knowing where my next client would come from. Now, my

schedule is booked up with copywriting work for the next few months, all with clients who I enjoy working with.

And I'm currently in the process of building up a wait-list so if I'm never beholden to any one client.

Thanks a bundle.

Kenneth

--

Here is where you can get it for \$100 less than it will cost after it launches:

<http://www.EmailClientMachine.com>

Ben Settle

LAUNCH EMAIL #3 — FRIDAY 6:30 A.M.

Subject Line: The secret list that has clients salivating over you

One of the best things a freelance copywriter can do is, arrange it so you have so many clients wanting to hire you, that you have to create a waiting list.

There are both psychological and obvious practical reasons for doing this.

Psychologically, it tells would-be clients you're high value.

(Which means higher fees, less

notes

interference, more faith in you, and a host of other benefits.)

Plus, there's a social proof thing going on:

Just like girls don't want a guy nobody wants ("... what's wrong with him?") a lot of clients don't really want to hire someone nobody else wants to hire. On the other hand, the fact you're so in demand, with clients competing for your time, then you are automatically more desirable.

(Regardless of ability, in too many cases.)

And practically, it means job security.

Think of it this way:

Let's say you are booked solid with clients. The sun is shining, the pigeons are crowing, and you're basically in copywriting hog heaven. Then, for whatever reason, one of your clients drops out. Maybe they went out of business. Or maybe they found someone they think is better. Or, maybe they're just flakey?

Whatever the case, there's no need to panic.

That is, if you have a waiting list.

Because, all you do is send an email to them that says something like:

"I have an opening for another client. But, it's first come, first served. With over 45 potential clients opted in to this special list, that spot could vanish before the hour is through. Here's how to contact me..."

Yes, it takes time to build a waiting list like this.

But, maybe not nearly as long as you think.

And, once you do, I think you'll find a lot of financial stress vanishing.

To learn how to build this kind of
freelance business by writing just one
email per day, then go to the link below
and grab your copy of The Email Client
Machine before the deadline:

(Sunday, April 8th at 11:59 pm EST)

<http://www.EmailClientMachine.com>

Ben Settle

LAUNCH EMAIL # 4 — FRIDAY 6:30 P.M.

Rent's due

There's this chick I don't know (only
connected with on Flakebook) who used to
(before getting married) have a sort of
"harem" of guys in New York.

And, these guys would literally pay for
her lifestyle.

For example:

One of them used to pay her rent.

And, whenever her rent was due, she
would simply send the guy a text saying:

"Rent's due."

And nothing else.

Then, the obedient little mush cookie
would send her the rent money.

A bit low class, in my opinion, that
she took advantage of guys like this.
(Then again, the schlubs are offering to

notes

do it, so I can hardly blame her.) But, what is not low class of her is, when she custom designs certain female clothing. Apparently, she's one of the best in the business. And, she doesn't like it when her clients either don't pay or are late. When they are, she rants about such types of customers on Flakebook and says the same thing:

"Rents due!"

I always get a kick out of that.

Anyway, I know a lot of freelancers can relate.

Getting the clients is one thing.

Doing the work is another.

But, getting paid (and on time) is a whole other challenge sometimes.

Enter the Email Client Machine:

(On sale at a \$100 discount this weekend)

I don't teach you how to price yourself.

(Way too many variables for that for each individual copywriter/client relationship).

But, what I do teach you is, how to use email to get the best kind of clients who don't play shenanigans with paying coming to you, usually 80% sold already before even talking to you.

That was my case when I did freelancing, at least.

And, I believe it can do the same for you.

Anyway, deadline to get it at a \$100 discount is Sunday, April 8th at 11:59 pm (EST).

Here is the link:

<http://www.EmailClientMachine.com>

**LAUNCH EMAIL # 5 — SATURDAY 6:30
A.M.**

**Subject Line: Why evil quacks get
showered with praise and money**

Last year a new breed of monster was
discovered.

His name is Dr. Larry Nassar.

And he was the USA Gymnastics national
team doctor.

He was an osteopathic physician at
Michigan State University, too.

And, also, a guy who molested dozens
of former patients (two under the age
of 13, and as young as 6) — at his
office and gym, and sometimes with their
parents standing by while it was going
on, completely oblivious.

Anyway, it was a freaky thing.

Not just the acts, though.

But, also, that so many parents blindly
trusted him, put their skepticism aside,
and even celebrated his skill, probably
considering him a genius, brilliant, and
so on.

Well, guess what?

There's a reason why quacks (even
monster quacks) get away with this.

It's the same reason why pretty much all doctors (good, bad, talented, amateur, saintly or outright evil) are treated with this kind of reverence. And I'm not talking about the Medical School prestige, awards, good grades, doctor title, social proof, or any of the obvious suspects on why this happens.

I'm talking about something far more persuasive.

Something any freelance copywriter can do to get similar prestige and trust from clients, too.

And, something that works even if you're brand new at copywriting.

It's the same thing monsters like Nassar do, as well as for-real medical professionals do that gets them all called "life saving" and "brilliant" and "expert" by their patients, and has those patients paying them whatever fee they ask.

And you know what?

I reveal exactly what this is in The Email Client Machine.

Specifically, how to use it to get clients – even if you're a brand new freelancer.

Believe it or not, it's the easiest thing in the world to do, too.

(There's certainly nothing "new" about it.)

Anyway, it's on sale at a \$100 discount until tomorrow night at 11:59 pm (EST) here:

<http://www.EmailClientMachine.com>

Ben Settle

LAUNCH EMAIL # 6 — SATURDAY 6:30 P.M.

notes

**Subject Line: World famous ad man's
advice for dealing with clients**

Last year, I read the late, great ad man
David Ogilvy's:

"Rules for respect in business"

The rule I dug on most was:

"In meeting with clients,

do not assume the posture of servants.

They need you as much as you need them."

Reason why is, it reminded me of a real
life story of persuasion.

Checky:

Also last year, I took a firearms
class from one of the world's top
instructors (according to the NRA, and
hundreds of military and law enforcement
professionals). And, I was floored by
not only what he was teaching but *how*
he taught. (I took written notes – and
I never take written notes, I hate long
hand – on his teaching techniques more
so than the info he taught, if that
tells you something.) Anyway, this guy's
classes are routinely sold out, and
his trainings booked well in advance.
He competes with at least a few dozen
others in this small county and, while
they all struggle for for business, he
always has more than he can handle.

(Having to take months off at a time just to take a break).

His secret to having all these clients?

Well, there's his knowledge, true.

And his incredibly sharp infotaining style of teaching.

But, that doesn't explain how he gets complete strangers (who have never heard of him before) practically begging to sign up.

No, he does something else.

Something anyone – especially freelancers and coaches – can do.

Something that worked like gangbusters for me when I was freelancing.

And that something is complete indifference to whether anyone shows or not.

In other words:

If you show great, if not, he doesn't care.

And not just a social media "I give zero fucks!" grandstanding way (anyone who says that actually does care or they wouldn't have to say it). But it's real for him. If anything, he's got a waiting list of people eager to hop into a class if a spot opens.

Anyway, the same concept applies to freelance copywriters.

Nothing is more attractive than someone who doesn't need you.

Or, in this case, fee.

And one of the things my new Email Client Machine product does is, it shows you how to start doing things in a way where you start getting so many leads coming to you, wanting to hire you, and, in some cases (happened to me several times), wanting to pay you – without even seeing a portfolio or list of referrals.

It's on sale at a fat \$100 discount
until tomorrow night.

(Deadline is 11:59 EST tomorrow, Sunday
April 8th)

Here's the link:

<http://www.EmailClientMachine.com>

Ben Settle

LAUNCH EMAIL # 7 — SUNDAY 6:30 A.M.

**Subject Line: World's most feared
negotiator's secret for getting clients
to hire you on the spot**

One thing the late, great Jim Camp
(billed as "The World's Most Feared
Negotiator") did when selling water
softeners that got him so many sales he
made more from doing that part time than
he did from his full time commercial
airline pilot job was:

Asking his customers who were on the
fence to tell him no.

Here's how he did it:

He went to all the customers he had
talked to who hadn't made a decision,
gave him a maybe, put him off, etc. And
one by one he told them, "I just wanted
to ask you to tell me 'no thanks' if
that is your decision. That way I can
close the file and move on."

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This didn't close all of them, obviously.

But, he got a bunch of high ticket sales from people who had been on the fence, or just weren't in the position to buy originally, yada yada yada

All by trying to get a no, instead of a yes.

Anyway, this can work well for freelancers too.

How?

Simply make them ante up, by calling and saying:

"We talked about doing your ____ job, but you never made a decision. I just wanted to ask you to tell me 'no thanks' if that is your decision. That way I can move on to some other clients I'm talking to, and close the file."

The caveat is, this has to be a principal by which you do business.

If you try this tactically, you'll sound like an idiot and they'll see right through you.

You have to really be willing and anxious to let them go.

(i.e try to get them to tell you no.)

Ah yes, Jim Camp:

Still schooling us from beyond the grave...

Speaking of clients:

Today's the last day to get my new Email Client Machine product at a \$100 discount. The deadline is tonight at 11:59 pm (EST). It can not only get you a lot of client leads (by writing one measly email per day the way I explain), but they will often be the kind of leads that won't jerk you around or waste your time.

That was the case when I used these methods, at least.

Whatever the case, you can read more about it here:

<http://www.EmailClientMachine.com>

Ben Settle

LAUNCH EMAIL # 8 — SUNDAY 9:30 A.M.

Subject Line: Wiping off babe copywriters stuck to the bottom of my boot

Once upon a time, a reader asked:

===

here's a question from one of the babes in the copywriting forest (stuck to the bottom of your boot):

So I've written a few email campaigns.

A few sales letters.

Even had a little success...

But I really have no idea how to quote a client who has asked for a VSL that's the equivalent of 11 pages — 7,500 words.

I suspect I'm cracking the "bigger" leagues here...

But clueless and wondering:

"how would Ben Settle quote this job?"

===

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I am the last person to be answering such questions.

But, since I've been yammering on about clients all weekend, I'll take a whack at it.

Here are my not-so-humble thoughts on it:

You have to take your "copywriter" hat off, and put your "salesman" hat on. It's ironic how well some copywriters can pitch but suck out loud at selling. They can quote David Ogilvy chapter by chapter and verse by verse. They can recite Gary Halbert's newsletters backwards while juggling flaming torches riding a unicycle. They can rattle off dozens of A/B split test results as easily as if they're ordering a burger at McDonalds.

But when it comes time to sell themselves to a client?

Crickets.

So, what to quote?

That's entirely up to you.

What are you worth?

And besides that, if I were you, I'd start asking that client some questions. Like, why did they contact you? What happened when they hired other copywriters? What were the results? What's the big "bottle neck" in their results? What kind of numbers do they need to be profitable, and what happens if they don't make those numbers?

And so on, and so forth.

Probe.

Dig.

Root around.

Give them a vision.

Then, take that info and sell them.

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Only then a pricing jedi will you be.

BTW, this is one reason freelancers (in my humble, but biased opinion) can benefit from my new Email Client Machine product. No, I don't tell you how to price yourself. But, I do show you how to, over time, nab yourself a big, thick book of clients that come to you (instead of you chasing them), already 80% pre-sold on hiring you, and, where price might not even be an issue.

You have until 11:59 pm (EST) tonight to get it at a \$100 discount.

To see if it's something that can help you, go here:

<http://www.EmailClientMachine.com>

Ben Settle

LAUNCH EMAIL # 9 — SUNDAY 12:30 P.M.

Subject Line: What a \$500 freelancer pitch looks like

I get pitched by freelancers a lot these days. (No idea why they think I am hiring, I write my own ads.) And, they always have flashing red "tells" that gives away they're either (1) complete newbies or (2) if not newbies, have no idea how to sell themselves.

Such as:

1. Offering to rewrite your ad free or for chump change
2. Giving you their (unsolicited) opinion of your current ad and its (perceived) flaws, etc, without knowing any of the numbers or sales stats first. (I don't know who's teaching freelancers to do this, but I hope these writers aren't paying for this silly advice)
3. Asking for a free copy of the product
(Shocking, eh?)

Here's an example I got a while back:

===

I clicked the link to your "Copywriter's Grab Bag."

I'm a copywriter and I thought I would be interested.

How has this landing page worked for you?

I found it confusing and tiring to read - a whole bunch of benefits bullet-listed at random - no logic behind the whole thing.

Let me know.

BTW I'd like to write you a landing page for your Copywriter's Grab Bag. And I'd like to do it free of charge just for your opinion. If you think it's good you can use it. If (and only if) it performs well, you can reward me with a bonus of say, \$500.

But I'll need a copy of your Copywriter's Grab Bag to know what I'll be writing about.

===

I agree:

He does need a copy, but probably not for the reasons cited...

Anyway, nothing against the guy. I'm sure he's a good egg. And since we're doling out the unsolicited advice here, here's a tip that'll serve him well the rest of his days:

Learn how to sell instead of pitch.

You'll get more clients.

Make more \$\$.

And, not look like a noob.

More:

One of the benefits my Email Client Machine product grants freelancers is not being in such a needy position to pitch and, instead, be more of an "order taker" – where, over time, you can build a list of client leads and pick and choose the ones you want to work with (or even talk with).

The \$100 discount ends at 11:59 (EST) tonight.

To read more about it and see if it fits your righteous situation, go here:

<http://www.EmailClientMachine.com>

Ben Settle

notes

LAUNCH EMAIL # 10 — SUNDAY 3:30 P.M.

Subject Line: Why I dig the "Michael Westin" freelance model

A subscriber wants career advice.

Oh boy...

"Ben, currently I'm a freelance copywriter and have been offered a job at an advertising agency. What would you recommend should I take the job or keep freelancing what is better???"

Personally, I always took the "Michael Westin" approach.

Michael Westin is a burned spy in the show "Burn Notice". When you're burned, you've got nothing. No cash, no credit, no job history. You're stuck in whatever city they decide to dump you in. You do whatever work comes your way. You rely on anyone who's still talking to you — a trigger-happy ex-girlfriend... an old friend who used to inform on you to the FBI... Family too... (if you're desperate...). Bottom line? Until you figure out who burned you...you're not going anywhere.

(It's almost like I used to watch that show...)

Anyway, the show is about Michael Westin finding out who burned him.

But, he still has to live, too.

So while he'd love to spend all day finding out who burned him, he still has to take on "jobs" for cash (saving people from criminals, mobsters, gangsters, whatever... like a one-man "A Team").

That's the Michael Westin business model.

Freelancing is a "necessary evil" while doing his own projects.

It can be frustrating serving two masters like that.

But, Westin never takes a steady job.

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Only freelancing, babycakes.

That way he can control his time and resources.

And that's how I did it, too, when freelancing.

One thing that makes that model hard to do is if you don't have clients coming to you (instead of your having to spend time going to them and hunting them down).

Enter my Email Client Machine product.

It shows you a secret way I used to get clients with just an email per day.

That leaves the rest of the day to do other things.

(Write copy, create your own products, whatever).

It also takes the uncertainty out of freelancing.

And, makes it a lot more fun – since you don't have to troll forums, cold call leads, or spend a small fortune going to seminars and being a bar fly afterwards to get clients.

The \$100 discount vanishes at 11:59 pm (EST) tonight.

Grab it while the grabbins' good here:

<http://www.EmailClientMachine.com>

Ben Settle

LAUNCH EMAIL #11 — SUNDAY 5:30 P.M.

Subject Line: Earl Nightingale's secret for getting swamped with clients

A reaction to the "Burn Notice" email:

(That I just sent a couple hours ago...)

"Ben I was intrigued by your 'Michael Westin' business model. Would love to be a freelance copywriter while marketing my own products too but I don't know where to begin getting clients. Thoughts?"

Survey says...

Take Earl Nightingale's advice:

"Look around at whatever everyone else is doing and do the exact opposite..."

No joke.

Most freelancers haven't clue what they're doing. They do things like go to people who don't even hire copywriters (or even know what a copywriter is) and try to persuade them why they need copywriting... or telling business owners how much their copy sucks and offer to do it free... or troll sites like upwork which almost guarantees they get paid far less than worth... and the list goes on.

Those things sometimes work.

But most are better off doing the opposite.

That's basically what my Email Client Machine product is:

The exact opposite of what you see other people doing as they flail around.

I won't say it'll get you overnight clients (although it's possible if you have some of the variables already in place). Nor will I guarantee you any results. But, it's a system that worked like gangbusters for me to get clients that could have hired better writers if they wanted, and often without needing to show them any work.

Sound impossible?

I completely understand.

And, that's why I put the details here, for you to see for yourself:

<http://www.EmailClientMachine.com>

The \$100 discount goes away at 11:59 pm (EST) tonight.

If you want it, I don't suggest putting it off.

Ben Settle

LAUNCH EMAIL # 12 — SUNDAY 7:30 P.M.

Subject Line: The oldest persuasion secret never told

Recently, one of my customers was telling me how frustrated he was getting copywriting and coaching clients.

He was doing things like:

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- * Going around town to his local businesses
- * Advertising in forums and Facebook group job boards
- * Spending a lot of money on travel and lodging to hang out at marketing seminars and hanging around the bars
- * Offering to do free critiques for people
- * And the list went on

None of these things were really working for him, though.

And, when they did, he got paid peanuts, basically, and was treated like an idiot whose ideas were never taken all that seriously.

Anyway, he asked for my advice.

My answer?

Sell to buyers.

It's the oldest persuasion "secret" in the world.

But, it's much easier (and you'll get paid much more, with a lot less effort, hassle and shenanigans) to sell people what they are already buying vs something you have to convince them they need to buy.

Which is what makes my Email Client Machine work.

It's not about convincing anyone to hire you.

It's about positioning yourself so you give them the opportunity to hire you.

Doing that changes the whole game.

You go from begging to get hired to clients coming to you, hat in hand, asking if you are taking clients, and wanting to hire you and only you (even if they can afford better writers – happened to me many times doing what I teach inside it).

Anyway, the \$100 discount ends in less than an hour and a half.

(11:59 pm EST tonight).

To see if it's your cup of beer, go here:

<http://www.EmailClientMachine.com>

Ben Settle

LAUNCH EMAIL # 13 — SUNDAY 8:46

Subject Line: Last call for clients-ohol

This is it, game time:

The \$100 discount on my Email Client Machine product ends in less than 14 minutes. Here's where to get you some:

<http://www.EmailClientMachine.com>

Ben Settle

P.S. Tomorrow? Some different kind of tomfoolery...

notes

EXHIBIT H:

elBenbo's Apprentice Launch Emails To Main List

The elBenbo's Apprentice launch was probably the most successful one I've done as of the time of this book being written as far as response (not overall profits) go. What I did was, I turned my old Antipreneur podcast into a paid podcast, inside a membership site (where the members got lots of other goodies besides just the podcast).

It was also a complete nightmare logistically. And I realized (before the launch even ended) I wanted nothing to do with it. Thus, it doesn't even have a last email in the sequence, as I figured why bother?

Anyway, I believe it did so well because it had several factors going for it:

- ✕ The tight bond with my list. This includes both my main list and my podcast list — as we launched it to both, so many people got several (all unique) emails per day selling it.
- ✕ The offer was \$7/month (a no-brainer to try it).
- ✕ It had a built-in audience of people who loved the podcast, and there was no way many of them were not going to subscribe at the low price (they needed their "fix", I suppose).
- ✕ We had four upsells, and many people took them.
- ✕ Even though the main offer was \$7, each buyer was ultimately worth \$28 each after 1-click upsell sales factored in.

Following are the emails to my main list. I would have included emails to the podcast list, but didn't have access to them (they were not written by me, they were written by my former podcast announcer babe — but she sent as many to that list as I did to my main list, further ramping up sales).

Enjoy...

**PRE-LAUNCH EMAIL — WEDNESDAY 6:30
A.M**

notes

Subject Line: Releasing the Kraken

Heads up:

Starting tomorrow we're launching my new
"elBenbo's Apprentice" membership site —
which includes a whole slate of goodies
for an absurdly low investment.

(Mere pennies per day).

That means I am going to be mailing
you a lot this weekend. And, I suggest
opting out now if that is going to cause
you acid reflux. Or, if you have no
interest just delete them on sight. Or,
read them for observational/educational
purposes, if'n you want.

Whatever you decide, I release the
Kraken tomorrow.

Get plenty of rest...

Ben Settle

**LAUNCH EMAIL # 1 — THURSDAY 6:30
A.M.**

**Subject Line: Taste of the Apprentice
part uno**

To kick off the "elBenbo's Apprentice"
launch this weekend, I want to give you
a free "taste" of what you can expect
in the new podcast (version 2.0). This

is some of the exact same training I gave my ex-copywriting apprentice that helped her blow right past people who have been selling online (in some cases) for 2 or 3 years longer than her.

This is doable and practical info.

i.e. you can immediately use it – regardless of your experience levels now.

To listen to part one (of four) of this free taste, go here:

<http://bensettleshow.com/main/c9pb>

Ben Settle

LAUNCH EMAIL # 2 — THURSDAY 6:30 P.M.

Subject Line: The cruel tutelage of Ben Mei

"He despises Caucasians,
hates Americans,
and has nothing but contempt
for American women"

– Bill

(Speaking of his Kung Fu teacher Pai Mei)

"Kill Bill"

No joke:

Ever since I first took an apprentice on many moons ago, I regularly get a gaggle of snowflakes pitching me on why I should accept *them* as my new apprentice. Yes, even after I've said I no longer have any desire to take another one.

Do you think that's stopped people from asking?

Hellz naw!

And the poor fools know not what they wish for.

Here's what I mean:

Your pal elBenbo is from the "Pai Mei" school of teaching. Pai Mei was the merciless old kung fu master in "Kill Bill" part 2 – a man who took great pleasure in humiliating his students via mockery, physical pain, and, yes, psychological torture.

Like the great Pai Mei, my attitude would be I'm NOT your "coach."

Or even your "mentor."

I'm your *master*.

I *own* you.

As my apprentice, your hand is MY hand – and types what I tell it to, and your brain is MY brain – and thinks what I say. There is no "gray area." And, yes, I am all about extremes when it comes to my craft like this.

It is NOT fun being my apprentice.

I'm ridiculously crotchety.

Impossibly intolerant of anything that veers from my commands.

And, impossibly blunt when it comes to marketing if I see, hear, or even smell a whiff of bull shyt.

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But you know what?

That **still** doesn't stop people from asking to be my apprentice.

Anyway, the point?

There's a sliver of hope for wannabe elBenbo apprentices:

I recently pow-wowed with my podcast Producer Jonathan and Ben Settle Show announcer babe Misty. And, together we are putting together a monthly paid membership site that will teach people (virtually, not one-on-one) ALL the info I would teach to anyone if they were my apprentice.

I call the site:

"elBenbo's Apprentice"

And, being a member makes you my "virtual" apprentice of sorts.

It includes weekly podcasts (my podcast is no longer free to listen to, you can only hear it in this site henceforth)... access to a private Facebook mastermind group (coming soon, hopefully early next week) where you get daily accountability and interaction (as well as contests, competitions, and prizes)... A-list marketer/copywriter interviews... free access to all 123 **previous** Ben Settle Show podcasts (55+ hours of content, babycakes -- although, they are not immediately available as of today, we are carefully picking the right distribution solution for it, won't be long)... a monthly Q&A call with me (where you call in live and ask questions, argue with me, or just rap about business, persuasion, selling, or anything else I'm qualified to yap about)... and even a chance to have your ads (emails, sales letters, opt in pages, etc) savagely critiqued by Misty in her "Misty's Massacres" section.

Best part?

If you join during the launch this weekend (deadline is Sunday

at midnight EST) I'll be bribing the spleen out of you to give it a shot at an investment so inexpensive we might as well let you in free.

(I'm talking pennies per day.)

To see what the hub-bub is about go here:

<http://www.elBenbosApprentice.com>

Ben Settle

LAUNCH EMAIL # 3 — FRIDAY 6:30 A.M.

Subject Line: Taste of the apprentice - part dos

Yesterday we kicked off the "elBenbo's Apprentice" launch with a free "taste" of what you can expect in the new podcast (version 2.0). This is some of the exact same training I gave my ex-copywriting apprentice. True story: I remember her critiquing a seasoned copywriter's ad once, who had been writing ads for 3-4 years, while she was still a relative newbie -- yet the advice helped the guy tremendously.

Anyway point is, this is doable and practical info.

i.e. you can immediately use it -- regardless of your experience levels now.

To listen to part two (of four) of this free taste, go here:

notes

<http://bensettleshows.com/main/4se3>

Ben Settle

LAUNCH EMAIL # 4 — FRIDAY 6:30 P.M.

Subject Line: The secret of the 46-page long P.S.

Can't say for sure.

(No idea who would even know.)

But, I think I **might** have broken two copywriting records:

1. Most bullets in a sales letter (clocking in at around 839 bullets — give or take.)
2. Longest P.S. in a sales letter (46 pages long)

Of course, those 46 pages are made up of 700+ of those 800+ bullets, which is why it's so long. And, those bullets are describing (okay, obnoxiously teasing) what's in the entire 123-episode run of the former Ben Settle Show podcast.

(Over 55+ hours of content).

We're going to be packaging just these episodes for \$495 soon.

(For people who think continuity is the devil.)

But, you can access them by joining elBenbo's Apprentice — and, it is especially affordable during the launch this weekend (which ends Sunday at the stroke of midnight EST).

BUT before you join, be aware:

We are having some trouble getting the podcasts loaded in and they may not be available for a week (possibly two). Maybe sooner, but I wanted you to know just in case.

Can't be helped and, well, it happens...

If it's not a big deal for you to have
to wait to access them then go ye here:

<http://www.elBenbosApprentice.com>

Ben Settle

LAUNCH EMAIL # 5 — SATURDAY 6:30 A.M.

**Subject Line: Taste of the Apprentice --
part tres**

Let's get down to it:

The link below has part 3 of revealing
detailed analysis of what I taught my
ex-copywriting apprentice -- doable and
practical info.

i.e. you can immediately use it --
regardless of your experience levels
now.

To listen to part three (of four) of
this free taste, go here:

<http://bensettleshow.com/main/voci>

Ben Settle

LAUNCH EMAIL # 6 — SATURDAY 6:30 P.M.

**Subject Line: How I wrote my first
control**

Near a decade ago I had a life-changing
epiphany about copywriting.

notes

A true "Ah-HA!" moment.

Something that made my ads instantly more profitable (I wrote my longest running control – been going for 9 years now afterwards, if that tells you something) and, can do the same for you – especially if you're someone who is confused about copywriting, not getting the results you want, and don't know where to turn.

What was the moment?

It was an interview the late copywriter John Ritz did with the World's Greatest Copywriting Coach David Garfinkel. A lot of great info was dropped. But, what changed everything for me was when they talked about something David does during the *research* part.

It had nothing to do with writing.

Or persuasion.

Or, any idiotic "ninja" techniques.

It was simply a way of approaching how to *research* copy so you almost cannot fail (assuming you have an offer people want and a list of leads receptive to said offer) even if your writing is weak.

Anyway, I have no idea how to get that recording anymore.

It was a bonus for a product I bought from Mr. Ritz.

(And since he is no longer with us, good luck finding it.)

But, fear ye not.

Every month in elBenbo's Apprentice we are going to add an exclusive interview with an A-list copywriter or marketer that I virtually apprentice under (i.e. the people I study, pay homage to, and learn from via their teachings, products, studying their lives, etc). And, the FIRST one we're putting up (that is waiting for your righteous booty inside the members

area as I type this) is an interview with Mr. Garfinkel.

And, yes, he talks in detail about this research secret.

As well as many other brilliant copywriting insights, too.

In fact, one of my favorite parts is when he talks about how he used his experience in the news business (he was Bureau Chief for a major paper before he was a copywriter) to write world class headlines.

I don't know too many in copywriting with that experience.

Except, that is, for David Garfinkel.

To access it today simply join elBenbo's Apprentice.

If you join before tomorrow at midnight (EST) you'll get in for a fraction of what it costs to buy a small plain black McDonalds coffee each day.

Deadline's approaching.

Get ye in here, while you still can:

<http://www.elBenbosApprentice.com>

Ben Settle

notes

LAUNCH EMAIL # 7 — SUNDAY 12:01 A.M.

Subject Line: Microsoft consultant confesses true love for elBenbo's podcasts:

Behold:

Here's what a keynote speaker, author, and business consultant to Disney, Microsoft, and the US government Corbin Links says about the podcast shows waiting for you right now inside elBenbo's Apprentice:

"I've had a number of lists for many years and before I'd get a few direct replies. I'd get a few replies literally a year with some of those lists...after I started following a lot of the rules that he shares on the show it's gone up to several per week. And at least a third of those actually have led to direct sales...that I would not have had that direct contact otherwise."

He also said he's been getting up to 60% open rates in some cases since listening.

And, a lot of his emails are now shared, which he says didn't happen before.

(Which has led to even more sales.)

More:

He says, "It's also all the examples he uses. We hear so many people say 'just do this' or someone says 'just do that' but he has specific examples and I like that he uses multiple markets to really illustrate the point."

Anyway, there you be.

The podcast is now inside elBenbo's Apprentice.

You have less than 24 hours to get in for 22 cents per day.

Click the shiny, "candy like" link below to get in while the

getting's good.

notes

Don't worry, we don't bite.

At least, not hard...

<http://www.elBenbosApprentice.com>

Ben Settle

LAUNCH EMAIL # 8 — SUNDAY 6:30 A.M.

**Subject Line: Taste of the Apprentice --
part cuatro**

Let's get down to it:

The link below has part 3 of revealing
the nitty-gritty details of what I
taught my ex-copywriting apprentice back
when I had an apprentice.

This is doable and practical info.

i.e. you can immediately use it —
regardless of your experience levels
now.

To listen to the final part of this free
training go here:

<http://bensettleshow.com/main/k76j>

Ben Settle

LAUNCH EMAIL # 9 — SUNDAY 8:00 A.M.

Subject Line: bad link

elBenbo's Law:

"Technology can bite me."

The link to today's part 4 of the what I taught my ex apprentice audio (that I emailed you about an hour and a half ago) is down -- web host-side issue that will have to resolve on its own.

But, you can also listen to it here:

<https://s3.amazonaws.com/bensettle/podcast-testimonials/sunday.mp3>

Ben Settle

LAUNCH EMAIL # 10 — SUNDAY 12:30 P.M.

Subject Line: Persuasion secrets of history's most influential Villains

Following is a true historical story:

During one of the more famous battles of the Korean War, General MacArthur wanted to land his troops in the Port of Inchon, which was admittedly dangerous and super risky, but would give the Allies a huge tactical advantage if it worked. And what happened was, all the playing-politics arm chair commanders that made up Truman's Chiefs all got scared, said no, that it couldn't work, too risky, won't work, etc.

What did MacArthur do?

Keep pleading his case?

Argue?

Get mad?

No, what he did was, he silently listened to all the naysaying and nervous-nellying without uttering a single word. Then at the end, when all his "superiors" were done grandstanding and

declared their decision not to land in the Port of Inchon, General MacArthur took his pipe out of his mouth, loudly clanked it into the ashtray, slowly stood up, and said:

"Gentlemen, I will be landing in Inchon this September or you will have another commander."

Long story short:

He landed in Inchon.

And, it was one of the biggest (and ballsiest) military victories in history.

Anyway, the point?

There is something all great Villains like General MacArthur (my definition of a Villain will probably differ from yours, be that as it may) have done and continue to do to get their way like this when it's crunch time and they need to win a battle or simply want to shut the yaps of the naysayers in the room.

(Whether militarily battles, or battles in business, personal life, whatever.)

And, guess what?

I explain it in an eBook I will give you free that I wrote called:

"Persuasion Secrets

notes

Of The World's

Most Charismatic & Influential Villains"

This book is elBenbo's own "field manual."

Specifically, for being persuasive and influential in the important areas of my life.

But, a word of warning:

This eBook is definitely "controversial" by most peoples' standards. White knights, syrupy sweet nice guys, fire-breathing feminists, and mush cookies will be horrified by what's inside.

But everyone else?

Well, there are lots of ways to find more success in this eBook.

Not just in business.

But, in all the other areas of your life.

Also:

At the time of this writing, this eBook is not for sale anywhere else for any price. But, if you join elBenbo's Apprentice before midnight tonight, it's yours, free as a bonus, along with a bunch of other valuable goodies.

Here's where to join:

<http://www.elBenbosApprentice.com>

Ben Settle

LAUNCH EMAIL # 11 — SUNDAY 3:30 P.M.

notes

**Subject Line: The "buy her a taco"
method for getting more testimonials**

Following is the uncensored story of how health copywriter April Dykman (who has written for Lifehacker, MSNBC, The Huffington Post, Fox Business, Forbes.com, and Inc. Magazine) has benefited from the podcasts now only found inside elBenbo's Apprentice:

"The [shows] are quick, they're tactical, you can use them right away...for just a small amount of time listening you can get some incredible business strategies you can use right away and test them in your own business and I can't think of a reason why someone wouldn't listen to this show if you're a copywriter or a business owner. I have spent tens of thousands of dollars on coaching and masterminds and I've learned more from Ben Settle's podcast than from any of that. And I'm not just saying that because he bought me tacos."

It's true, I did buy her some tacos in Austin once.

But, I'd swear under oath it only had a *little* to do with that testimonial...

Anyway, you have only mere hours left to access all 123 episodes (that April was referring to) and all new ones going forward... and accessing it all for

a whopping 23 cents per day... by joining elBenbo's Apprentice right here:

<http://www.elBenbosApprentice.com>

Ben Settle

LAUNCH EMAIL # 12 — SUNDAY 5:30 P.M.

Subject Line: About this making a living writing one email per day business

Let me tell you a story.

A few years ago a girl I was dating (who worked a full time corporate job) became intrigued by how my day basically consisted of getting up at whatever time I wanted, writing an email (and sometimes none at all), grabbing something to eat, then going to the beach with my dog or doing something fun (golf, road trip, hanging out with whoever, etc) the rest of the day.

Zero stress.

Zero drama.

And, zero angsting.

At the time I was worn down from 10 years of working 15+ hour days (sometimes 7 days per week), some personal crap (divorce, etc), and burnout.

So, I really did do the absolute minimum.

And I had been doing the minimum for almost a year.

But, here's the thing:

During that down time my sales did NOT go down.

They went up.

Thus, the chick I was dating started calling it "The Ben Settle Lifestyle" and asked how she could do the same thing.

"Fast forward" to today:

I've been doing this for 5 years now.

And, I have done it by combining daily emails with parts of a little-known way of selling used by everyone from churches, restaurants, and karate schools... to Amazon, Apple Computer, and certain other big companies who use direct marketing. In fact, a few years ago the CEO of one of the biggest info publishers in the home business industry once told me how he's got his own team adapting some of what I am talking about.

And guess what?

I recently did a 39-minute training about this at a seminar.

(Yes, it didn't take long -- my stuff is alway simple.)

And, in that video I revealed the exact kind of products I like to sell, the exact kind of funnel I like to use (which happens to be the world's *simplest* funnel), and how to do it all with nothing but a couple web pages and an email.

Tickets to the seminar I taught this short training at costed \$1,349.00.

notes

And, while I can't say for sure, it's possible this video is for sale a lot cheaper than that.

But, what I can say for sure is, you can watch it inside elBenbo's Apprentice as a free bonus for joining today. Even better: If you hop off that high horse of yours in time (before midnight tonight EST), you can get in for a whopping 23 cents per day.

(ooh.)

Time is short on this, though.

Hurry:

<http://www.elBenbosApprentice.com>

Ben Settle

LAUNCH EMAIL # 13 — SUNDAY 7:00 P.M.

Subject Line: Social media tycoon calls elBenbo crazy

Clock's a-tickin' my little droogling.

Following is what the owner of one of the world's leading direct response social media marketing companies says about the benefits he's gotten from the podcasts now found inside elBenbo's Apprentice:

(Full disclosure: he's also my business partner in the golf market)

"Sometimes [podcasts] are long and drawn out. Ben, just like his emails, hits you square between the eyes and gives you what you need. You're getting something that's real, that you can apply in business and even in life and bottom line is it's authentic. It's entertaining and every time there's a lesson to be learned. Sometimes it's not obvious sometimes it comes out in conversation. But you always leave with something tangible you can implement. Ben sounds like a crazy guy at times, but

he's one of the smartest individuals in marketing I've ever met."

^^ True about the crazy part, especially.

And here's what else is true:

If you get in elBenbo's Apprentice before midnight (just a couple short hours from now), the investment is so low we might as well give it away free.

Details below.

Get ya some:

<http://www.elBenbosApprentice.com>

NOTE: The podcasts are not available just yet.

And may not be so for a week or so.

Yay technology...

Ben Settle

notes

EXHIBIT I:

Enoch Wars novel launch

This isn't a full-blown launch using "my way" of doing things. Especially compared to all the launch examples you've seen. I could have gone that route. But, since this is a fictional book series, and not directly related to anything else I do, I learned over the course of promoting 7 novels how to:

- ✕ Get lots of sales of the books to help kickstart the Amazon rankings
- ✕ Get some new readers along the way
- ✕ Deliver high Value to people, whether they read the books or not

Following is how I did it for my 4th novel "Evil's Child." It's only three emails. I could have done many more, but simply wasn't that motivated. Ideally though, I'd have done it the same way I do all my other launches (with the emails selling the bribes, not the books, which nobody would care about):

- ✕ 2 emails Thursday
- ✕ 2 emails Friday
- ✕ 2 emails Saturday
- ✕ 7+ emails Sunday

But, not only was I not motivated enough, it was a lot of manual labor since I was manually emailing people bonus videos (all on a YouTube playlist, so I just sent them the link to that playlist) I'd shot months earlier called "The Zoe Tapes." For the next 3 novels after that, I created 3 more volumes of Zoe Tapes videos. And, with each launch, offered its corresponding volume. I also (in each successive book promo) offered to give anyone who bought all the prior books in the series all the prior Zoe Tapes offered with each prior book — all of which ramped up sales even more (instead of getting one book sale, I'd get several in one shot).

Point is, if you are going to sell fiction (or anything not related to what you normally sell), create some bonuses that are related to your main niche to give to people as a carrot to buy that fiction.

In other words, use bribes to the hilt.

notes

Also, to show you how I used all these Zoe Tapes videos to sell the other books, I am also including the two emails (again, would have done way more if I'd been more motivated) to sell the last book of the series "Lucifer's Favorite."

Evil's Child Launch Emails

LAUNCH EMAIL #1 — FRIDAY 6:30 A.M.

Subject Line: Meet my evil child

"Evil's Child" (book 4 of my "Enoch Wars" saga) is now alive and wriggling on Amazon. And, if you buy it (in Kindle or print format) and send me the receipt *by* Sunday, April 9th at midnight EST (not just buy it, but send me the receipt by then, too) I will give you...

"The Zoe Tapes — Volume 1"

What are the Zoe Tapes?

They are a series of 15 videos I made for the Citizens of my secret elBenbo's Lair Facebook group (and before you ask, no, I am not letting anyone in anymore, Immigration is closed) over the last few months.

They are of my evil dog being walked on the beach.

And, during those walks I talk deep

about topics such as:

- * How to get clients chasing you down and stalking you... even if you suck at copywriting
- * Zoe's guide to picking the perfect copywriting apprentice or copy cub
- * The case for hardcore negativity
- * You know what they say about guys with big funnels...
- * Pubic hairs stuck to your JV's
- * The secret of elBenbo's sticky hands
- * How to get ice cold leads hotly jumping in your lap begging for your attention
- * Valuable life-changing lesson from elBenbo's silent business partner
- * Buying vs paying for things
- * Kung fu Zoe
- * Sneaker waves that'll swallow your business soul
- * Flowery hands and embroidered fingers = a deserved azz whuppin
- * How to out-Lenox the Lenoxes
- * Why I don't do bloated "buffet" marketing
- * The one time elBenbo prefers free

Here are the rules:

1. The deadline to get these videos is Sunday, April 9th, at midnight EST
2. You must send me your receipt for "Evil's Child" (not just

buy the book) *by* that deadline

i.e. if you send it to me after that
deadline, too bad.

No exceptions.

If the above rules aren't clear, simply
don't buy the book.

Chances are, you're too illiterate to
read it anyway...

(Ain't I just a ray of sunshine today?)

Here is the link:

<http://www.EnochWars.com>

Ben Settle

LAUNCH EMAIL #2 — SATURDAY 6:30 A.M.

Subject Line: The Zoe Tapes

I've mentioned a few times recently how
access to my private (secret) Facebook
group elBenbo's Lair is officially
blocked to new members.

Immigration is closed.

The Wall is up.

And, yes, it's being paid for by the
tears of those who keep begging to be
let in.

That's the bad news for people wanting in.

The good news?

notes

One of the things I do for the Citizens up in elBenbo's Lair is make short, but valuable, training videos just for them that nobody else sees. I have made 15 of them so far, and I call them:

"The Zoe Tapes"

(She's the star -- the camera is on her, as I walk the beach while teaching)

And guess what?

I am giving away Volume one of these videos (normally only available to elBenbo's Lair Citizens in Flakebook) to anyone who buys my newest novel "Evil's Child" and sends me the Amazon receipt (not just buys the book) *by* midnight EST tomorrow (Sunday).

I don't care if you buy it in Kindle or print.

Simply send the receipt before midnight tomorrow and they are yours.

Here's what's in these videos:

- * How to get clients chasing you down and stalking you... even if you suck at copywriting
- * Zoe's guide to picking the perfect copywriting apprentice or copy cub
- * The case for hardcore negativity
- * You know what they say about guys with big funnels...
- * Pubic hairs stuck to your JV's
- * The secret of elBenbo's sticky hands
- * How to get ice cold leads hotly jumping in your lap begging for your attention

- * Valuable life-changing lesson from elBenbo's silent business partner
- * Buying vs paying for things
- * Kung fu Zoe
- * Sneaker waves that'll swallow your business soul
- * Flowery hands and embroidered fingers = a deserved azz whuppin
- * How to out-Lenox the Lenoxes
- * Why I don't do bloated "buffet" marketing
- * The one time elBenbo prefers free

Remember the rules, my Pet:

1. The deadline to get these videos is tomorrow – Sunday, April 9th, at midnight EST
 2. You must send me your receipt for "Evil's Child" (not just buy the book) *by* that deadline
- i.e. if you send it to me after that deadline, too bad.

No exceptions.

Here's where to get your Evil on:

<http://www.EnochWars.com>

Ben Settle

notes

LAUNCH EMAIL # 3 — SUNDAY 6:30 P.M.

Subject Line: Give Evil's Child his bottle and put him to bed already

The deadline to get the Zoe Tapes (Volume One) via purchasing and sending me your receipt for my new "Evils Child" novel looms.

The deadline is midnight EST tonight.

(Less than an hour from when I am sending this.)

You must buy AND send me your receipt from Amazon by then. Since they take time to send the receipt you might have to screen shot it and send to me. If you are unsure of time zones, etc, figure it out. I won't be making any exceptions.

If you send the receipt to me after the deadline I'll be delighted you bought the book.

But, you won't get the Zoe Tapes.

Here's what's in these videos I'll send you in exchange for buying my new novel:

- * How to get clients chasing you down and stalking you... even if you suck at copywriting
- * Zoe's guide to picking the perfect copywriting apprentice or copy cub
- * The case for hardcore negativity
- * You know what they say about guys with big funnels...
- * Pubic hairs stuck to your JV's
- * The secret of elBenbo's sticky hands
- * How to get ice cold leads hotly jumping in your lap begging for your attention

* Valuable life-changing lesson from
elBenbo's silent business partner

notes

* Buying vs paying for things

* Kung fu Zoe

* Sneaker waves that'll swallow your
business soul

* Flowery hands and embroidered fingers
= a deserved azz whuppin

* How to out-Lenox the Lenoxes

* Why I don't do bloated "buffet"
marketing

* The one time elBenbo prefers free
Time's a wastin', my Plaything.

Here's where to give Evil's Child a
bottle and put the bastard to sleep
already:

<http://www.EnochWars.com>

Ben Settle

Lucifer's Favorite Launch Emails:

LAUNCH EMAIL # 1 — FRIDAY 6:30 A.M.

**Subject Line: This email contains an
ethical bribe from the devil**

The final (7th) novel of my Enoch Wars
series — called "Lucifer's Favorite"
(with, yes, the devil being the villain
in the book) — is on Amazon, and I've

decided to bribe you into checking it out.

Here's the deal:

If you buy this novel (in print or Kindle) *before* the deadline below I will give you:

"The Zoe Tapes - Volume 4"

These videos contain 15 profitable "power lessons" I taught last year while walking my short, hot-dog shaped (and long suffering) dog Zoe on the beach nobody else has ever seen.

Some of the lessons on these videos include:

- * Email Mysteries Of An Ancient Pharaoh
- * Copywriting Secrets From The Marital Bed Chambers
- * Secret Of The \$100 T-shirt
- * How To Use Old Video Games To Master Almost Any Marketing Skill You Want
- * The other strangest secret
- * Perps breaking the #1 law of direct response marketing
- * Marketing proles who treat investments as expenses
- * Sniffing strange poop
- * Why specialists spank generalists
- * The King of Late Night Email
- * Why You Can't "Value" Someone Out Of Asking For A Refund
- * Always Be Closing
- * How Being Happy Keeps People Broke
- * Direct Mail Kills The Facebook Star

* A Secret Way Of Using Your Bathroom To
Generate Million Dollar Ideas

notes

How do you get your sandy paws on these
videos?

Simply do this:

1. Go to the link below by Sunday, May
13th at 11:59 pm (EST)

2. Buy my novel "Lucifer's Favorite"
(in either print or Kindle)

3. Forward me the Amazon receipt
(screen shot is fine)

Since some people think deadlines don't
apply to them:

Let me make this 100% clear - You must
send me your receipt by the deadline. If
you send me your receipt after that, you
don't get the videos.

(Even if you bought the book before the
deadline).

Here is the link:

<http://www.EnochWars.com>

Now, off with you!

swats you on the rear

Ben Settle

P.S. If you are an especially good boy
or ghou, and buy all 7 books (and send
me the receipts to prove you bought
them) I will send you The Zoe Tapes

Volumes 1-3, along with Volume 4.

Here are the tips found on those puppies:

- * How to get clients chasing you down and stalking you... even if you suck at copywriting
- * Zoe's guide to picking the perfect copywriting apprentice or copy cub
- * The case for hardcore negativity
- * You know what they say about guys with big funnels...
- * Pubic hairs stuck to your JV's
- * The secret of elBenbo's sticky hands
- * How to get ice cold leads hotly jumping in your lap begging for your attention
- * Valuable life-changing lesson from elBenbo's silent business partner
- * Buying vs paying for things
- * Kung fu Zoe
- * Sneaker waves that'll swallow your business soul
- * Flowery hands and embroidered fingers = a deserved azz whuppin
- * How to out-Lenox the Lenoxes
- * Why I don't do bloated "buffet" marketing
- * The one time elBenbo prefers free
- * How to write fast
- * How to "program" people to always read your emails
- * How positioning yourself as an expert hurts sales

* How people use "gamesmanship" to psychologically and emotionally sabotage you

notes

* Pooping on sacred ground

* How to create your own copywriting tactics

* The secret of startled force

* The billion dollar supernatural copywriting secret

* How to frustrate the hell out of your competition

* How to profit from toxic whiteness

* How to not be an annoying pest to your list

* The only copywriting client that matters

* How to profit from being vulnerable

* How to be more productive by doing less work

* How opposing force in emails can get your brand's ass kicked

* How to be the most persuasive guy in the room

* The dog cookie secret of one of the best direct mail writers you've never heard of

* How to muffle objections in your ads

- * The 6 most profitable words in marketing
- * The strangest productivity secret
- * Swearing in emails
- * Pitching vs Selling
- * Making the skeleton break dance
- * Cheap is the new expensive
- * Energetically aligned broke coaches
- * Why personality typing is the secret brew of business and sales
- * Pioneers get rich and tenderfoots get scalped
- * Personal branding ex-spurts
- * Why people secretly love salesmen
- * Why not all price shoppers are the devil

Again, to get all these, you'd have to buy all 7 books.

(And send me the receipts)

Here's the monstrous link again:

<http://www.EnochWars.com>

The deadline is by 11:59 pm this Sunday, May 13 EST (New York/ East Coast US time). If you send me your receipt after that, I am not sending you the videos (but appreciate your patronage to the Cause, of course...)

LAUNCH EMAIL #2 — SATURDAY 6:30 A.M.

notes

**Subject Line: Are these videos more
Valuable than elBenbo's blood?**

Last month a disturbing news story
surfaced.

The tl;dr version is:

One of Stan Lee's (the man who created
Spiderman, The Avengers, the Hulk, etc
— a beloved icon of comic book history
whose creations, co-creations, and
ideas have resulted in many billions
of dollars) business associates stole
his blood in order to use it on signed
materials featuring "DNA ink."

Basically:

They claimed to put his DNA on special
certificates.

And then, claimed they feature a "Hand-
Stamped Signature of STAN LEE using Stan
Lee's Solvent DNA Ink."

This was all done illegally, of course.

And, it's too bad it's all a fraud.

Why?

Because I would have LOVED to have one
of these! In fact, I've often joked
about signing my Enoch Wars novels for
friends in my own blood. But, I never
thought anyone would ever do something
like that.

Anyway, in lieu of my blood, I am doing this:

If you buy new (which is also the 7th and last in the series) novel "Lucifer's Favorite" (in print or Kindle) *before* the deadline below, I will give you:

"The Zoe Tapes - Volume 4"

These videos contain 15 profitable "power lessons" I taught last year while walking my short, hot-dog shaped (and long suffering) dog Zoe on the beach nobody else has ever seen.

No, these videos are not as Valuable as my blood.

But, they do include:

- * Email Mysteries Of An Ancient Pharaoh
- * Copywriting Secrets From The Marital Bed Chambers
- * Secret Of The \$100 T-shirt
- * How To Use Old Video Games To Master Almost Any Marketing Skill You Want
- * The other strangest secret
- * Perps breaking the #1 law of direct response marketing
- * Marketing proles who treat investments as expenses
- * Sniffing strange poop
- * Why specialists spank generalists
- * The King of Late Night Email
- * Why You Can't "Value" Someone Out Of Asking For A Refund
- * Always Be Closing
- * How Being Happy Keeps People Broke
- * Direct Mail Kills The Facebook Star

* A Secret Way Of Using Your Bathroom To
Generate Million Dollar Ideas

notes

How do you get your sandy paws on these
videos?

Simply do this:

1. Go to the link below by Sunday, May
13th at 11:59 pm (EST)

2. Buy my novel "Lucifer's Favorite"
(in either print or Kindle)

3. Forward me the Amazon receipt
(screen shot is fine)

Since some people think deadlines don't
apply to them, let me make this 100%
clear: You must send me your receipt by
this before the deadline. If you send me
your receipt after that, you don't get
the videos.

(Even if you bought the book before then).

Here is the link:

<http://www.EnochWars.com>

Ben Settle

P.S. If you are an especially good boy
or girl, and buy all 7 books (and send
me the receipts to prove you bought
them) I will send you The Zoe Tapes
Volumes 1-3, along with Volume 4.

Here are the tips found on those
puppies:

- * How to get clients chasing you down and stalking you... even if you suck at copywriting
- * Zoe's guide to picking the perfect copywriting apprentice or copy cub
- * The case for hardcore negativity
- * You know what they say about guys with big funnels...
- * Pubic hairs stuck to your JV's
- * The secret of elBenbo's sticky hands
- * How to get ice cold leads hotly jumping in your lap begging for your attention
- * Valuable life-changing lesson from elBenbo's silent business partner
- * Buying vs paying for things
- * Kung fu Zoe
- * Sneaker waves that'll swallow your business soul
- * Flowery hands and embroidered fingers = a deserved azz whuppin
- * How to out-Lenox the Lenoxes
- * Why I don't do bloated "buffet" marketing
- * The one time elBenbo prefers free
- * How to write fast
- * How to "program" people to always read your emails
- * How positioning yourself as an expert hurts sales
- * How people use "gamesmanship" to psychologically and emotionally sabotage you

* Pooping on sacred ground

notes

* How to create your own copywriting tactics

* The secret of startled force

* The billion dollar supernatural copywriting secret

* How to frustrate the hell out of your competition

* How to profit from toxic whiteness

* How to not be an annoying pest to your list

* The only copywriting client that matters

* How to profit from being vulnerable

* How to be more productive by doing less work

* How opposing force in emails can get your brand's ass kicked

* How to be the most persuasive guy in the room

* The dog cookie secret of one of the best direct mail writers you've never heard of

* How to muffle objections in your ads

* The 6 most profitable words in marketing

* The strangest productivity secret

- * Swearing in emails
- * Pitching vs Selling
- * Making the skeleton break dance
- * Cheap is the new expensive
- * Energetically aligned broke coaches
- * Why personality typing is the secret brew of business and sales
- * Pioneers get rich and tenderfoots get scalped
- * Personal branding ex-spurts
- * Why people secretly love salesmen
- * Why not all price shoppers are the devil

Again, to get all these, you'd have to buy all 7 books.

(And send me the receipts)

Here's the monstrous link again:

<http://www.EnochWars.com>

The deadline is anytime by 11:59 pm this Sunday, May 13 EST (New York/East Coast US time). If you send me your receipt after that, I am not sending you the videos (but appreciate your patronage to the Cause, of course...)

Affiliate Offer Sequences

"Ben, I just won first place (\$10,000) in Jeff Goins' Tribe Writers affiliate launch contest!

- Ultra conservative. I only sent 10 emails TOTAL (most of which were only to a small ~~rk~~ interest segment on the last two days)*
- I didn't use the swipe copy. I used it for inspiration for the two PLC's I sent, but I knew I had to speak to my audience about the value of writing -- and wake them up to how it would help them make money and get clients (which is everybody's #1 concern all the time haha).*
- I spent about an hour writing each of the PLC's and 1-2 hours on the two big sales emails. Only one typo in the very last email too... lol*
- 95% email marketing. No paid ads and almost no social media posting*
- EMAIL ROCKS*

Caitlyn Pyle

www.ProofReadAnywhere.com

Following are 7 of the most profitable affiliate launch sequences I've ever created. I've done dozens of these over the years. But, these 7 best represent all the various points and lessons in The Affiliate Villain section of this book.

As I mentioned earlier, they are structured virtually identical to the launch emails. There is no real difference in how the emails are written or how they are timed in the sequence. They could also just as easily been used to do a special sale of a product or event (not as an affiliate, but my own products).

In other words, it's all the same with these.

The only differences are the attributes I mentioned in their respective parts of this book.

You will notice they are mostly either:

1 Heavily discount based

2 Heavily bribe based

Not enough marketers spend nearly enough time on strategizing the right premiums (i.e. bribes) for affiliate offers, or writing teaser titles for those bribes to make them irresistible in the emails. **The ultimate goal is to make your bribes so irresistible, people buy the product just to get the bonuses.**

Read through these carefully and you will see, depending on the complexity of the sale, they required different “carrots” for buying.

For example:

The Titans of Direct Response offer needed a lot of bonuses — many I snail-mailed at my expense — since it was a high ticket product not a lot of people on my list would not ordinarily have been interested enough to buy (a lot of old school offline marketing training, most of my list is online marketers) vs Ryan Levesque’s offer, which needed no extra bonuses, as he sells what my list wants.

Marketing is basically problem-solving.

And with affiliate marketing, the problems that need solving are figuring out what to sell that your list already wants, or how to sell in such a way where they will want what you offer.

With that in mind, read, take notes, and carefully study the following affiliate offers:

EXHIBIT J

The Titans Of Direct Response Affiliate Campaign

The first time I promoted this product, I did 17 sales. The second time (to a smaller list, just for my old podcast) we did 8 sales about a year later. I also sold a few to my Email Players subscribers. Then, a year and a half after that, I approached Brian about selling them one more time. He had officially discontinued the product but made an exception for me. That weekend, we pulled 46 sales — close to \$100k in sales to a small list (beating people with far more name recognition and lists 10x's bigger than mine). **NOTE: There were no other affiliates selling that last time, vs when I did 17 sales and everyone and their mother was promoting it at the same time.** Just another example of why I don't mail for other peoples' product launches.

To give you some context:

- ✗ The product was \$2,000, with no digitally downloadable component (most people have trouble even finding a way to play DVD's these days on their computers).
- ✗ The content was mostly old school marketing masters talking about old school concepts and tactics — much of it was applicable online, but these were not the typical crop of "internet" marketing gurus my list was mostly familiar with.
- ✗ I had to make it heavily bribe-based. This meant offering literally every product I sell as a bonus. Since those are all physical hard copy products, it cost me a hundred dollars (give or take) in fulfillment, printing, and mailing to deliver everything per sale. (Peanuts compared to my \$950 commission per sale.)
- ✗ Due to physically mailing bonuses, I also have all the customers in a nice, tidy direct mail list so next time Brian offers something (or someone like Brian offers something) I can sell as an affiliate, they will be the first to know.
- ✗ I did twice as many sales as the next closest affiliate (a big name direct marketing company whose name you'd recognize if you've been in this game for more than a few months,) which put me on the maps of some people in

direct marketing I want to do business with, making the benefits far outweigh just the sales.

- x I staggered which emails I put a full descriptive listing of the bribes in, and which ones I listed only by title/name to keep them a bit different from each other (you will see what I mean when you read them).

Read, study, and model for your next affiliate campaign...

PRE-OFFER EMAIL #1 — WEDNESDAY 6:30 A.M.

Subject Line: I'm sending 60 obnoxious pages of emails your way this weekend

This weekend (starting tomorrow) I'm going to be sending you a combined 60 pages of emails doing my level best to sell you one of the most important marketing products I've ever bought.

Yes, the product is super expensive.

It's also super old school, too. (Not really an "Internet" marketing product).

And, frankly, it's almost like getting a PhD in direct response marketing.

It's also the last time anyone will ever be able to get it, forever.

Anyway, details tomorrow.

If you're sick of hearing from me by email already, you're going to downright despise getting my emails by the end of the weekend since I have so many to send. I suggest opting out now, before my email Horde lurches towards you tomorrow, hands outstretched reaching for you, if it's going to frighten you.

Otherwise, rest up in the meantime.

You're gonna need it...

**AFFILIATE OFFER EMAIL #1 — THURSDAY
6:30 A.M.**

**Subject Line: One of the best marketing
products I've bought in 10 years**

So here's the thing:

A few years ago, I bought (and
devoured) Brian Kurtz's "Titans of
Direct Response" product. It is – hands
sideways – one of the two or three
most profitable marketing products I'd
bought since Gary Bencivenga's farewell
DVD's in 2007. And, even though it's
NOT an email or "Internet marketing"
product, I've been implementing a lot
of the information inside in my emails
and seeing crazy profitable results
ever since (in at least two niches, and
several launches).

Anyway, here's why I bring it up:

I dug on this product so much at the
time, I asked Brian Kurtz (he did
not ask me, I went to him) if I could
promote it. And I did. And, we made a
lot of sales. I also sold it to my old
podcast list (The Ben Settle Show). And,
last month, I asked Brian if I could
promote it again.

The bad news?

He said he'd already officially

discontinued it.

(He did a closeout sale a while back, and said it's been off his radar ever since.)

The good news?

He said he'd do a special promotion just for "Friends of Ben"... and he will print up packages one-at-a-time (i.e. on demand, no rush or fast delivery) for anyone who would like one last crack at buying it. He's not doing any more affiliate deals for Titans and, far as I can tell, this will be the last time anyone will be able to buy this product outside of his VIP's in his high ticket masterminds, etc.

Anyway, short story long:

I believe (and I'm right) everyone in marketing and copywriting should possess, study, and implement this material immediately.

But, there is one "snag" to it:

The product is expensive.

For some, prohibitively expensive.

And, I realize people aren't just going to casually plunk down the dough for it just because I say to.

So, I put my thinking cap on and asked:

"Ben, you secksy-in-your-own-mind SOB,

how can you take the 'sting'

out of this purchase for people --

especially those who are careful

about who they trust

and what they spend money on?"

The solution?

notes

I decided to give away a PILE of unique bonuses worth ("for real" retail value) more than the price the DVD's cost.

Anyway, so here they are:

(It's a lot, might want to grab a frosty beverage and make yourself comfortable...)

1. Crypto Marketing Secrets book

This is the entire 30-issue run of my old Crypto Marketing Newsletter.

(Which ran from early 2010 through mid 2012).

The retail value for the public is \$810.00 (30-issue run, each issue costed \$27), while I sell it for \$499 to my paying "Email Players" subscribers (special price only for them). But, if you buy from this offer before the deadline, you can have it free.

NOTE:

This is a *physical* book that will be shipped to you directly.

(At my expense).

Retail value: \$810.00 (30-issue run, each issue costed \$27)

2. The Agora Tapes: Infotainment

This invaluable 1-hour MP3 (and accompanying transcript) is a training

I gave to Agora Financial's copywriters and editorial staff, teaching them 21 of the ways I use to inject infotainment into emails, sales letters, webinars, videos, podcasts, articles, blogs, lectures, speeches, training, editorial pieces, books, and any other kind of marketing/selling/presenting/writing you do.

Agora flew me to Baltimore and paid me \$5000.00 (plus expenses) to teach this info, which I've used to win in hyper competitive markets like weight loss, golf, biz opp, self defense, Internet marketing, and MLM. (I wrote one ad in the MLM space that was a control for almost 10 years before they retired the product, and it heavily used the ideas in this training.) These secrets are also used by the billion dollar talk radio, cable TV, and comic book industries... the world's top professional speakers... best-selling authors (like in Robert Kiyosaki's "Rich Dad,

Poor Dad" series)... major religions... world-class comedians... history's most famous (and infamous) politicians... and, sometimes, even by the government. (The CDC used it in a major preparedness campaign, and I recently saw a local police station use it to teach against drunk driving).

I recently packaged this into a bigger product that will sell for \$295.00.

(Lesser versions of it I have offered sold for more, and this is actually a better version.)

But, you get it free, if you buy from this offer before the deadline.

(Note: This is also a physical product – shipped by me to you, at my expense.)

Retail value: \$295.00

3. Free Titans Email Players back issue

You also get the July 2015 issue of my prestigious "Email Players" newsletter.

notes

The issue's theme is:

"The 'Dark Psyche' Secret To Banging Out Dozens Of Super Profitable Emails Your List Can't Resist Reading"

This issue contains a training that shows you exactly how to apply the information in the Dan Kennedy presentation in the Titans of Direct Response videos to write dozens of profitable emails using the dark "under belly" of your prospects' psyches. While it's true Dan never once mentioned email in his talk, it's so "email friendly" it's hard to imagine anyone (regardless of what you sell) NOT succeeding doing this, and it is easily one of the most valuable issues I've ever written.

(I banged out a bunch of golf emails using this, that sold like crazy.)

In addition, here's what else is inside this issue I'll send you:

* A secret way of using WebMD to blast out dozens of emails your list will love to hate to read.

* A "dignified" way to use guilt to blow up your email sales.

* How to as much as double your webinar attendance by simply NOT saying this one word in your emails.

* The Shaolin Monk "mind trick" to making your emails far more readable, enjoyable, and, yes, profitable.

* A secret "stash" of free market research handed to you on a silver platter.

* How to make your emails entertaining... even if you have the personality of a dead fish.

* A secret goldmine of proven-to-work subject lines you can swipe, adapt, and probably even use word-for-word if'n you desire.

My "Email Players" subscribers paid \$97 (the monthly price of the newsletter).

But, it's yours, free, when you buy from this offer before the deadline.

(NOTE: This, too, is shipped to you, it is not digitally delivered.)

Retail value: \$97.00

4. "Gary Halbert Secrets From Beyond The Grave" interview

I did this interview with Doberman Dan years ago.

Dan used to live with Gary, and they did a bunch of projects together. During that time, Dan learned lessons that have made him (literally) millions of dollars in sales since.

This interview contains tips like:

* How to virtually guarantee you get someone's attention (i.e. potential JV partners, clients, customers, etc)

* A secret way of writing world-class ads while goofing off (how else do you think a fun-loving guy like Gary Halbert pumped out so many profitable ads?)

* Why blatantly copy & pasting Gary Halbert's copy for your

promos can destroy your sales

notes

* How to never get "writers block"

* The single most important copywriting "trick" ever created (and that can help you do all kinds of other tasks, too – like write high selling ads, find a car and accomplish just about anything else)

Retail value: \$67.00

(Doberman Dan and I agreed to never sell this for less than \$67.00 or give it away as a bonus for a product that was less than that amount)

Also, this bonus *is* digitally delivered.

(Either as soon as Brian sends me your contact info, or just shoot your receipt to me.)

5. Ten Copyright-Free Emails To Use, Abuse, And Profit From However You Want

These are ten 100% copyright free emails I originally wrote for my own business while watching "Batman: The Dark Knight". But you will have his permission to use these 10 emails however you want, in any way you want, without any compensation, attribution, or extra permission from me. You can use them "as is", lift whatever copy you want from them (story, subject lines, etc), even sell them to your clients (if you do freelancing) for all I care.

There's nothing like having some emails you can use and abuse however you want, ready to go at a moment's notice if you're tired, or feeling lazy, or just don't want to have to "think."

Retail value: Unknown

(I don't write emails for hire)

These are also digitally delivered – along with the Gary Halbert Lessons from Beyond the Grave training above.

6. Lost elBenbo's Apprentice tapes

These are interviews with 9 of my old school marketing "heroes" (with questions I carefully selected based on their unique specializations that have helped me the most, that I have always wanted my customers to know).

The people include:

- * A-list copywriter David Deutsch
- * The World's Greatest Copywriting Coach David Garfinkel
- * Agora Financial's Joe Schriefer
- * A-list direct response designer Lori Haller
- * For-real "Mad Man" advertising genius Walter Bregman (who worked in the agency business back in the Mad Man days)
- * World-class copywriter Brian Keith Voiles
- * The "founding father" of Internet marketing as we know it Ken McCarthy
- * MLM direct marketing pioneer Tom "Big Al" Schreiter
- * And the great Brian Kurtz

I originally had these interviews recorded for a membership site (called "elBenbo's Apprentice"). But, I decided to shut that down immediately after it launched, realizing how much I

dislike having a membership site.

notes

Thus, these "lost" interviews haven't been seen by anyone since.

But, I will give you access to them, free.

(Digitally delivered)

That is, if you order the Titans videos before the deadline.

7. Email Players t-shirt

I sell my exclusive Email Players t-shirts only to my paying subscribers, and at an irrational and obscene price of \$100.00 per shirt. As I explained to them, I've worked hard to build the Email Players brand. I am not going to cheapen it by making it easy to bear by just anyone. Someone who pays a premium is far less likely to leave it at the bottom of a stinky hamper, get bleach stains on it, use it as a rag, lose it in a pile of other shirts, or stick it on the back of a one night stand making the walk of shame.

Anyway, less than 10 people on the planet (at the time of this writing) have one of these babies.

But, I'll ship one to you (simply send me your receipt, with the size and whether you want a man's crewneck t-shirt or female tank top) when you buy Titans from my affiliate link before the

deadline.

Retail value: \$100.00

8. The Exact Bullet Points Template I Use

This document contains the bullet points template I have on my desk I use in emails and sales letters.

It's shortcut my writing time by a factor 10.

(At least.)

And, it's based on all the best bullets I've ever studied.

The only other way to get this is buying my "Copywriting Grab Bag" product. But, I will include it in the same package with the other physical bonuses I'm sending you when you buy the Titans DVD's before the deadline.

9. Copy Slacker

My newbie-proof and slacker-friendly copywriting system.

I've used this system to win controls and write ads that have dominated in cutthroat markets like golf, weight loss, self defense, biz opp, MLM, and more. Lets you write ads in days instead of weeks, and compete against "better" copywriters with more experience and in half the time, with none of the overwhelm and frustration you feel now writing copy. Also includes 4 additional hours of word-by-word analysis of some of my best-selling ads.

Copy Slacker normally sells for \$595.00.

But, if you buy Titans before the weekend, I will ship it to you free.

10. Email Client Machine

Last, but not least... a product I haven't even launched yet:

It shows you how to use email to get yourself booked solid with copywriting clients – chasing you down, instead of you chasing them down, already 80%+ sold on hiring you before speaking with you. It's the exact same methods I used back when I did client work that landed me high paying gigs from clients who could have easily afforded to hire better and more seasoned writers. But, using my secret, client-getting ways, they not only hired me, but they hired **only** me (over and over and over, plus referring me to their friends), without even having to show a portfolio or do the usual client-copywriter dance around price, having to jump through hoops to sell myself, or spending weeks and months negotiating.

Your mileage may vary.

But, I cannot imagine any copywriter not getting clients using this.

(Yes, even newbies.)

After this product launches, it'll sell for at least \$367.

But, you get it before it launches and before anyone else even sees it, shipped to your doorstep (no digital delivery) when you buy the Titans package from my righteous affiliate link.

All right, that's a lot of bonuses.

notes

And, they add up to over \$2k of for-real retail value.

They're worth even more when you count the copyright-free emails and bullet point templates.

Anyway, that's all I got.

The deadline?

Sunday at midnight (PST).

After that, this offer vanishes like emails from Hillary's computers when under investigation, and you miss out on all these valuable goodies.

Here's my naked affiliate link:

<http://www.EmailPlayers.com/titans>

(NOTE: Brian is printing & mailing these on-demand just for my audience. Please allow 1-3 weeks for printing & restocking. Probably won't take that long, but just in case... same with the physical bonuses I am shipping you.)

Ben Settle

P.S. What's that?

You're feeling especially greedy today, and demand even *more* bonuses?

All right, fine.

I talked to Brian about it and, in addition to the bonuses above I will send you... if you buy Titans before the deadline Sunday, he will (at his expense) send you the following:

- * Gene Schwartz's masterpiece (once called "the most stolen book in libraries") "Breakthrough Advertising" (\$125 value)

- * Signed copy of his book "The Advertising Solution" (co-written with Craig Simpson – the world's top direct mail

strategist)

notes

* 50% off his soon-to-be released
lost Gene Schwartz book "Brilliance
Breakthrough" (should you want to buy it
when he launches it)

If all this still doesn't do it for you,
nothing will.

To grab it all today, go here:

<http://www.EmailPlayers.com/titans>

AFFILIATE OFFER EMAIL # 2 — THURSDAY 12:30 P.M.

**Subject Line: Dark psychological
thingies**

Want to hear something dirty?

According to Dan Kennedy, back in the
old days burglar alarm companies used
some, shall we say, unsavory methods to
sell. What they would do is, they would
send a crack team of guys dressed in
dark fatigues into a neighborhood, go
into a few peoples' yards, and leave
things like empty booze bottles, dirty
magazines, and half-empty boxes of
condoms around the bushes.

Then, couple weeks later, a burglar
alarm sales guy showed.

Think that helped sales a bit?

By going DARK like that?

You bet your gluteus assimus it did.

It was all about going dark emotionally.

Dark psychologically.

And, yes, dark physically.

And guess what?

You can go dark like this online, too, and get the same results... but, do it in a way that is (1) not unethical (2) not illegal and (3) not immoral.

(Unlike the burglar alarm people.)

How?

That's where Dan Kennedy's "Titans Of Direct Response" talk comes in. I remember first listening to Dan's training walking my dog, and wanting to sprint (not run, but sprint) back home to capture all the ideas he talked about for my emails. He walks you through several dark psychological places in your prospect's mind no other marketers dare tread that are huge hot buttons for buying. And, he shows you (with a big swipe file of examples and supplementary training in a bound book) how to exploit those dark places, shed some light in there to give those prospects relief, and make a ton more sales than you ever have before.

Dan's talk changed the entire way I look at email and copy.

In fact, I sent Brian Kurtz this email the same day:

"I'm only about half way through

the Dan Kennedy teaching

(haven't even gone through all of it yet)

and already it's opened up a ton of new ways/approaches

to write emails to the various markets I sell in.

(Banging out emails is already easy for me,

but it's going to get a helluva lot easier and

faster after applying Dan's material)."

And put Dan's stuff to use I did.

That same evening.

What I did was, I made a master list of the dark emotional places he talked about, and started writing emails based around them for a launch in the golf niche, as well as a special weekend sale. Since my launches and sales are often 16 emails long that was a lot of emails -- and it was just so easy using Dan Kennedy's ideas. (And, yes, I am using things he taught on those DVD's "on you" now, and will be throughout the weekend. Hi.)

Bottom line?

Dan's part alone has already been worth many times the price.

And, so were the other speakers' (the greatest minds in direct response marketing)

Here's how to get them:

* Click my affiliate link below

notes

* Order the Titans of Direct Response DVD's

* I will send you over \$2k in (real retail value) bonuses.

But you best hop to it.

This offer ends Sunday at midnight.

Here is the link:

<http://www.EmailPlayers.com/titans>

(NOTE: Brian is printing & mailing these on-demand just for my audience. Please allow 1-3 weeks for printing & restocking. Probably won't take that long, but just in case... same with the physical bonuses I am shipping you.)

Ben Settle

P.S. What's that?

You want more information on the \$2k+ in bonuses? Well, hokay then, how about these mangoes:

1. Crypto Marketing Secrets book

This is the entire 30-issue run of my old Crypto Marketing Newsletter.

(Which ran from early 2010 through mid 2012).

The retail value for the public is \$810.00 (30-issue run, each issue costed \$27), and I sell it for \$499 to my paying "Email Players" subscribers (special price only for them). But, if you buy from this offer before the deadline, you can have it free.

NOTE:

This is a *physical* book that will be shipped to you directly.

(At my expense).

Retail value: \$810.00 (30-issue run, each issue costed \$27)

2. The Agora Tapes: Infotainment

notes

This invaluable 1-hour MP3 (and accompanying transcript) is a training I gave to Agora Financial's copywriters and editorial staff, teaching them 21 of the ways I use to inject infotainment into emails, sales letters, webinars, videos, podcasts, articles, blogs, lectures, speeches, training, editorial pieces, books, and any other kind of marketing/selling/presenting/writing you do. Agora flew me to Baltimore and paid me \$5000.00 (plus expenses) to teach this info, which I've used to win in hyper competitive markets like weight loss, golf, biz opp, self defense, Internet marketing, and MLM. (I wrote one ad in the MLM space that was a control for almost 10 years before they retired the product, and it heavily used the ideas in this training.) These secrets are also used by the billion dollar talk radio, cable TV, and comic book industries... the world's top professional speakers... best-selling authors (like in Robert Kiyosaki's "Rich Dad,

Poor Dad" series)... major religions... world-class comedians... history's most famous (and infamous) politicians... and, sometimes, even by the government. (The CDC used it in a major preparedness campaign, and I recently saw a local police station use it to teach against drunk driving).

I recently packaged this into a product that when launched will sell for \$295.00.

(Minimum.)

But, you get it free, if you buy from this offer before the deadline.

(Note: This is also a physical product – shipped by me, at my expense.)

Retail value: \$295.00

3. Free Titans Email Players back issue

You also get the July 2015 issue of my prestigious "Email Players" newsletter.

The issue's theme is:

"The 'Dark Psyche' Secret To Banging Out Dozens Of Super Profitable Emails Your List Can't Resist Reading"

This issue contains a training that shows you exactly how to apply the information in the Dan Kennedy presentation in the Titans of Direct Response videos to write dozens of profitable emails using the dark "under belly" of your prospects' psyches. While it's true Dan never once mentioned email in his talk, it's so "email friendly" it's hard to imagine anyone (regardless of what you sell) NOT succeeding doing this, and that it is easily one of the most valuable issues I've ever written.

(I banged out a bunch of golf emails using this, that sold like crazy.)

In addition, here's what else is inside this issue I'll send you:

* A secret way of using WebMD to blast out dozens of emails your list will love to hate to read.

* A "dignified way to use guilt to blow up your email sales.

notes

* How to as much as double your webinar attendance by simply NOT saying this one word in your emails.

* The Shaolin Monk "mind trick" to making your emails far more readable, enjoyable, and, yes, profitable.

* A secret "stash" of free market research handed to you on a silver platter.

* How to make your emails entertaining... even if you have the personality of a dead fish.

* A secret goldmine of proven-to-work subject lines you can swipe, adapt, and probably even use word-for-word if'n you desire.

My "Email Players" subscribers paid \$97 (the monthly price of his newsletter).

But, it's yours, free, when you buy from this offer before the deadline.

(NOTE: This, too, is shipped to you, it is not digitally delivered.)

Retail value: \$97.00

4. "Gary Halbert Secrets From Beyond The Grave" interview

I did this interview with Doberman Dan years ago.

Dan used to live with Gary, and they did a bunch of projects together. During that time, Dan learned lessons that have made him (literally) millions of dollars in sales since.

This interview contains tips like:

- * How to virtually guarantee you get someone's attention (i.e. potential JV partners, clients, customers, etc)

- * A secret way of writing world-class ads while goofing off (how else do you think a fun-loving guy like Gary Halbert pumped out so many profitable ads?)

- * Why blatantly copy & pasting Gary Halbert's copy for your promos can destroy your sales

- * How to never get "writers block"

- * The single most important copywriting "trick" ever created (and that can help you do all kinds of other tasks, too – like write high selling ads, find a car and accomplish just about anything else)

Retail value: \$67.00

(Doberman Dan and I agreed to never sell this for less than \$67.00 or give it away as a bonus for a product that was less than that amount)

Also, this bonus *is* digitally delivered.

(Either as soon as Brian sends me your contact info, or just shoot your receipt to me.)

5. Ten Copyright-Free Emails To Use, Abuse, And Profit From However You Want

These are ten 100% copyright free emails I originally wrote for my own business while watching "Batman: The Dark Knight". But you will have his permission to use these 10 emails however you want, in any way you want, without any compensation,

attribution, or extra permission from me. You can use them "as is", lift whatever copy you want from them (story, subject lines, etc), even sell them to your clients (if you do freelancing) for all I care. There's nothing like having some emails you can use and abuse however you want, ready to go at a moment's notice if you're tired, or feeling lazy, or just don't want to have to "think."

Retail value: Unknown

(I don't write emails for hire)

These are also digitally delivered – along with the Gary Halbert Lessons from Beyond the Grave training above.

6. Lost elBenbo's Apprentice tapes

These are interviews with 9 of my old school marketing "heroes" (with questions I carefully selected based on their unique specializations that have helped me the most, that I have always wanted my customers to know).

The people include:

- * A-list copywriter David Deutsch
- * The World's Greatest Copywriting Coach David Garfinkel
- * Agora Financial's Joe Schriefer
- * A-list direct response designer Lori Haller

notes

- * For-real "Mad Man" advertising genius Walter Bregman (who worked in the agency business back in the Mad Man days)
- * World-class copywriter Brian Keith Voiles
- * The "founding father" of Internet marketing as we know it Ken McCarthy
- * MLM direct marketing pioneer Tom "Big Al" Schreiter
- * And the great Brian Kurtz

I originally had these interview created for a membership site (called "elBenbo's Apprentice). But, I decided to shut that down immediately after it launched, realizing how much I dislike having a membership site.

Anyway, these "lost" interviews haven't been seen by anyone since.

But, I will give you access to them, free.

(Digitally delivered)

That is, if you order the Titans videos before the deadline.

7. Email Players t-shirt

I sell my exclusive Email Players t-shirts only to my paying customers, and at an irrational and obscene price of \$100.00 per shirt – to make it so only my best customers possess it. As I explained to them, I've worked hard to build the Email Players brand. I am not going to cheapen it by making it easy to bear by just anyone. Someone who pays a premium is far less likely to leave it at the bottom of a stinky hamper, get bleach stains on it, use it as a rag, lose it in a pile of other shirts, or stick it on the back of a one night stand making the walk of shame.

Anyway, less than 10 people (at the time of this writing) have one of these babies.

But, I'll ship one to you (simply send me your size and whether you want a man's crewneck t-shirt or female tank top) when you buy Titans from my affiliate link before the deadline.

Retail value: \$100.00

8. The Exact Bullet Points Template I Use

This document contains the bullet points template I have on my desk I use in emails and sales letters.

It's shortcut my writing time by a factor 10.

(At least.)

And, it's based on all the best bullets I've ever studied.

The only other way to get this is buying my "Copywriting Grab Bag" product. But, I will include it in the same package with the other physical bonuses I'm sending you when you buy the Titans DVD's before the deadline.

9. Copy Slacker

My newbie-proof and slacker-friendly copywriting system.

I've used this system to win controls and write ads that have dominated in cutthroat markets like golf, weight loss, self defense, biz opp, MLM, and more. Lets you write and research ads in

notes

days instead of weeks, and compete against "better" copywriters with more experience and in half the time, with none of the overwhelm and frustration you feel now writing copy. Also includes 4 additional hours of word-by-word analysis of some of my best-selling ads.

Copy Slacker normally sells for \$595.00.

But, if you buy Titans before the weekend, I will ship it to you free.

10. Email Client Machine

Last, but not least... a product I haven't even launched yet:

It shows you how to use email (*not* cold emails) to get yourself booked solid with copywriting clients – chasing you down, instead of you chasing them down, already 80%+ sold on hiring you before speaking with you. It's the exact same methods I used back when I did client work that landed me high paying gigs from clients who could have easily afforded to hire better and more seasoned writers. But, using my secret, client-getting ways, they not only hired me, but they hired *only* me (over and over and over, plus referring me to their friends), without even having to show a portfolio or do the usual client-copywriter dance around price, having to jump through hoops to sell myself, or spending weeks and months negotiating.

Your mileage may vary.

But, I cannot imagine any copywriter not getting clients using this.

(Yes, even newbies.)

After this product launches, it'll sell for at least \$367.

But, you get it before it launches and before anyone else even sees it, shipped to your doorstep (no digital delivery) when you buy the Titans package from my righteous affiliate link.

More:

notes

Brian Kurtz will also mail you (directly from his office) these bonuses, too, just to sweeten the already overly-syrupy pot of bonuses:

* Gene Schwartz's masterpiece (once called "the most stolen book in libraries") "Breakthrough Advertising" (\$125 value)

* Signed copy of his book "The Advertising Solution" (co-written with Craig Simpson – the world's top direct mail strategist)

* 50% off his soon-to-be released lost Gene Schwartz book "Brilliance Breakthrough" (should you want to buy it when he launches it)

Deadline is Sunday at midnight.

(Pacific time)

After that?

All these bonuses vanish like a fart in the wind.

And, from what I understand, Brian is not selling Titans to anyone else, it's discontinued for good (other than to his private VIP mastermind people who want to buy it).

So now's the time my little droogie.

Here's the link one more time:

<http://www.EmailPlayers.com/titans>

AFFILIATE OFFER EMAIL #3 — THURSDAY 6:30 P.M.

Subject Line: You don't need no stinkin' joint ventures

Came an email about the Titans DVD's I wrote about earlier today, from the last time I made the offer I'll be obnoxiously making all weekend:

===

Hi Ben

Thanks for the email.

I watched Jay's interview with Brian Kurtz. I am using his methodology in one of my small businesses, I created a product which is totally different from competition, I teach same topic by deriving concepts from 5 different industries. It not only differentiates me from rest of the competition (and gives me strong USP) but it also gives me the way to stand out with my unique advice. I recently made \$1500 in 2 months using this advice with my email list of 2500 without any kind of advertising or joint venture. (Feel free to use this as testimonial)

-Sukrut

===

I ain't just whistlin' dixie with this.

The above is a non-biased email (he already has the DVD's).

If you buy from my affiliate link below, you get a pile of bonuses worth *well* over \$2k.

(Actual retail value, not phony made up goo-roo value.)

Here's my buck nekid affiliate link:

<http://www.EmailPlayers.com/titans>

notes

(NOTE: Brian is printing & mailing these on-demand just for my audience. Please allow 1-3 weeks for printing & restocking. Probably won't take that long, but just in case... same with the physical bonuses I am shipping you.)

Offer vanishes soon.

Chop! Chop!

Ben Settle

P.S. Here are the bonuses I'll send you:

1. Crypto Marketing Secrets book
2. The Agora Tapes: Infotainment
3. Free Titans-theme Email Players back issue
4. "Gary Halbert Secrets From Beyond The Grave" interview
5. Ten Copyright-Free Emails To Use, Abuse, And Profit From However You Want
6. Lost elBenbo's Apprentice tapes
7. Free Email Players \$100 t-shirt
8. The Exact Bullet Points Template I Use
9. Copy Slacker
10. Email Client Machine

More:

(Sent to you with Titans from Brian Kurtz)

* Gene Schwartz's masterpiece (once called "the most stolen book in libraries") "Breakthrough Advertising" (\$125 value)

* Signed copy of his book "The Advertising Solution" (co-written with Craig Simpson – the world's top direct mail strategist)

* 50% off his soon-to-be released lost Gene Schwartz book "Brilliance Breakthrough" (should you want to buy it when he launches it)

Here's where to get your lovin' while you still can:

<http://www.EmailPlayers.com/titans>

AFFILIATE OFFER EMAIL #4 — FRIDAY 6:30 A.M.

Subject Line: Gary Bencivenga -- I'm not impressed

Once upon a time, someone wrote the above thread title in some powerhouse of direct response marketing wisdom and experience.

(i.e. an Internet marketing forum full of wannabes)

The guy said basically this:

He's been pouring over swipes from all the great direct response copywriters. But, that Gary Bencivenga (universally considered the world's greatest living copywriter, with the 40+year track record of controls to prove it) ads are long-winded, don't flow well, and have no salesmanship.

He's certainly entitled to his opinion.

And, he's probably a decent fellow.

(It's not illegal for him to be wrong, after all.)

No, I bring this up to warn you that if you're thinking about

checking out the "Legends of Direct Response" DVD's I've been yapping about all day... and you share the above forum guy's opinion on Gary Bencivenga's ads, don't bother.

Gary's talk is business-changing in so many ways.

(His red shirt teaching is especially profitable.)

But, people wandering the goo-roo casino getting distracted by all the bright shiny lights of nonsense being peddled on flakebook live videos all day won't get it... Will think it long-winded... And, will say it teaches no real salesmanship. (Just like the forum guy thought of Gary's ads.)

So anyway, if that's you, don't buy.

I'm dead serious about this, too.

Just leave it alone.

Save your money.

And, go yet back to listening to the wagging tongues on the internet marketing forums.

For everyone else?

I highly suggest checking it out here:

<http://www.EmailPlayers.com/titans>

Yes, that is an affiliate link.

notes

No, it's not cheap.

And, there's nothing "ninja" in it.

(The word is even mocked during the event.)

But if you go through the product, apply the various lessons, stories, and experiences to your emails and ads... I think you'll find it makes you tens, if not hundreds, of times your investment back over time.

More:

I've created a little "carrot" to get you to buy today.

(And not put it off, this is the last time it'll be for sale to the public.)

And, that carrot is over \$2,000 worth of bonuses (true retail value, not phony made-up value) I'll send you if you use my link. These bonuses are also yours to keep no matter what.

These bonuses include:

1. Crypto Marketing Secrets book
2. The Agora Tapes: Infotainment
3. Free Titans-theme Email Players back issue
4. "Gary Halbert Secrets From Beyond The Grave" interview
5. Ten Copyright-Free Emails To Use, Abuse, And Profit From However You Want
6. Lost elBenbo's Apprentice tapes
7. Free Email Players \$100 t-shirt
8. The Exact Bullet Points Template I Use
9. Copy Slacker

10. Email Client Machine

More:

(Sent to you with Titans from Brian Kurtz)

* Gene Schwartz's masterpiece (once called "the most stolen book in libraries") "Breakthrough Advertising" (\$125 value)

* Signed copy of his book "The Advertising Solution" (co-written with Craig Simpson – the world's top direct mail strategist)

* 50% off his soon-to-be released lost Gene Schwartz book "Brilliance Breakthrough" (should you want to buy it when he launches it)

This offer ends Sunday at midnight.

(Pacific time)

Use my affiliate link below to get it and all the bonuses:

<http://www.EmailPlayers.com/titans>

(NOTE: Brian is printing & mailing these on-demand just for my audience. Please allow 1-3 weeks for printing & restocking. Probably won't take that long, but just in case... same with the physical bonuses I am shipping you.)

Ben Settle

AFFILIATE OFFER EMAIL # 5 — FRIDAY 6:30 P.M.

Subject line: Which monster wins the fight: Ugly design vs Pretty design

"I specialize in 'ugly'...The ugly thing in a world of beauty stands out.

- Gene Schwartz

Speech to Phillips Publishing

Let me tell you a story:

I have a couple of friends who attend our old Oceans 4 Masterminds in the weight loss niche who do great emails, write great copy, and have great results. And so, often when they came to us for advice, we gave them ways to goose up their already big response using things like emails, funnels, copy appeals, headlines, etc.

But, there is one thing they still have to test.

(To my knowledge, anyway.)

Something that I suspect will either make them a bundle, with the rest of their competition (perhaps even the entire industry, if it really does well) copying... or be a huge bust.

(With no real harm done in a simple test).

What is this thing I speak of?

Testing a butt-ugly website.

In the weight loss world, everything is pretty.

Everything is secksy.

Everything is smooth and glossy.

So my advice to them?

Test a super ugly layout... no pictures at all (maybe one before and after), no graphics, no slicked up html, courier font, little or no visual elements at all.

I'm talking 1995 style website.

Beat it with the ugly stick.

Would make one helluva test.

And, I would not be surprised if it won handily.

Why?

Well, for one, many smart people have tested ugly (like the late great copywriter Gene Schwartz) and conquered with it. And also because, according to the "founding father" of Internet marketing Ken McCarthy (there was a time when only about 5 people sitting around a small table thought you could sell online at all -- and he was one of them, and is one of the reasons any of us sell online at all in some ways) has seen hundreds (probably thousands) of examples of ugly winning.

This guy was there in the beginning.

Got most of today's gurus started in the 1990's.

And, has seen many a business rise, fall, fail, and succeed.

And you know what?

One of the (many) things Ken taught in his Titans Of Direct Response talk was how ugly pretty much always wins.

Anyway, something to think about.

Ken dropped a lot of great gold in his talk.

Including several tips -- one can only get by being a student of direct response marketing both online and offline for nearly 3 decades -- I've been profiting from ever since.

Even better:

Word around the campfire is, certain IM gurus were not happy and even refused to attend the original event because Ken was speaking. (Ken has a knack for calling out bull shyt in the IM world better than anyone -- makes him many enemies...)

All of which makes his presence there even more valuable.

More:

If you buy the Titans DVD's from my link you get a pile of bonuses worth well over \$2k retail value (real value, not made up goo-roo value -- money people actually have paid for these bonuses).

These bonuses are worth more than the cost of the DVD's.

And, they are yours to *keep* no matter what.

(Even the stuff I snail mail to you.)

These bonuses include:

1. Crypto Marketing Secrets book
2. The Agora Tapes: Infotainment
3. Free Titans-theme Email Players back issue
4. "Gary Halbert Secrets From Beyond The Grave" interview
5. Ten Copyright-Free Emails To Use, Abuse, And Profit From However You Want
6. Lost elBenbo's Apprentice tapes
7. Free Email Players \$100 t-shirt
8. The Exact Bullet Points Template I Use
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More:

(Sent to you with Titans from Brian Kurtz)

* Gene Schwartz's masterpiece (once called "the most stolen book in libraries") "Breakthrough Advertising" (\$125 value)

* Signed copy of his book "The Advertising Solution" (co-written with Craig Simpson -- the world's top direct mail

strategist)

notes

* 50% off his soon-to-be released
lost Gene Schwartz book "Brilliance
Breakthrough" (should you want to buy it
when he launches it)

Well over \$2k in value.

And, all yours.

Free.

But, only if you try the DVD's by
using my affiliate link here before the
deadline:

<http://www.EmailPlayers.com/titans>

(NOTE: Brian is printing & mailing
these on-demand just for my audience.
Please allow 1-3 weeks for printing &
restocking. Probably won't take that
long, but just in case... same with the
physical bonuses I am shipping you.)

Ben Settle

AFFILIATE OFFER EMAIL #6 — SATURDAY 6:30 A.M.

**Subject line: What never to write in an
email subject line**

One of my favorite copywriters of all
time is...

Mel Martin

(I model my email style off of his stuff

in many ways.)

Mel was perhaps one of the top 2 or 3 greatest copywriters of the 20th century. He was so good... that Marty Edelston (founder of the \$100 million per year Boardroom, Inc.) had him on secret retainer. In other words, people would ask who his copywriter was, and who was writing all these amazingly profitable ads and he had a deal with Mel that neither of them would reveal who Mel was.

All the top big mailer writers revere the guy.

His ads were pure sizzle (no steak).

And, he was the probably best bullets writer who ever lived.

He was, for example, the guy who wrote the famous:

"What never to eat on an airplane" headline.

Interestingly enough, there's an old video teaching by the great Eugene Schwartz where he talked about Mel Martin's headlines a bit. And, he admitted most people could never figure out how they pulled so well because they weren't screaming big claims or benefits.

Gene's theory?

They had an "implied mechanism."

No big claim.

No big benefit.

No "big" anything whatsoever.

They are just statements that create an itch... a powerful, annoying itch... that MUST be scratched if you custom-fit it to your market.

And, thus, perfect email subject line templates.

What?

notes

Where can you find Mel Martin bullets and headlines?

Where can you go?

Well, the bad news is, they ain't easy to find.

The good news is, one of the books that comes with Titans of Direct Response DVD's is a compilation of Boardroom's "greatest hits" ads -- including several Mel Martin masterpieces. (As well as ads from Gary Bencivenga, Clayton Makepeace, Gene Schwartz, Jim Rutz, and all the other direct response copywriting heroes who paved the way for the rest of us.)

This product is simply massive.

It's like getting a PhD in direct response.

Plus, if you use my affiliate link below, you also get:

1. Crypto Marketing Secrets book
2. The Agora Tapes: Infotainment
3. Free Titans-theme Email Players back issue
4. "Gary Halbert Secrets From Beyond The Grave" interview
5. Ten Copyright-Free Emails To Use, Abuse, And Profit From However You Want

6. Lost elBenbo's Apprentice tapes
7. Free Email Players \$100 t-shirt
8. The Exact Bullet Points Template I Use
9. Copy Slacker
10. Email Client Machine

More:

(Sent to you with Titans from Brian Kurtz)

* Gene Schwartz's masterpiece (once called "the most stolen book in libraries") "Breakthrough Advertising" (\$125 value)

* Signed copy of his book "The Advertising Solution" (co-written with Craig Simpson – the world's top direct mail strategist)

* 50% off his soon-to-be released lost Gene Schwartz book "Brilliance Breakthrough" (should you want to buy it when he launches it)

This is well over \$2k in retail value.

All yours to keep, just for trying the Titans product.

(Which comes with a 60-day guarantee.)

But, this all goes away Sunday at midnight.

Get your direct response lovin' here while you can:

<http://www.EmailPlayers.com/titans>

(NOTE: Brian is printing & mailing these on-demand just for my audience. Please allow 1-3 weeks for printing & restocking. Probably won't take that long, but just in case... same with the physical bonuses I am shipping you.)

Ben Settle

AFFILIATE OFFER EMAIL #7 — SATURDAY 6:30 P.M.

notes

Subject line: Luddites in cyberspace

Heads up:

Tomorrow is the last day to get the Titans of Direct Response DVDs, and the over \$2k in bonuses (real retail value, what people actually pay for these bonus products).

Something else:

Although a lot of the trainers on these DVD's are complete luddites (i.e. Dan Kennedy doesn't even have an email address, apparently Jay Abraham barely knows how to check his emails, and even Ken McCarthy -- "founding father" of Internet marketing -- told me personally he can't figure out how to hook up a mic to his computer and use simple software like Audacity to be a guest on my podcast)... these guys (and the other trainers on the DVD's) are collectively responsible for untold billions of dollars of online sales.

They've collectively conducted billions in online testing, too.

And, their methods are extremely effective with email.

(Even most of them don't use email, go figure...)

In fact, I've been using a lot of their methods to bang out not only a string of profitable emails (in two different niches), but also capture pages, and other online ads to boot.

But, tomorrow's the deadline.

And, not just the deadline to get them from me, but get them ever.

That is, if you want all the bonuses described here:

(Some of which are printed, that I will ship to you at my expense.)

They include:

1. Crypto Marketing Secrets book
2. The Agora Tapes: Infotainment
3. Free Titans-theme Email Players back issue
4. "Gary Halbert Secrets From Beyond The Grave" interview
5. Ten Copyright-Free Emails To Use, Abuse, And Profit From However You Want
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* Gene Schwartz's masterpiece (once called "the most stolen book in libraries") "Breakthrough Advertising" (\$125 value)

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* 50% off his soon-to-be released lost Gene Schwartz book "Brilliance Breakthrough" (should you want to buy it when he launches it)

Here's the linky:

<http://www.EmailPlayers.com/titans>

(NOTE: Brian is printing & mailing these on-demand just for my audience. Please allow 1-3 weeks for printing & restocking. Probably won't take that long, but just in case... same with the physical bonuses I am shipping you.)

Ben Settle

AFFILIATE OFFER EMAIL #8 — SATURDAY 6:30 P.M.

Subject line: Why Internet marketers are like flies on the same turd

To paraphrase the late author Charles Bukowski:

"The worst thing for an Internet marketer

is to know another Internet marketer, and worse than that, to know a number of Internet marketers.

notes

Like flies on the same turd."

It is true.

Fight it all you want.

Argue with it all you want.

But the real breakthroughs cometh not from your own industry, niche, or business... but others completely outside of what your business. And in the Titans of Direct Response DVDs Jay Abraham gives a perfect example of this that has changed the way I research and critically think about writing my emails. (It's something he forces ALL his clients and students to do, and it's pure brilliance in its simplicity and effectiveness – no wonder he's considered the world's greatest marketing consultant.)

Example?

I'm using his method right now.

On you.

With this very affiliate pitch you're reading.

(Hi.)

And, guess what?

I'll be using it more times tomorrow.

(As I continue to pitch these DVD's to you – ooh, we ain't done yet my little droogling – not by a sight.)

In fact, I'm throwing another bonus in the ring:

(Besides the unique bonuses I'm offering already.)

Anyone who orders from my affiliate link before midnight tomorrow night gets not only the \$5,000+ in "for real" retail value bonuses I've been talking about all weekend... but, also,

if you go through the DVD's and tell me the Jay Abraham method I'm referring to (and tell me how you will use it in *your* business) I'll give another valuable bonus:

An hour of consulting on anything you want.

(That I am qualified to talk about.)

I charge \$850 per hour for consulting.

And, I hardly ever do it.

In fact, I've done it for less than 5 people in the past couple years.

(One of them, Dan Meredith, got so frustrated with trying to get my help, he compared my willingness to consult to being more rare than unicorn meat...)

Anyway, it can be about anything you want:

(That I'm qualified to talk about)

Emails, copywriting, affiliate marketing, podcasting, closing clients, getting media publicity, inner game of success... as well as being more successful in other things I've written about like in dating/attracting better quality women, prostate issues, writing fiction... yada yada yada.

But time's a-wasting on this.

It all goes away at midnight tomorrow.

notes

Hurry to the link below if you want in:

(Faster – knees to chest!)

<http://www.EmailPlayers.com/titans>

(NOTE: Brian is printing & mailing these on-demand just for my audience. Please allow 1-3 weeks for printing & restocking. Probably won't take that long, but just in case... same with the physical bonuses I am shipping you.)

Ben Settle

P.S. As for the other bonuses you get (whether you find the Jay Abraham method referred to above or not):

1. Crypto Marketing Secrets book
2. The Agora Tapes: Infotainment
3. Free Titans-theme Email Players back issue
4. "Gary Halbert Secrets From Beyond The Grave" interview
5. Ten Copyright-Free Emails To Use, Abuse, And Profit From However You Want
6. Lost elBenbo's Apprentice tapes
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* 50% off his soon-to-be released lost Gene Schwartz book "Brilliance Breakthrough" (should you want to buy it when he launches it)

Some of these I mail to you (at my expense).

Some are downloadable.

But, either way, they are yours to keep -- even if you decide to take Brian Kurtz up on his guarantee.

But there's no time to lose.

This offer ends tomorrow.

And, it will be the last time you can buy them unless you pay a fortune to be in Brian Kurtz's VIP masterminds (where he has less than a dozen left to sell).

Here is my righteous affiliate link:

<http://www.EmailPlayers.com/titans>

AFFILIATE OFFER EMAIL #9 — SUNDAY 6:30 A.M.

Subject line: How video sales letter manipulate your brain

If you use video sales letters, this'll be right up your dark alley:

notes

I was reading about a website run by Applied Neuro Technologies titled "The Affects Of TV on Your Brain" -- about how video (specifically TV, but methinks this applies to online video, too, if done right) alters a person's state of consciousness, making you more open to suggestions.

(i.e. persuasion, buying, etc).

Here's how it works:

First, TV induces low alpha waves in your brain.

This puts your brain in a relaxed, meditative state, and way more open to suggestion. And although in small doses this is good since it makes you more relaxed and even more insightful... too much of it makes you unfocused, prone to daydreaming, and unable to concentrate for very long.

(The analogy is, it's similar to staring at a blank wall.)

How long does this process take?

According to a 1969 experiment by one Herbert Krugman...

Less than one minute.

That's all it takes for your brain to switch from Beta waves (active, rational, logical thinking) to Alpha waves (unfocused, suggestible, etc). In other words, watching TV shuts down the part of your brain responsible for logical thought and activates the part that makes you more prone to suggestion.

(Persuasion).

Is it the same for online video sales letters, etc?

I have no idea.

But that might explain a little bit why people will hyper buy stuff from infomercials, videos, etc, and be more open to suggestion to buy things they wouldn't normally buy.

Anyway, food for thought, my little Droogie.

notes

Oh, and speaking of infomericals:

One of the most well-received Titans of Direct Response trainers was Greg Renker -- the guy whose infomericals generated \$1.8 billion per year in direct response for brands like Proactiv, Principal Secret, and Tony Robbins' Personal Power. He was also in the inaugural class at the Direct Response Hall of Fame... Has received awards from Ad Age, Fortune, and Inc. Magazine, the Horatio Alger Association, and the Electronic Retailing Association... And his countless media appearances include The Wall Street Journal, People, "Good Morning America," "CBS This Morning," "NBC Nightly News," "60 Minutes," and "20/20."

i.e. he knows how to make muneey via marketing.

And, LOTS of it.

There are dozens of lessons you can apply directly to your business (whether you're just starting out fresh off the turnip truck, or a seasoned business owner) from Greg's talk.

But time's growing short with this.

The deadline is tonight at midnight (PST).

If you order from my affiliate link below, you not only get the Titans DVD's... but you also get over \$2k in "for real value" bonuses (i.e. people paid that much to access them, but you get them free, yours to keep forever, just for trying the Titans DVD's).

Here is the link:

<http://www.EmailPlayers.com/titans>

(NOTE: Brian is printing & mailing these on-demand just for my audience. Please allow 1-3 weeks for printing & restocking. Probably won't take that long, but just in case... same with the physical bonuses I am shipping you.)

Ben Settle

P.S. Here's more info on the bonuses I will send you (at my expense, and yours to keep, no matter what -- that means you cannot lose on this):

1. Crypto Marketing Secrets book

This is the entire 30-issue run of my old Crypto Marketing Newsletter.

(Which ran from early 2010 through mid 2012).

The retail value for the public is \$810.00 (30-issue run, each issue costed \$27), and I sell it for \$499 to my paying "Email Players" subscribers (special price only for them). But, if you buy from this offer before the deadline, you can have it free.

NOTE:

This is a *physical* book that will be shipped to you directly.

(At my expense).

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2. The Agora Tapes: Infotainment

This invaluable 1-hour MP3 (and accompanying transcript) is a training I gave to Agora Financial's copywriters and editorial staff, teaching them 21 of the ways I use to inject infotainment into emails, sales letters, webinars, videos, podcasts, articles, blogs, lectures, speeches, training, editorial pieces, books, and any other kind of marketing/selling/presenting/writing you do.

Agora flew me to Baltimore and paid me \$5000.00 (plus expenses) to teach this info, which I've used to win in hyper competitive markets like weight loss, golf, biz opp, self defense, Internet marketing, and MLM. (I wrote one ad in the MLM space that was a control for almost 10 years before they retired the product, and it heavily used the ideas in this training.) These secrets are also used by the billion dollar talk radio, cable TV, and comic book industries... the world's top professional speakers... best-selling authors (like in Robert Kiyosaki's "Rich Dad,

Poor Dad" series)... major religions... world-class comedians... history's most famous (and infamous) politicians... and, sometimes, even by the government. (The CDC used it in a major preparedness campaign, and I recently saw a local police station use it to teach against drunk driving).

notes

I recently packaged this into a product that when launched will sell for \$295.00.

(Minimum.)

But, you get it free, if you buy from this offer before the deadline.

(Note: This is also a physical product – shipped by me, at my expense.)

Retail value: \$295.00

3. Free Titans Email Players back issue

You also get the July 2015 issue of my prestigious "Email Players" newsletter.

The issue's theme is:

"The 'Dark Psyche' Secret To Banging Out Dozens Of Super Profitable Emails Your List Can't Resist Reading"

This issue contains a training that shows you exactly how to apply the information in the Dan Kennedy presentation in the Titans of Direct Response videos to write dozens of profitable emails using the dark "under belly" of your prospects' psyches. While it's true Dan never once mentioned email in his talk, it's so "email friendly" it's hard to imagine anyone (regardless of what you sell) NOT succeeding doing this, and that it is easily one of the most valuable issues I've ever written.

(I banged out a bunch of golf emails using this, that sold like crazy.)

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* A secret way of using WebMD to blast out dozens of emails your list will love to hate to read.

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* How to as much as double your webinar attendance by simply NOT saying this one word in your emails.

* The Shaolin Monk "mind trick" to making your emails far more readable, enjoyable, and, yes, profitable.

* A secret "stash" of free market research handed to you on a silver platter.

* How to make your emails entertaining... even if you have the personality of a dead fish.

* A secret goldmine of proven-to-work subject lines you can swipe, adapt, and probably even use word-for-word if'n you desire.

My "Email Players" subscribers paid \$97 (the monthly price of his newsletter).

But, it's yours, free, when you buy from this offer before the deadline.

(NOTE: This, too, is shipped to you, it is not digitally delivered.)

Retail value: \$97.00

4. "Gary Halbert Secrets From Beyond The Grave" interview

I did this interview with Doberman Dan years ago.

Dan used to live with Gary, and they did a bunch of projects together. During that time, Dan learned lessons that have made him (literally) millions of dollars in sales since.

This interview contains tips like:

- * How to virtually guarantee you get someone's attention (i.e. potential JV partners, clients, customers, etc)
- * A secret way of writing world-class ads while goofing off (how else do you think a fun-loving guy like Gary Halbert pumped out so many profitable ads?)
- * Why blatantly copy & pasting Gary Halbert's copy for your promos can destroy your sales
- * How to never get "writers block"
- * The single most important copywriting "trick" ever created (and that can help you do all kinds of other tasks, too – like write high selling ads, find a car and accomplish just about anything else)

Retail value: \$67.00

(Doberman Dan and I agreed to never sell this for less than \$67.00 or give it away as a bonus for a product that was less than that amount)

Also, this bonus *is* digitally delivered.

(Either as soon as Brian sends me your contact info, or just shoot your receipt to me.)

5. Ten Copyright-Free Emails To Use, Abuse, And Profit From However You Want

These are ten 100% copyright free emails I originally wrote for my own business while watching "Batman: The Dark Knight". But you will have his permission to use these 10 emails however you want, in any way you want, without any compensation,

attribution, or extra permission from me. You can use them "as is", lift whatever copy you want from them (story, subject lines, etc), even sell them to your clients (if you do freelancing) for all I care. There's nothing like having some emails you can use and abuse however you want, ready to go at a moment's notice if you're tired, or feeling lazy, or just don't want to have to "think."

Retail value: Unknown

(I don't write emails for hire)

These are also digitally delivered – along with the Gary Halbert Lessons from Beyond the Grave training above.

6. Lost elBenbo's Apprentice tapes

These are interviews with 9 of my old school marketing "heroes" (with questions I carefully selected based on their unique specializations that have helped me the most, that I have always wanted my customers to know).

The people include:

- * A-list copywriter David Deutsch
- * The World's Greatest Copywriting Coach David Garfinkel
- * Agora Financial's Joe Schriefer
- * A-list direct response designer Lori Haller

notes

- * For-real "Mad Man" advertising genius Walter Bregman (who worked in the agency business back in the Mad Man days)
- * World-class copywriter Brian Keith Voiles
- * The "founding father" of Internet marketing as we know it Ken McCarthy
- * MLM direct marketing pioneer Tom "Big Al" Schreiter
- * And the great Brian Kurtz

I originally had these interview created for a membership site (called "elBenbo's Apprentice). But, I decided to shut that down immediately after it launched, realizing how much I dislike having a membership site.

Anyway, these "lost" interviews haven't been seen by anyone since.

But, I will give you access to them, free.

(Digitally delivered)

That is, if you order the Titans videos before the deadline.

7. Email Players t-shirt

I sell my exclusive Email Players t-shirts only to my paying customers, and at an irrational and obscene price of \$100.00 per shirt — to make it so only my best customers possess it. As I explained to them, I've worked hard to build the Email Players brand. I am not going to cheapen it by making it easy to bear by just anyone. Someone who pays a premium is far less likely to leave it at the bottom of a stinky hamper, get bleach stains on it, use it as a rag, lose it in a pile of other shirts, or stick it on the back of a one night stand making the walk of shame.

Anyway, less than 10 people (at the time of this writing) have one of these babies.

But, I'll ship one to you (simply send me your size and whether you want a man's crewneck t-shirt or female tank top) when you buy Titans from my affiliate link before the deadline.

Retail value: \$100.00

8. The Exact Bullet Points Template I Use

This document contains the bullet points template I have on my desk I use in emails and sales letters.

It's shortcut my writing time by a factor 10.

(At least.)

And, it's based on all the best bullets I've ever studied.

The only other way to get this is buying my "Copywriting Grab Bag" product. But, I will include it in the same package with the other physical bonuses I'm sending you when you buy the Titans DVD's before the deadline.

9. Copy Slacker

My newbie-proof and slacker-friendly copywriting system.

I've used this system to win controls and write ads that have dominated in cutthroat markets like golf, weight loss, self defense, biz opp, MLM, and more. Lets you write and research ads in

notes

days instead of weeks, and compete against "better" copywriters with more experience and in half the time, with none of the overwhelm and frustration you feel now writing copy. Also includes 4 additional hours of word-by-word analysis of some of my best-selling ads.

Copy Slacker normally sells for \$595.00.

But, if you buy Titans before the weekend, he will ship it to you free.

10. Email Client Machine

Last, but not least... a product I haven't even launched yet:

It shows you how to use email (*not* cold emails) to get yourself booked solid with copywriting clients – chasing you down, instead of you chasing them down, already 80%+ sold on hiring you before speaking with you. It's the exact same methods I used back when I did client work that landed me high paying gigs from clients who could have easily afforded to hire better and more seasoned writers. But, using my secret, client-getting ways, they not only hired me, but they hired *only* me (over and over and over, plus referring me to their friends), without even having to show a portfolio or do the usual client-copywriter dance around price, having to jump through hoops to sell myself, or spending weeks and months negotiating.

Your mileage may vary.

But, I cannot imagine any copywriter not getting clients using this.

(Yes, even newbies.)

After this product launches, it'll sell for at least \$367.

But, you get it before it launches and before anyone else even sees it, shipped to your doorstep (no digital delivery) when you buy the Titans package from my righteous affiliate link.

More:

notes

Brian Kurtz will also mail you (directly from his office) these bonuses, too, just to sweeten the already overly-syrupy pot of bonuses:

* Gene Schwartz's masterpiece (once called "the most stolen book in libraries") "Breakthrough Advertising" (\$125 value)

* Signed copy of his book "The Advertising Solution" (co-written with Craig Simpson – the world's top direct mail strategist)

* 50% off his soon-to-be released lost Gene Schwartz book "Brilliance Breakthrough" (should you want to buy it when he launches it)

Yeesh.

That's a lot of bonuses even by my standards.

You got until midnight tonight (PST).

After that?

Too late.

Not only do the bonuses vanish, but Brian Kurtz told me he is not selling the Titans to the general public again after this.

Here's my naked affiliate link:

<http://www.EmailPlayers.com/titans>

(NOTE: Brian is printing & mailing these on-demand just for my audience. Please allow 1-3 weeks for printing & restocking. Probably won't take that long, but just in case... same with the physical bonuses I am shipping you.)

AFFILIATE OFFER EMAIL #10 — 9:30 A.M.

Subject line: One way to take the sting out of the Titans DVDs price tag

"Email Players" subscriber Richard Emmons writes:

===

Hi Ben,

I drove a car into the ground. It was collecting dust. Your DVD offer motivated me to Craigslist it.

But I hate getting all the calls. So I wrote this villainous ad and got just one call. The buyer offered \$1000 sight unseen. He loved the "brutally honest ad."

Now I have \$1000 to pay for half the DVDs.

. . .

You Don't Want This Mercedes - \$1200

I get it that it looks great, drives smoothly and has a sun roof.

But this 1996 Mercedes e300 has issues...

You'll need to add antifreeze every few weeks.

You'll never win a drag race because this diesel is slow.

You can't plug your iPhone into the stereo.

You can load six CD's at a time...in the trunk. Don't try this

while you're driving down the road.

notes

You'll get a car with over 275,000 miles. Will you get another 50,000? 20,000? Who knows?

This car cost over \$40,000 new when Bill Clinton was president of the United States.

You can get it now for just 3% of the original price.

If you want it.

Yes, just \$1200 will let you prove that "perception is not reality."

The first person with the moolah gets it.

===

I do so dig on ingenuity.

(And props to Richard on writing that ad)

Anyway, the Titans DVD's and the ridiculous amount of bonuses, disappear like a fart in the wind come midnight (PST) tonight.

Here's the link, baby:

<http://www.EmailPlayers.com/titans>

Ben Settle

AFFILIATE OFFER EMAIL #11 — 12:30 P.M.

Subject line: "I tell you my cervix is no larger than my little fingernail!"

This subject line is from a talk the late, great copywriter Gene Schwartz gave to Phillips Publishing back in the early 1990's.

The context was this:

Gene was talking about the power of listening.

Specifically, to your market.

And how, if you get people talking and telling you stories about themselves, they will tell you things they didn't even know they knew. When you apply this to writing ads (getting stories from clients, the market, etc) you'll have more fodder (for emails, ads, blogs, videos, webinars, whatever it is you sell with) than you can ever possibly use.

All that "TMI" fodder is handed to you on a silver platter.

Absolutely free.

And, without you doing any work.

(Other than asking questions.)

Now, "fast forward" to today:

One of the many things direct marketing legend Jay Abraham taught in the Titans DVD was an advanced method he uses to draw information out of clients and his market that works even more powerfully than stories. His method is based on the ancient philosopher Socrates... and after hearing it, I finally "got" how he is able to invade and conquer markets at ease (not selling eBooks, but to put his clients at the top of entire industries -- like he did with Icy Hot), and create an endless string of super successful marketing campaigns seemingly out of

thin air.

(Which is one of the things he's known for.)

He doesn't spend a lot of time on this in the DVD's.

But, even the little time he does spend is a power education in market and product analysis you simply aren't going to hear in any Internet marketing guru course, or listening to the usual crop of wannabes flapping their gums on Flakebook live videos.

Just another example of what's inside.

More:

The deadline to get these DVD's along with the \$2k+ of bonuses I will send you when you order from my affiliate link below is looming.

Tonight at midnight the link goes down.

And, so does your chance to get:

1. Crypto Marketing Secrets book
2. The Agora Tapes: Infotainment
3. Free Titans-theme Email Players back issue
4. "Gary Halbert Secrets From Beyond The Grave" interview
5. Ten Copyright-Free Emails To Use, Abuse, And Profit From However You Want

notes

6. Lost elBenbo's Apprentice tapes
7. Free Email Players \$100 t-shirt
8. The Exact Bullet Points Template I Use
9. Copy Slacker
10. Email Client Machine

More:

(Sent to you with Titans from Brian Kurtz)

* Gene Schwartz's masterpiece (once called "the most stolen book in libraries") "Breakthrough Advertising" (\$125 value)

* Signed copy of his book "The Advertising Solution" (co-written with Craig Simpson - the world's top direct mail strategist)

* 50% off his soon-to-be released lost Gene Schwartz book "Brilliance Breakthrough" (should you want to buy it when he launches it)

(Well over \$2k in real retail value.)

It's all waiting for you patiently here:

<http://www.EmailPlayers.com/titans>

(NOTE: Brian is printing & mailing these on-demand just for my audience. Please allow 1-3 weeks for printing & restocking. Probably won't take that long, but just in case... same with the physical bonuses I am shipping you.)

Ben Settle

AFFILIATE OFFER EMAIL #12 — 3:30 P.M.

notes

Subject line: A-list copywriter niche
slaps elBenbo

True story:

While back, I had the privilege of
having an ad I was working on get
jabbed, stabbed, shot, and tied inside
a room full of oil drums rigged to
explode by one of my favorite "A List"
copywriters David Deutsch.

Turns out I was playing it WAY too safe
in the headline.

Especially for the niche I was writing
in.

I needed to get crazier.

I needed to (as he said):

"Go hardcore Ben Settle" in the
headline.

Most of us are way too safe in
headlines, when we should be going the
opposite way -- going more dramatic,
more bold, more ballsy.

(It was a priceless tip, I've never
forgotten.)

The point?

That one off the cuff comment he made,
forced me to re-examine the entire
way in which I write ads (especially
headlines). There is just nothing like

having someone who is at the top of their game chew your ads and ideas up and spit them out. Just ONE idea from a guy like David changes everything -- and can put a ton of dough in your pocket.

Enter the Titans of Direct Response.

David is on a panel in it.

And, so are some of his A List copywriting super friends.

It's a cool round table talk where these guys are just throwing out all kinds of wisdom and experiences and ideas -- letting us get a good look at how top copywriters (who are the best of the best) think, write, and make lots of sales using nothing but the written word.

The deadline to get these DVD's will be upon you, soon.

If you order them from my affiliate link below, I'll send you a pile of valuable bonuses worth (retail - what others pay for them) well over \$2k -- yours to keep. Since some of the bonuses will be printed and mailed to you at my expense, that means the only one who can possibly lose here is me.

But I ain't worried.

Not by a sight.

This is one of the best marketing products I've bought in almost a decade.

The deadline to get it with the \$2,000+ in bonuses is midnight.

(Pacific time)

Mere hours from now.

Here is my affiliate link:

<http://www.EmailPlayers.com/titans>

(NOTE: Brian is printing & mailing these on-demand just for my audience. Please allow 1-3 weeks for printing & restocking. Probably won't take that long, but just in case... same with the physical bonuses I am shipping you.)

Ben Settle

P.S. Here are the bonuses I will send you:

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2. The Agora Tapes: Infotainment
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(Sent to you with Titans from Brian Kurtz)

* Gene Schwartz's masterpiece (once called "the most stolen book in

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Best hurry.

It all vanishes at midnight (PST) tonight.

AFFILIATE OFFER EMAIL #13 — 5:30 P.M.

Subject line: King Kurtz rediscovers the book of DM law

Brian Kurtz kinda reminds me of King Josiah.

King Josiah was an ancient Israelite king.

And after a few hundred years of it being forgotten, he rediscovered the book of the law while his high priest was renovating the temple -- complete with realizing all the judgements that were about to befall the land for not following the law for so many years (worshipping other gods, pagan idolatry, setting up high places to worship false gods, etc).

Again, reminds me of what Brian Kurtz did in marketing.

He assembled all the best old school marketers.

Unearthed all kinds of lost marketing ideas.

And forced me to rediscover and re-examine certain laws of direct response marketing -- as if they'd been lost and forgotten.

It's been both humbling and exciting.

And, I realized some dumb things I've been doing hurting sales.

(Judgements, if'n you catch my drift.)

Of course, it's also been profitable, too.

I've been using the ideas, for example, in the Dan Kennedy training to bang out dozens and dozens of profitable emails -- and it's making my system (which is already extremely effective) even more potent and profitable. The Jay Abraham teaching gave me a great opt in page idea, and listening to the copywriters and old school marketers has had me adding all kinds of ideas to my email "fodder file."

Will it do the same for you?

Only one way to know:

By getting the DVD's.

(The entire event is also on MP3's that come with it.)

If you order before midnight tonight (Pacific time) I will even give you \$2k+ in retail value (i.e. what people actually pay for it, not phony made up goo-roo value) bonuses.

They include:

1. Crypto Marketing Secrets book
2. The Agora Tapes: Infotainment

notes

3. Free Titans-theme Email Players back issue
4. "Gary Halbert Secrets From Beyond The Grave" interview
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Some of these I mail to you (at my expense).

Some are downloadable.

But, either way, they are yours to keep -- even if you decide to take Brian up on his guarantee.

But there's no time to lose.

This offer ends in a few hours.

Here is my affiliate link:

<http://www.EmailPlayers.com/titans>

(NOTE: Brian is printing & mailing these on-demand just for my audience. Please allow 1-3 weeks for printing & restocking. Probably won't take that long, but just in case... same with the physical bonuses I am shipping you.)

Ben Settle

AFFILIATE OFFER EMAIL #14 — 7:30 P.M.

Subject line: Direct response marketing wasn't invented on Facebook

Dan Kennedy once said that knowing the history of the industry you're in is one of the prerequisites of making real money in it.

Very few people online "get" the history of direct response.

Or, the men who made it all happen, and what they teach.

(It's amusing how many people behave like direct response marketing, copywriting, funnel building, etc didn't exist before the Internet or, even worse, flakebook — which is why so many people wander the IM goo-roo casino, umbilical cord in hand, looking for a guru to plug it in to.)

That's the bad news.

notes

The good news is:

The Titans of Direct response DVD's offer (which ends in two short hours from now) is packed with advice, ideas, strategies, tips, techniques, and experiences from the best-of-the-best old school copywriters, direct mailers, Internet marketers, infomercial kings, and masters of persuasion who ever lived. And, as a carrot to get you to try them, if you order before midnight from the link below and I'll send you \$2k++ in "for real" value bonuses -- yours to keep no matter what.

But time's almost out.

Make your decision fast.

Then, go here to my affiliate link:

<http://www.EmailPlayers.com/titans>

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"Rich Dad, Poor Dad" series)... major religions... world-class comedians... history's most famous (and infamous) politicians... and, sometimes, even by the government. (The CDC used it in a major preparedness campaign, and I recently saw a local police station use it to teach against drunk driving).

I recently packaged this into a product that when launched will sell for \$295.00.

(Minimum.)

But, you get it free, if you buy from this offer before the deadline.

(Note: This is also a physical product – shipped by me, at my expense.)

Retail value: \$295.00

3. Free Titans Email Players back issue

You also get the July 2015 issue of my prestigious "Email Players" newsletter.

The issue's theme is:

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This issue contains a training that shows you exactly how to apply the information in the Dan Kennedy presentation in the Titans of Direct Response videos to write dozens of profitable emails using the dark "under belly" of your prospects' psyches. While it's true Dan never once mentioned email in his talk, it's so "email friendly" it's hard to imagine anyone (regardless of what you sell) NOT succeeding doing this, and that it is easily one of the most valuable issues I've ever written.

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But, it's yours, free, when you buy from this offer before the deadline.

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notes

Retail value: \$97.00

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- * Why blatantly copy & pasting Gary Halbert's copy for your promos can destroy your sales

- * How to never get "writers block"

- * The single most important copywriting "trick" ever created (and that can help you do all kinds of other tasks, too – like write high selling ads, find a car and accomplish just about anything else)

Retail value: \$67.00

(Doberman Dan and I agreed to never sell this for less than \$67.00 or give it away as a bonus for a product that was less than that amount)

Also, this bonus *is* digitally delivered.

(Either as soon as Brian sends me your contact info, or just shoot your receipt to me.)

5. Ten Copyright-Free Emails To Use, Abuse, And Profit From However You Want

These are ten 100% copyright free emails I originally wrote for my own business while watching "Batman: The Dark Knight". But you will have his permission to use these 10 emails however you want, in any way you want, without any compensation, attribution, or extra permission from me. You can use them "as is", lift whatever copy you want from them (story, subject lines, etc), even sell them to your clients (if you do freelancing) for all I care. There's nothing like having some emails you can use and abuse however you want, ready to go at a moment's notice if you're tired, or feeling lazy, or just don't want to have to "think."

Retail value: Unknown

(I don't write emails for hire)

These are also digitally delivered – along with the Gary Halbert Lessons from Beyond the Grave training above.

6. Lost elBenbo's Apprentice tapes

These are interviews with 9 of my old school marketing "heroes" (with questions I carefully selected based on their unique specializations that have helped me the most, that I have always wanted my customers to know).

The people include:

* A-list copywriter David Deutsch

notes

- * The World's Greatest Copywriting Coach David Garfinkel
- * Agora Financial's Joe Schriefer
- * A-list direct response designer Lori Haller
- * For-real "Mad Man" advertising genius Walter Bregman (who worked in the agency business back in the Mad Man days)
- * World-class copywriter Brian Keith Voiles
- * The "founding father" of Internet marketing as we know it Ken McCarthy
- * MLM direct marketing pioneer Tom "Big Al" Schreiter
- * And the great Brian Kurtz

I originally had these interview created for a membership site (called "elBenbo's Apprentice). But, I decided to shut that down immediately after it launched, realizing how much I dislike having a membership site.

Anyway, these "lost" interviews haven't been seen by anyone since.

But, I will give you access to them, free.

(Digitally delivered)

That is, if you order the Titans videos before the deadline.

7. Email Players t-shirt

I sell my exclusive Email Players t-shirts only to my paying customers, and at an irrational and obscene price of \$100.00 per shirt – to make it so only my best customers possess it. As I explained to them, I've worked hard to build the Email Players brand. I am not going to cheapen it by making it easy to bear by just anyone. Someone who pays a premium is far less likely to leave it at the bottom of a stinky hamper, get bleach stains on it, use it as a rag, lose it in a pile of other

shirts, or stick it on the back of a one night stand making the walk of shame.

Anyway, less than 10 people (at the time of this writing) have one of these babies.

But, I'll ship one to you (simply send me your size and whether you want a man's crewneck t-shirt or female tank top) when you buy Titans from my affiliate link before the deadline.

Retail value: \$100.00

8. The Exact Bullet Points Template I Use

This document contains the bullet points template I have on my desk I use in emails and sales letters.

It's shortcut my writing time by a factor 10.

(At least.)

And, it's based on all the best bullets I've ever studied.

The only other way to get this is buying my "Copywriting Grab Bag" product. But, I will include it in the same package with the other physical bonuses I'm sending you when you buy the Titans DVD's before the deadline.

9. Copy Slacker

My newbie-proof and slacker-friendly

notes

copywriting system.

I've used this system to win controls and write ads that have dominated in cutthroat markets like golf, weight loss, self defense, biz opp, MLM, and more. Lets you write and research ads in days instead of weeks, and compete against "better" copywriters with more experience and in half the time, with none of the overwhelm and frustration you feel now writing copy. Also includes 4 additional hours of word-by-word analysis of some of my best-selling ads.

Copy Slacker normally sells for \$595.00.

But, if you buy Titans before the weekend, he will ship it to you free.

10. Email Client Machine

Last, but not least... a product I haven't even launched yet:

It shows you how to use email (*not* cold emails) to get yourself booked solid with copywriting clients – chasing you down, instead of you chasing them down, already 80%+ sold on hiring you before speaking with you. It's the exact same methods I used back when I did client work that landed me high paying gigs from clients who could have easily afforded to hire better and more seasoned writers. But, using my secret, client-getting ways, they not only hired me, but they hired *only* me (over and over and over, plus referring me to their friends), without even having to show a portfolio or do the usual client-copywriter dance around price, having to jump through hoops to sell myself, or spending weeks and months negotiating.

Your mileage may vary.

But, I cannot imagine any copywriter not getting clients using this.

(Yes, even newbies.)

After this product launches, it'll sell for at least \$367.

But, you get it before it launches and before anyone else even sees it, shipped to your doorstep (no digital delivery) when you buy the Titans package from my righteous affiliate link.

More:

Brian Kurtz will also mail you (directly from his office) these bonuses, too, just to sweeten the already overly-syrupy pot of bonuses:

- * Gene Schwartz's masterpiece (once called "the most stolen book in libraries") "Breakthrough Advertising" (\$125 value)

- * Signed copy of his book "The Advertising Solution" (co-written with Craig Simpson – the world's top direct mail strategist)

- * 50% off his soon-to-be released lost Gene Schwartz book "Brilliance Breakthrough" (should you want to buy it when he launches it)

Time is pretty much up on this.

Grab it all here before midnight (PST) tonight:

(less than 2 short hours from the time I sent this)

<http://www.EmailPlayers.com/titans>

notes

AFFILIATE OFFER #15 — 8:46 P.M.

Subject line: 14 minutes left to get the historic Titans DVD's and pile of bonuses

The Titans of Direct Response DVD offer with the \$2k+ in bonuses I will send you if you order from my affiliate link (below) before midnight, ends in 14 minutes:

<http://www.EmailPlayers.com/titans>

This email is for the procrastinators.

Those of you who ALWAYS wait until the last minute.

(Then, email me the next day saying, "I didn't see your 15+ other emails over the weekend...")

All right, that'll do it.

I'm off to cook up something else for you tomorrow..

Ben Settle

P.S. Since time is short, here's a summary of the \$2k in bonuses:

1. Crypto Marketing Secrets book
2. The Agora Tapes: Infotainment
3. Free Titans-theme Email Players back issue
4. "Gary Halbert Secrets From Beyond The Grave" interview
5. Ten Copyright-Free Emails To Use, Abuse, And Profit From However You Want
6. Lost elBenbo's Apprentice tapes
7. Free Email Players \$100 t-shirt
8. The Exact Bullet Points Template I Use

9. Copy Slacker

notes

10. Email Client Machine

(NOTE: Brian is printing & mailing these on-demand just for my audience. Please allow 1-3 weeks for printing & restocking. Probably won't take that long, but just in case... same with the physical bonuses I am shipping you.)

More:

(Sent to you with Titans from Brian Kurtz)

* Gene Schwartz's masterpiece (once called "the most stolen book in libraries") "Breakthrough Advertising" (\$125 value)

* Signed copy of his book "The Advertising Solution" (co-written with Craig Simpson – the world's top direct mail strategist)

* 50% off his soon-to-be released lost Gene Schwartz book "Brilliance Breakthrough" (should you want to buy it when he launches it)

But, let's face it.

If you took the time to read this, chances are, the deadline is over and you missed out.

Ah well.

EXHIBIT K:

AWPro Tools Affiliate Campaign

I sold AwPro Tools soon after my pal Jack Born invented it. It's been a nifty recurring income stream ever since. One of the best kinds of products to sell as an affiliate are products (like software, for example) that pay you recurring forever.

One of the things I did with this that nobody prior (a few copycats emerged after, as is usually the case when stupid people who can't think for themselves see an idea they can "swipe!") did, was play up on Jack's last name via the Jason Bourne movies.

And what I did was, I tied each email into a different one of the Jason Bourne movies, using Jack's name. When you think a level or two deeper than the typical affiliate marketer (not hard to do at all — one of the big advantages anyone can give themselves in direct response marketing, and especially affiliate marketing, is simply to think) you can clean up to the people who are on both your list and other affiliates' lists.

This sequence isn't as long as most of mine.

And, that is one reason why I want to show it. It further proves even if you don't do as many emails as I teach to do in this book, you can still do extremely well.

Also, you will notice there was no "heads up" email.

I do that sort of thing most of the time, but not all the time. The more of these affiliate campaigns you do, the more of a "feel" you'll get for your list, and know how many emails to send, whether or not you should give them a heads up, and any other nuances.

**AFFILIATE OFFER EMAIL #1 — THURSDAY
9:30 A.M.**

notes

Subject line: The Born Identity

Lately I've been re-watching the Jason Bourne movies.

They're entertaining flicks -- the first of which is about a dude who is found in the middle of the sea with a couple bullets in his back, and no memory of who he is. All he knows is he's got a bunch of bad ass skills and abilities that help him elude people who are trying to kill him.

Anyway, we have a "Jason Bourne" in the marketing world.

Except his name isn't "Jason."

It's Jack.

Jack Born.

Jack is a programmer & marketer (who is also Perry Marshall's affiliate manager), and one of my Oceans 4 Mastermind partners -- who's always thinking up new ways for email marketers to multiply sales while being less "hands on"

(i.e. making yours and my job easier).

Anyway, if you use Aweber, check this out:

Recently he created a tool that gives Aweber InfusionSoft-like "powers"

called...

"AwProTools"

It's like candy land for email marketers.

And, it's getting rave reviews from people like Frank Kern, traffic guru Justin Brooke, auto-responder master Andre Chaperon, and even Tom Kulzer (founder of Aweber) himself.

(We're also starting to use it in a golf biz we just launched.)

This baby lets you do things like:

- * "Tag" subscribers (all they have to do is click a link) and you can seamlessly and automatically move them to another list in Aweber without them having to double opt in (or letting them know they were moved at all -- which lets you segment them however you want)

- * Email grader, ar split tester, form tools, animated countdown)

- * Smart redirect link - one link, redirects to either Page A or Page B depending on what list they're on

- * Move subscribers to another list with a single click (seamlessly, behind the scenes, no double opt in necessary when they move to another list)

- * Email grader for readability and grade level (a powerful direct response copywriting trick -- the lower the grade level, the easier it is for your list to read, respond, and, yes, buy from)

- * CSS3 mobile buttons for turning links in your email into eye catching buttons (without having to worry about learning coding, etc)

- * Easily format emails for mobile phones (if you use HTML tables to format your emails, chances are your emails look like

crap -- and impossible to read without the swiping all the way over to the right, total pain in the arse -- this fixes that up with a single copy & paste job)

* Daily list back ups (automated, you don't even think about it, makes it real easy to target your list in your Facebook ads, too, if'n you do that sort of thang)

* Auto-delete unsubscribes (you are paying for those names every day you leave them on there, and it's a waste of time having to go in and do it manually)

* Go-to webinar "1-click sign-up) integration (if you do webinars this ALONE is worth 100x's the price if you are sick of having email-webinar hassles)

* Video integration with Youtube and Wistia

* Ability to split test auto responders

* Google Analytics integration (classic version, not yet the Universal version but he's hard at work on it)

* Lets you trigger a move, copy, tag when someone hits a page

(not just clicking a link)

* Integrated optin forms for easily turning any Aweber form into a

notes

sexy optin

* And a ho' bunch mo'

Point is, this is advanced stuff but you don't have to be an advanced computer scientist to use it (it's made so even luddites like elBenbo can figure it out). And, it's especially powerful if you do heavy email marketing.

Plus, Jack's constantly adding new features.

If you have a request, just ask him.

For example:

I recently requested he create a way to use this tool for ClickBank affiliates to seamlessly add their buyers in Aweber (which normally only go to the Publisher of the product they're selling's list, one of the big weaknesses of affiliate marketing) to their own list, and he's on it.

(It's not part of the tools yet, but could be soon...)

You can do the same when you have a request, too.

The more ideas we send him, the more \$\$ we all make.

Now for the fun part:

Price.

How much does it cost?

Right now it's still inexpensive.

And, it's even more inexpensive if you use my affiliate link below which normally only "Email Players" subscribers have access to. It takes you to a page where you can sign up for a 14-day "test drive" to use everything without paying a single penny.

Can't make it any more risk-free than that...

All right, enough.

notes

To get the full scoop, use this link:

[http://www.EmailPlayers.com/
emailcandyland](http://www.EmailPlayers.com/emailcandyland)

Again, use this exact link and get a 14 day free trial.

If you buy, you get it at a special Ben Settle discount.

Also, one more thing:

This offer expires Sunday at midnight.

Word up.

Ben Settle

AFFILIATE OFFER EMAIL #2 — THURSDAY 9:30 P.M.

**Subject line: Deleting emails faster
than Hillary during a scandal**

Came a question in the private Facebook group set up for Ryan Healy's and my paying customers:

"The Question: would you also be broadcasting live to the people in this 60-day series (they already get 1 a day) or would you wait until they "graduate" from that series before adding them to the live broadcast list? Concerns being - dont want to confuse them with concurrent multiple parallel offers. But also don't want to dilute my broadcast

power by putting all my best leads (buyers) into a long autoresponder sequence."

A veddy good question.

The answer?

(Well, one possible answer, at least)

I am a fan (because I've seen what it does to sales over and over and over again...) of selling only one thing to one person. In other words, I try to avoid (99% or the time) sending two or more offers to someone. I like them to buy product A before pitching product B, and so forth.

One of the reasons for this is what's called "list burnout."

It's the email equivalent of physical burnout.

With physical burnout, you get tired, depressed, unmotivated, find it hard to sleep, sex drive dries up, and a whole list of other symptoms. With list burnout you get people deleting emails faster than Hilary during a scandal.

That means your list instantly deleting your emails.

(Even if they would otherwise be interested.)

Unmotivated to read your emails.

And, yes, not even thinking of buying from your emails.

The solution:

If you have them in a sequence selling product A, "arrange it" so that you don't send them broadcasts selling Product B until after they've bought product A or have shown they will never buy product A.

Something you can easily do with AwProTools.

It's completely automated, too.

You don't have to manually go inside Aweber and move people, or make them opt-in again, or even let them know they are being moved to another list.

It's all seamless.

Done behind the scenes.

And, can ratchet up ye olde sales fast.

(While avoiding list burn out.)

And that's just one a many features.

(See my email from this morning for more.)

Best part?

Until Sunday at midnight you can (1) try AwProTools free for 14-days (zero obligation, use it and abuse it all you want for two weeks) and (2) Get it at a special Ben Settle discount normally reserved only for "Email Players" subscribers.

If you want in, scoot on over to this affiliate link:

[http://www.EmailPlayers.com/
emailcandyland](http://www.EmailPlayers.com/emailcandyland)

Ben Settle

notes

AFFILIATE OFFER EMAIL #3 — FRIDAY 9:30 A.M.

Subject line: Don't read this unless you're already marketing savvy

While back, I got this question about list segmentation:

===

Hi Ben.

Once somebody becomes an EMAIL PLAYERS subscriber (like me)...

Do you

keep everybody on your PROMOTIONAL list? Originally I thought about

giving paying customers a new list that drives them to usage of the

product.

Then... after watching what you do... I thought:

"No, he's not being lazy... he's doing this intentionally... this is

genius.

He's teaching AND building anticipation for the next issue.

He's making it absolutely impossible to unsubscribe."

Is my analysis accurate?

Would you recommend that paying customers get a new, non-pitch daily email list?

===

Variations of this question come in at times.

And, it's a good question.

Segmentation is extremely powerful.

notes

It's the main force behind the billion dollar direct mail industry.

But, here's the thing:

Mine is kind of a unique situation because the daily emails still serve as a way to (1) teach (2) give inspiration to people learning my system (and endless examples to study in *context* -- non subscribers are seeing the examples out of context and don't get even 10% of the value from reading them) and (3) lets both current subscribers and would-be buyers know what's to come in the next month.

I do NOT do this with other ventures I'm in.

(I don't just sell email training... I actually do what I teach.)

With any other business, selling any other kind of product, I stick with segmenting buyers off onto a buyers list. "Email Players" subscribers go on both a 1shopping cart list for buyers and stay on my aweber list, too. It's always good to segment buyers off the prospect list. But, sometimes it's good to keep them on the main list, as well.

(Like in my case.)

More:

This is the problem with "reverse engineering" what others do.
It's impossible with just observation.

Each situation is unique.

There is no one-size-fits-all.

My solution is not necessarily going to be your solution.

(And vice versa).

The ONLY exception to this is list segmentation.

Everyone should do it.

And a tool like "AwProTools" Jack Born (seasoned marketing and programming pro and affiliate manager for Perry Marshall) created lets you play the segmentation game like a puppet master pulling strings. It allows you to move buyers (or just people who have shown interest in something) to their own list while removing them from one list or keeping them on both.

And, it lets you do it seamlessly.

The subscriber doesn't have to double opt in again.

In fact, they won't even know you moved them.

Very powerful stuff.

It's marketing supremacy (the "Born" Supremacy?) at its finest.

For example:

You have 4 product ideas.

You want to test which ones your list wants before going through the time and expense of creating the product.

What do you do?

Used to be you'd have to guess.

(Or ask, which can be very misleading, people often say they want one thing but really want something completely different.)

Or, use a complicated and expensive auto-responder service.

But now, you can just use AwProTools.

It lets you send an email out and say something like:

"Which of these types of products have you bought in the last 30 days?"

Then bullet point, say, 4 different kinds of products with a link.

When they click on the appropriate link, they can be "tagged" and/or moved or copied to a separate list. Now you can see which ones are buying which exact kinds of products and only sell the products people have admitted to recently buying to them. And as list brokers will tell you, the best list to rent is the list of buyers of the kind of product you sell that is less than 30 days old.

You almost can't lose doing this.

Hey, do you see the power here?

No?

Then you're not ready for AwProTools.

I suggest reading more about lists.

notes

And reading some direct mail gurus instead just online gurus.

But, if you DO get it... and if you DO use Aweber... and if you DO want to start maximizing your sales using list segmenting, here's what to do:

1. Go to this exact link (my affiliate link)

<http://awprotools.com/a/players>

2. Take the free 14-day trial

3. If you buy from my link above you will get a special discount Jack Born has agreed to give my website subscribers.

Anyway, this is exciting stuff for Aweber users.

It lets you segment like a mac daddy.

And, some biz partners and I are gearing up to put it to work hardcore (using every feature available -- the segmenting is just ONE feature of the software) in a venture I'm involved with that spans multiple niches.

(Including super competitive ones -- we're gonna kick ass).

Again, here is my affiliate link:

<http://awprotools.com/a/players>

It lets you try it free for 14-days.

And, gets you a discount just for my subscribers.

Deadline is Sunday at midnight.

Ben Settle

AFFILIATE OFFER EMAIL #4 — FRIDAY 9:30 P.M.

notes

**Subject line: Watching hardcore Born on
a Friday night**

Been doing some reading watching video testimonials and case studies from other people (including well-known "household name" Internet marketers) using Jack Born's AwProTools to make all kinds of crazy sales and profits using just one or two features.

Take, Frank Kern, for example.

He said:

"AW ProTools is easily
the single greatest marketing tool
ever for Aweber users.

Hands down."

Other "name" marketers love and use it,
too.

Including email marketing experts (like Andre Chaperon, for example). And media buying experts (like Justin Brooke). And funnel experts (like Todd Brown). And continuity income experts (like Ryan Lee). And even the owner of Aweber (Tom Kulzner) himself who refers people to it.

And before you even ask, it ain't just gurus using it.

Jack has case studies and testimonials from all over the 'net.

Everyone from CPA affiliates... to home schooling moms... to chiropractors... to people in the health market... gamers... architects... role playing gamers... and even some of my highest-earning "Email Players" subscribers... attribute AW ProTools to making them lots and lots and lots of more sales, with way less effort and stress.

Best part?

You can use it, free, if you want.

For 14-days.

After that?

If you decide to keep using it, you get a special Ben Settle discount usually only reserved for "Email Players" subscribers.

But, only until Sunday night.

After that, this offer vanishes like a fart in the wind.

Use this affiliate link to get the discount:

<http://www.EmailPlayers.com/emailcandyland>

Ben Settle

AFFILIATE OFFER EMAIL #5 — SATURDAY 3:30 P.M.

Subject line: How to protect your email list from cyber attacks

Behold a cautionary tale:

There's an Internet marketer I know who once had a huge, thriving email list. He made a decent income from that list (probably more than 95% of other online marketers). And, all was well in his business -- with the birds chirping, the

pigeons crowing, and the sun smiling like a mo'fo'.

notes

Then, one day, his biggest nightmare happened:

His auto-responder company shut him down!

They didn't even give a reason.

It was simply there one day, and the next they dropped his account (which he'd had for several years, and hardly any spam complaints -- he prided himself on running a "safe" business in every respect) like a bad habit.

Worst part?

He never backed up his lists.

He knew he COULD (and SHOULD) back up his lists.

It was just kind of a pain in the gluteus assimus manually logging in and doing it. (I am the same way -- it just is not one of those things I was ever motivated to do -- too tedious).

Thus, his entire business was wiped out in a single day.

All because of some nervous nellie he'd never meet.

It was a huge wake up call for me.

Enter Jack Born's "AwProTools".

It lets you auto back up your Aweber list daily.

You don't have to "do" anything to back it up.

It's done in the background.

That way, if something goes wrong and you lose your account (which can happen with ANY auto-responder service, and for any reason – especially with today's cyber attacks, etc, nobody is immune to this) you can go to another service that will let you import your list and everything is status quo.

This is one of AwProTools' most basic functions.

But, in some ways, its most important, too.

Your list IS your business in direct marketing.

Hellz... it's your legacy.

And Jack Born's AwProTools lets you protect that legacy.

(The "Born legacy"?)

So treat it like gold.

Because, frankly, it is.

If you want to try AwProTools for 14-days free, and then, if you decide to stick with it (and I can't imagine why you wouldn't if you use Aweber), use the link below and get it for a unique discount available only to my subscribers.

Here's the link:

<http://www.EmailPlayers.com/emailcandyland>

This discount expires Sunday at midnight.

Cheerio.

Ben Settle

AFFILIATE OFFER EMAIL #6 — SUNDAY 3:30 P.M.

notes

Subject line: How to turn Aweber into
the Hulk

Last year, customer Xan Barksdale
askethed...

===

Hey man, read your emails
almost everyday and I've got 2 questions
that I haven't ever heard you address...

1. Why don't you use something more
powerful than Aweber?

Something like Infusionsoft?

2. If you're a die hard Aweber fan, why
don't you promote them

with affiliate links? I have no idea
how big your list is, but

seems like you could make a killing. I
know you pump Email Players

almost every day, but seems like if you
pushed hard for your

readers to use Aweber you'd be raking in
cash from that too.

Hopefully you can answer those questions
if you're looking for

content one day because both of those
questions have been on my

mind for a while, and I'm guessing other readers are thinking the same thing.

===

OK, let's take your second question first:

I'm not necessarily a "die hard" Aweber fan.

I like them a lot.

They're my service of choice, for now.

I obviously use them.

And, I get a ton of value from them

That said...

I don't endorse any one autoresponder company.

They all have their pros and cons.

They all are worth testing out.

(If you don't know which one to use.)

And, they all have the potential to go "dark side" -- either in user-friendliness, or by not adequately getting rid of spammers (which hurts everyone, as they can land on blacklists, etc that can screw with all their customers' businesses), or by simply selling out some day to a company that ruins everything good about them.

Too much outside of my control to promote.

Now, let's go back to question #1.

I don't just use Aweber.

I use other broadcasting/autoresponders, too.

(Depending on the deal I'm in, what you see me doing with my BenSettle. com-related stuff is just one "cog" in my machine.)

But for *this* BenSettle .com list:

I don't need anything more powerful than Aweber.

Especially when using Jack Born's "AW ProTools".

Jack is one of my "Oceans 4 Mastermind" business partners, a world class programmer, and also Perry Marshall's affiliate manager. He's also like the "Walter White" of marketing -- always hiding out in the desert, cooking up software for exploding sales in his motor home, smoke billowing out of vents from his office...

Anyway, Aw Pro Tools gives Aweber "Infusionsoft-like" powers.

It's like bombarding Aweber with gamma rays so it can hulk-out, and is designed around several buyer psychology principles.

It's also super cheap, too.

(For all the stuff you get, at least.)

More:

You can try it free for 14-days. Plus, I made a deal so you can get it at a fat discount if you decide to keep using it

notes

after that.

To try it free, strap on your cape and tights and go here:

<http://www.EmailPlayers.com/emailcandyland>

This offer expires tonight.

Hurry.

Ben Settle

P.S. What kind of powers does this tool give your Aweber?

Here are a few:

- * "Tag" subscribers (all they have to do is click a link) and you can seamlessly and automatically move them to another list in Aweber without them having to double opt in (or letting them know they were moved at all -- which lets you segment them however you want)
- * Email grader, ar split tester, form tools, animated countdown)
- * Smart redirect link - one link, redirects to either Page A or Page B depending on what list they're on
- * Move subscribers to another list with a single click (seamlessly, behind the scenes, no double opt in necessary when they move to another list)
- * Email grader for readability and grade level (a powerful direct response copywriting trick -- the lower the grade level, the easier it is for your list to read, respond, and, yes, buy from)
- * CSS3 mobile buttons for turning links in your email into eye catching buttons (without having to worry about learning coding, etc)
- * Easily format emails for mobile phones (if you use HTML

tables to format your emails, chances are your emails look like crap -- and impossible to read without the swiping all the way over to the right, total pain in the arse -- this fixes that up with a single copy & paste job)

* Daily list back ups (automated, you don't even think about it, makes it real easy to target your list in your Facebook ads, too, if'n you do that sort of thang)

* Auto-delete unsubscribes (you are paying for those names every day you leave them on there, and it's a waste of time having to go in and do it manually)

* Go-to webinar "1-click sign-up) integration (if you do webinars this ALONE is worth 100x's the price if you are sick of having email-webinar hassles)

* Video integration with Youtube and Wistia

* Ability to split test auto responders

* Google Analytics integration (classic version, not yet the Universal version but he's hard at work on it)

* Lets you trigger a move, copy, tag when someone hits a page

(not just clicking a link)

* Integrated optin forms for easily turning any Aweber form into a

notes

sexy optin

* And a ho' bunch mo'

Go here to use it free for 14-days:

(And then at a big discount if you keep using after...)

<http://www.EmailPlayers.com/emailcandyland>

AFFILIATE OFFER EMAIL #7 — SUNDAY 7:30 P.M.

Subject line: elBenbo blasphemes himself

Never thought I'd say this.

But, there is one time where you can make more sales by sending out less emails. Yes, yes, I know this contradicts everything I've ever written or said (in podcasts, interviews, speaking on stage, etc) on this subject.

But, facts are facts.

Here's an example:

One of Jack Born's AW Pro Tools users in the CPA networks (which is a rabidly overcrowded and competitive place to do bid'niz, to say the least) said this about it:

"Before we'd only send one CPA offer to the whole database on Aweber... But now because we're able to segment based on interest we are able to send... (i.e. Forex CPA Offers just to the Forex Peeps... Credit Spread Offers to CS Peeps, etc)... each offer generates us \$2,000-\$3,000... And before we used to do 2-3 a month... TOPS. BUT NOW, we're able to do up to 10 a month. So we are making 3-5 times the money... even though each subscriber is actually being sent "less" CPA offers a month than we used to send them..."

How'z about them crab apples?

More sales with less emails.

notes

Sign me up, pal.

Actually, I'm already signed up.

And, if you sign up before midnight
(down to the last few hours of the
sale), you can sign up free for 14-
days... and get a fat discount on it if
you decide to keep using it ever after.

No obligation.

No pressure.

You use it free, it makes you money or
you don't pay for it.

But time's winding down.

This offer ends in a few short hours at
midnight.

Get all the details here:

<http://www.EmailPlayers.com/>
emailcandyland

Ben Settle

AFFILIATE EMAIL OFFER #8 — SUNDAY 10:30 P.M.

**Subject line: Who wins the fight: Aweber
or Infusionsoft?**

Aweber vs Infusionsoft.

It's like a monster movie hearing people
debate which is better, considering

one is far more simple than the other, yet the other has far more advanced features than the one. But, if you use Aweber, and want to give it some cool Infusionsoft-like features (like advanced list segmentation, which alone is worth many times the small cost of the tool), then today is your last day to get Jack Born's "AwProTools" at a discount.

Here's what you do:

1. Go to this link (my naked affiliate link):

<http://www.EmailPlayers.com/emailcandyland>

2. Take the free 14-day trial

3. If you likey, it's yours at a unique discount only available to my website subscribers.

Jack Born's offer ends tonight at midnight.

(Eastern standard time)

After that, no discount for you.

(The "Born Ultimatum?")

Ben Settle

AFFILIATE OFFER EMAIL #9 — SUNDAY 11:45 P.M.

Subject line: Last call for Born-o-hol

This is it, game time.

The special try-it-for-free-for-14-days and get a big discount if you decide to keep using it offer for Aw Pro Tools ends in just a few minutes. This tool was invented for Aweber users who wanted to give their auto-responder all kinds of cool features that are usually only found in ultra expensive (and complicated) systems where you need a degree in computer science to figure everything out.

But Jack's tool is simple.

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Easy to use.

And, priced so low (at the moment, for my subscribers) it's pretty much a no-brainer to use it free for 14-days, see if you like it, and then be "Grandfathered" in at a lower price than what everyone else pays.

Anyway, here's my affiliate link:

[http://www.EmailPlayers.com/
emailcandyland](http://www.EmailPlayers.com/emailcandyland)

Last call.

Ben Settle

P.S. Here is what Frank Kern says about this tool:

"AW ProTools is easily
the single greatest marketing tool
ever for Aweber users.

Hands down."

Other "name" marketers love and use it, too.

It's also used by other email marketing experts (like Andre Chaperon, for example). And media buying experts (like Justin Brooke). And funnel experts (like Todd Brown). And continuity income experts (like Ryan Lee). And even the owner of Aweber (Tom Kulzner) himself

who refers people to it.

But it ain't just gurus using it.

Jack has case studies and testimonials from all over the 'net.

Everyone from CPA affiliates... to home schooling moms... to chiropractors... to people in the health market... gamers... architects... role playing gamers... and even some of my highest-earning "Email Players" subscribers... attribute AW ProTools to making them lots and lots and lots of more sales, with way less effort and stress.

Again, you can try it free for 14-days.

Make money with it.

Enjoy it.

And then, if you want to keep using it (and there is no obligation) you can get it a special discount for my subscribers.

But, only if you nab it in the next few minutes.

Go here quickly:

<http://www.EmailPlayers.com/emailcandyland>

EXHIBIT L:

Course Builders Laboratory Affiliate Campaign

I've promoted Danny Iny's Course Builders Laboratory several times. And, each time it continues to pay out handsomely. I am including this one not only because it did so well (as he put it, *"over double what our average partner does... which is already pretty good. So damn, buddy!"*), but because it is also an example of how to use an interview with the product creator to beef up sales.

You will notice how each of the four days starts out with a section of the interview, with the first three days' emails ending on a cliff-hanger (i.e. ends with a question).

That is done deliberately.

And, I find when I do it as laid out in this book, it ratchets up the sales.

I also packed the interview with questions that would hit several different parts of my list. Again, that was deliberate. Everything in these campaigns is deliberate. The more you can out problem-solve and out-think your competition, the more sales you will burgle from any other competitors selling the same product to the same "gene pool" of leads you are.

Another thing to note:

This didn't follow the usual weekend sales schedule I like, because Danny's webinar didn't fall on a Sunday. Also, Danny has a great follow-up and closing process, which does a lot of the heavy lifting for me. My job isn't so much to sell the product, but to sell them on getting on a webinar where his team does all the closing.

With all that in mind, you can read the emails starting on the next page...

AFFILIATE OFFER EMAIL #1 — FRIDAY 6:30 A.M.

Subject line: How to get paid for your online courses before you even finish creating them - part 1

A lot of people complain to me:

"Ben! Ben! I want to use your email methods,
but I don't have a product to sell!"

Until today I've remained silent on this.

But, y'all are like the chick in the New Testament Jesus talked about, where she had an injustice done to her, kept nagging an unrighteous judge (who didn't care about what anyone thought) about it who kept ignoring her, but, because her nagging was so persistent he finally gave in and did as she asked. Y'all constantly asking me how to create products are kinda like the nagging woman, and I'm kinda like the judge. And, at the last Ocean's 4 mastermind I got to talking to someone I have the utmost respect for about this:

Danny Iny.

(The guy who had more impact on my list and audience building than anyone else.)

I recently had a very long talk with him about creating online courses.

(His course-building method is quite "unorthodox" -- but is the best I've ever seen.)

Anyway, it was a long call.

So, I broke it up into 4 parts.

Here is part one on how to get paid *while* creating your online course.

(Before you even finish it.)

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BEN SETTLE: All right, so Danny, tell us about who you are, your background, and your experience, specifically, with building courses.

DANNY INY: Sure, so thank you for having me, et cetera, et cetera. I've been an entrepreneur, I like to say, for longer than my adult life. I quit school when I was 15 to start my first business, and I've been an entrepreneur since then. I went back to school a bunch of years ago, got an MBA, and I'm kind of on the fence as to whether that was worth it or not, but I have an elementary school diploma, I have an MBA, that is it, nothing in between. I got started as an entrepreneur, and experimented with a bunch of different businesses, as many people do. My last big startup, in 2007, 2008, I was building a technology company. We were building software that teaches kids how to read, so I've been in education most of my career. That figures into course building, but I was a young and inexperienced CEO, and what, in hindsight is, can I swear on this interview?

BEN SETTLE: You can swear all you want. I don't want you to hold back in any way, shape, or form. Please be, whatever you've got to do.

DANNY INY: I had been and inexperienced CEO in what, in hindsight, is the most fucking complicated industry on the face of the Earth. I had a lot of learning to do on the job, and just as I was getting on top of it, we rolled around September, 2008. The markets crashed and everything just fell apart, so I walked away from that with, yeah, I wasn't comfortable with many of my investors, many of whom were friends and family, losing everything they put in, so I took a lot of that on myself. I ended up walking away from that with about a quarter of a million dollars in personal debt, which is a bummer, but you move on from there.

I started rebuilding, and getting a job was not a practical option, both because all I had was an elementary school diploma, and because any job that I could likely get, if I would then apply all of my salary to paying off my debt, I would be debt-free in like 70 years. It was not an option, so I rebuilt a consulting practice, where I helped people with their marketing and their strategy around the things, and copy-writing. In fact, I was doing a lot of copy-writing at the time, leveraging a lot of the things I had learned from doing it wrong. I built a pretty successful practice. It was a six-figure practice in a couple of years.

My sweet spot was people who were business owners, entrepreneurs who were in kind of the 0 to 10 employee range, and closer to 0 than 10, so people just getting started. There were enough of them that were doing well enough so they could afford my services. I built a pretty good practice, but there were also a lot who were not doing well at all. They needed a ton of help and they couldn't afford to pay for anything. I found that I was giving away a lot of my time for free. That's fine, because a lot of people helped me out for free when I was getting started, and you pay it forward, but it wasn't scalable. I was like, "There's got to be a better way of doing this," so I thought, "What if I build a course, teaching

everything that I know that people need to know?"

I slaved away building this massive, giant course. Literally, I spent more than 2,000 hours building this thing. When I was finally done, I took it to the market. Actually, I wasn't done. I was like a third of the way building it, but I couldn't wait, so I was like, I'll sell it while I continue to build it. I took it to the market, and people think the worst thing that can happen is that nobody buys, but actually, the worst thing that can happen is one person buys, then you're on the hook to deliver this ginormous course that you promised. I was deep enough into it. I was like, "All right, I'm just going to plow through." Literally, 2,000 hours, working full sail for this one guy. The program never did very well. I think over it's lifetime, I sold less than 50 spots. I think my dollars per hour working on that course was like 11 cents an hour. It was terrible, and I was pretty burned by the experience. I was like, "Courses? Maybe this is not such a great idea."

Parallel with that, as I was trying to get my business off the ground, get the word out of what I was doing, I did a lot of stuff to build my audience. I stumbled onto various strategies that

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worked pretty well for me. My audience grew, and people started asking me how I was doing what I was doing. I was getting emails, unsolicited, from strangers from 3 to 5 times a week, "How are you doing this?" I resisted for a long time. I'm not teaching anything because I just got screwed with the last course I tried to teach, but people kept asking. I was like, "All right, I've got to do something here. There's clearly an opportunity. There's a demand."

The thing is, I was afraid. I was afraid that I was going to get burned, so I basically prepared the minimum amount of work that I was comfortable preparing, which at the time, I had outlines for my slides, and I had, basically, the slides and the outlines of what I was going to cover. These days, honestly, I would even do less. I reached out to my audience. It wasn't a very large audience at the time, just a few thousand people, and I said, "Hey look, I'm thinking of building this course. If you're interested, you can sign up and be one of my pilot students. You're going to pay up front, and you're going to be one of the first people to get in, I'm going to deliver it live, and you're going to give me your feedback on how I can improve it."

This wasn't some stroke of marketing genius. This was just me hedging my bets. I thought people would say no, or they wouldn't be interested, so I wouldn't lose too much time, but it worked like gangbusters. We sold out in like 24 hours, and I have, something your listeners may not know about me is A, I'm Canadian, so our holidays are not all the same holidays, and I've been an entrepreneur forever. I'm very oblivious as the when there are holidays. I don't remember what the holiday was, but I launched this on a holiday weekend, so the cart opens on, I think it was a Friday, when a lot of people are off on vacation, and we sold out on Saturday, so I shut it down, and I got a ton of really pissed off email from people who were like, "What the hell? I wasn't even in front of my computer, and now

I can't get in," so I end up having to reopen it, and it was super-awkward, but we sold out way past what we thought we would sell. We did

really, really well.

I delivered the program. People got great results, and that year, this was 2012, I sold, it was an inexpensive program, \$137, I sold about a thousand spots in that program, so not bad for someone, you know, this was my first year in online business. About half way through that year, I'm delivering this training, and my students are going out there and getting success, and it was about one specific tactic. It was about guest posting. They would come back to me and say, "Now that I know how to guest post, I know how to write a great article, a great post. I know how to get on a big major blog." I was getting a lot of different variations on the question, but essentially, they were saying now they know this, "Does that mean I know everything I need to know to build my online business?" I was like, "No, of course not. Why the hell would you think that?" There's a ton more.

By this point, my business was growing. I was doing several hundred thousand dollars a year, at that time, so I was like, I had stuff to teach, but again, this would be a bigger course, much

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more involved. I was like, "Oh, I don't know." Once bitten, twice shy, and so I did a webinar. I invited my community to attend, and I just walked them through my whole framework of like, these are the steps I followed to build my business, these are the steps I think you need to follow, and I said, "You know what? I'm going to take on a small group of people, and I'm going to work with them intensively on this process for the rest of the year. It's by application only. You've got to put down a deposit to apply. I'll interview you. If it's a good fit, then we'll keep going. If not, I'll give you your money back," but essentially, it was a \$500 deposit, and if I accepted them, it was another \$6,000, sorry, including the deposit, it was \$6,000.

I did this, again, because I was like, "I want to hedge my bets. If nobody goes for it, at least I'll know." I delivered a webinar, that's my whole investment. To my great surprise, I had 9 people apply. I interviewed them all. Two of them, I said, "Look, I don't think it's a fit." I was left with 7. That was \$42,000 that I made in a weekend. This was the first time I'd ever made that kind of money. I was like, "Holy crap." When I told some friends, "I just made \$42,000 in a weekend," their question was, "You mean legally?"

BEN SETTLE: Yeah.

DANNY INY: It's like, "Yeah." Like, "Oh, my God." I delivered this thing and it worked so well that a few months later, I did it again. I brought on another bunch of people, and it was despite there was no program. I was just delivering the content, helping people, fleshing out the content as I went, and then refining my thinking. It wasn't until January of the following year that I launched this program, so I made, I think, about \$80,000 before the program officially launched. When I launched the program, we did another \$300,000. Over the next two and a half years, we did about a million and a half

dollars selling this program, which was called the Audience Business Master Class.

BEN SETTLE: Yeah, which I'm very familiar with, very good product.

DANNY INY: Thank you.

BEN SETTLE: Yeah. I always wondered about the story behind that, actually.

DANNY INY: That's where it came from. People ask me for it. A while later, because it's not just about the information. Because I have a background, I know you have some other questions, I feel like I might be bleeding into them a bit, but-

BEN SETTLE: No, that's fine. It's not going to hurt anything. It's all good.

DANNY INY: Because I have a background in education, running education companies, because, and I think this is a challenge in our world of online business, a lot of people out there are teaching about courses, and delivering courses who don't understand education. They don't know how to teach. They don't know how to help people learn, and that's why a lot of programs out there- I heard a stat, I won't say who the marketer is, but a very well-known marketer said that he felt his big fancy program, one of these \$2,000 packages, and he has a live event, and all the

notes

people who buy this big fancy program are invited to the event, and the event is much, much later, so once people finally show up at the event, 5% of people have gone through his program. In other words, 95% of people have spent \$2,000 and done nothing with it, which is atrocious. It's insane. I don't understand how people are okay with that.

BEN SETTLE: I don't think people are okay with it when they figure it out. You know?

DANNY INY: That's a fair point, yes. My background is in education. It's not that I was good at selling courses. The courses are delivered. They help people get results, and I started having questions from people around, "Can you teach us how you build your courses?" The best ideas of stuff to do comes from your markets. Sometimes, it's explicit, like they ask you in so many words. Sometimes, it's implicit. You have to read between the lines. You have to go do the research. You have to teach people how to do that. The market was telling me they wanted something.

I realized that, I looked back on, at this point, there were three courses I had built. The first one was a ginormous failure. The next two were huge successes. I realized that there were a few things that I was doing differently. First of all, there was a whole, build it after you sell it, as opposed to building it and then trying to sell it. It's a huge mistake that most people make building their courses. I'd seen people talk about that a little bit, pre-selling. That's not really what I was doing, though. The reason I had resisted these ideas around pre-selling was that it felt like it was about squeezing some money out of people early, and then delivering a substandard product. I wouldn't support that at all.

What this piloting process was doing was actually the opposite, because here's what happens when you spend all this time building a giant course. You're building it based on what you

think people need to know, and where you think they'll get stuck, except you're wrong. You're wrong about where they're going to get stuck. You're wrong about where they're going to have questions. You're wrong, sometimes, about what they need to know, and you're not going to know it until people start going through it, so it's not about not building something great. It's about moving the work to, after people have given you money, and validated that they really want it, so that you can build it in real time, while you're getting feedback from people as to what they need, to create a much higher quality product.

I thought that through, and I was like, "Okay, I think I get this process." I was like, "All right, I'm going to teach this." Of course, we followed that process. I didn't say, "All right, I'm going to build a giant course about how you should pilot stuff," so we did the piloting, and the piloting was very successful. We made well over \$100,000 before there was ever any kind of course, just on the piloting, and then we launched the Course-builder's Lab, and we keep refining it, reiterating, and that's kind of what we do. That's our process that we teach. We've enrolled to date a couple thousand students. We've got a ginormous wall of success stories, which is always fun to

notes

look at, people who built courses in all kinds of successful spaces in industries, starting with an audience, starting without an audience, being good with technology, not being good with technology, the works. Yeah, that's kind of the story, me and my story and how I

came to be involved in course-building.

BEN SETTLE: I'm curious about this, so the way you're doing that, where you're kind of building it, not all at once, but as you're kind of, I don't want to say making it up as you go along, but you're building it in a very specific, counter-intuitive way than most people do. Is that a function of your training in the educational field, because you're teaching people about learning?

END PART 1.

I'm hosting a comprehensive training on how to build courses like Danny does next week (Tuesday, August 9th at high noon PST, 3:00 pm EST, etc) with Danny's team on this.

It's free to attend.

And, in typical Danny Iny fashion, you'll know exactly how to do your own course in 60 days or less.

Before you even ask:

Yes, my little droogling, there will be a pitch at the end.

(For support, coaching, etc)

So if you think pitches are the devil, simply hang up early and go to your safe place.

Otherwise, here's my buck nekid affiliate link:

<http://www.EmailPlayers.com/course>

Ben Settle

AFFILIATE OFFER EMAIL #2 — FRIDAY 6:30 P.M.

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**Subject line: How even nooby-noob
network marketers can destroy their
competition**

Many moons ago I did a lot of
copywriting in the MLM world.

Specifically, for a brilliant marketer
and entrepreneur named Mike Dillard.
And, while going through his flagship
product to write the ad for it, I came
across a concept I had never heard of
until then called:

"Funded Proposal"

From what I remember, what that means is
this:

You don't try to pitch people into your
"ground floor opportunity!" offer.

You instead, sell them an info product
on how to be better at network
marketing. This then lets you position
yourself as a leader, teacher, and
expert — someone they should be
following so they come to you, instead
of you going to them.

Plus, it also lets you get paid for
prospecting, so to speak.

A brilliant concept.

And, if you are in MLM I highly
recommend doing it.

Frankly, if you combine it with my email methods, I don't see how you can possibly lose.

The problem?

Most people have no clue how to create a product in that industry. So, the vast majority I see are selling someone else's products (or several someone else's products) as an affiliate when, ideally, they should be selling their own products.

That's how you establish yourself as the leader.

(Not by supplicating to another leader and hoping their mojo "rubs off" on you.)

Enter Danny Iny.

To my knowledge Mr. Iny has never done network marketing.

But, what he is the best in the world at (as far as I am concerned, at least) is creating online courses. And, creating online courses in a way where you get paid for them before you even are finished creating them.

His methods are extremely unorthodox.

But, they work like gangbusters.

And, even better than that, they work *fast.*

How fast?

Sixty days or less.

Best part:

I'm hosting a valuable training with his team next Tuesday (12:00 pm PST, 3:00 EST – set your watch) on exactly how he does it. Yes, there will be something for sale at the end – like his ongoing support, coaching, etc while you do it.

But, either way, by the end you'll know how to create your own online course.

And, you'll know how to get paid while you create it.

Register at my nood affiliate link here:

<http://www.EmailPlayers.com/course>

Ben Settle

AFFILIATE OFFER EMAIL #3 — SATURDAY 6:30 A.M.

Subject line: How To Get Paid For Your Online Courses Before You Even Finish Creating Them - Part 2

Drop your socks and grab your crocs, my little fledging.

Time for part 2 of my interview with the esteemed Danny Iny and how to get paid from your online course *before* you even finish building it:

BEN SETTLE: I'm curious about this, so the way you're doing that, where you're kind of building it, not all at once, but as you're kind of, I don't want to say making it up as you go along, but you're building it in a very specific, counter-intuitive way than most people do. Is that a function of your training in the educational field, because you're teaching people about learning?

DANNY INY: No, not at all. It's a really

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great question. Sometimes, not always, but sometimes the people who struggle with this the most are teachers who sign up for our program.

BEN SETTLE: That's interesting.

DANNY INY: They're used to creating these long, detailed lesson plans. You know exactly what you're going to teach. The challenge is, let's say you're in a school. You're teaching 5th grade math, or whatever. You're not the first person to teach 5th grade math. You're teaching from a textbook that already exists. That's not to minimize the value of a great teacher, but largely speaking, the problem is a known problem. You know what you're trying to solve for.

Most people who say, "I have something that I know. I have knowledge. I have expertise. I want to package it up. I want to deliver it to people in an asynchronous, or semi-synchronous way, in a way that they can learn and expand their abilities, make their lives better, and I can get paid for making that happen," you're not following a template. You're creating something new. You don't know how people are going to be successful with it and where they're not going to be successful with it. You need to be able to adapt on the fly, so it's not about, making it up as you go is a really interesting way of articulating it because it's not exactly what you're doing, but it kind of is. It kind of is in the sense that, when you talk through a problem with someone, it gives you additional insights into the problem, so I think you should start with an outline of what you're going to teach.

Let's say it's a 5-week program. Let's do a quick hypothetical. Ben Settle, the master of writing email copy and sending daily emails. If you were to create a pilot course about writing daily emails, you might say, "Well, it's going to be a 5-week program, and there are a few big areas people need to understand." I'm just making this up.

BEN SETTLE: Yeah, I'm following you here.

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DANNY INY: Maybe they need to understand what makes for an effective daily email. What is it meant to accomplish. They need to know where they go for ideas, so they never run dry. They need to know how they can deal with people who don't like the daily emails, and people who reply, how to manage the conversations that ensue because of that, so that's three. Maybe there's a technology piece around working with auto-responders. Maybe you'll throw in a bonus session at the end where you're going to critique people's emails and help them get better.

These are 5 pieces of content, but just because they're 5 pieces of content doesn't mean they're going to go in that order, so you're going to take them, rearrange them so that people can actually start applying as you go. Maybe you start with the theory, so they know what they're trying to accomplish. You get them set up with the auto-responders. You start them writing emails. You teach them how to deal with the conversation. Then, you show them how to keep getting new ideas, so you've got a structure, now.

You're Ben Settle. You know this stuff inside and out. You can go and say,

"I'm going to sell this program, and figure out the details later," not because you're making it up as you go, but because you already know this stuff, and you're just going to put it on paper later, really flesh it out. Now, the thing is, you don't want to flesh it out all on your own, because you're Ben Settle, which is a huge advantage, because you really know your stuff. It's also a huge disadvantage in that it's been a really long time since you were a person who wasn't sure what to do when it comes to writing email copy. It's hard for you to relate to the problems people are going to have, and the challenges they're going to experience, so rather than writing up a long, detailed curriculum, you have your high-level outline. You're going to create, before each lesson, a detailed outline. You're going to talk through it. You're going to explain it. You're

going to ask people questions, and you're going to see what questions they have, and what stuff comes up, and that is going to inform your next week's outline. It's going to change a lot.

I've had so many people who are like, and I work with some pretty high profile people, very successful, best-selling authors, and they're like, "No, no. When I produce something, it's got to be great," so they create these massive outlines for all of their lessons. They deliver their first lesson, and they come back and they say, "I totally missed the mark. I've got to throw out the rest of my outlines and start over." I was like, "Well, I told you that would happen."

BEN SETTLE: I have another question for you. When we're talking about online courses, we're not necessarily talking about eBooks here. Is there a specific kind of course that you're talking about here, where it's almost like a college course, and it's over a certain amount of time? We're not talking about Evergreen products right from the start. Are you talking about teaching it in a 5, 6 week, however long it might be, and then

packaging it for later as Evergreen, or how does that work?

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DANNY INY: That's a great question. I think most courses can be made Evergreen. Pilots often shouldn't be. The reason for that is when you're doing a pilot, when you're doing your first run of things, there's always a trade-off between all the work that goes into making it permanent and, like you said, Evergreen, versus being able to deploy it quickly. I don't want people to invest a lot of time and energy into making something permanent until they know they've got it right, so the process that we teach is great for getting your idea out there, getting some money in the door, testing it, but once you've done it, once you've had a good result, taking what you've done and then packaging it up so that it's Evergreen is totally doable and very worthwhile.

My course, we offer for people to sign up all the time. We don't always have big open enrollments, but we do bring students in on an ongoing basis. Case in point, your community is going to be invited to join the Course-builder's Lab, if that's what they want to do. That's on an Evergreen basis. By the way, this is a course that is, it's not just a bunch of videos and a membership site. I personally hate that model. I

think it doesn't help people very much. We have videos, we have content, it is released, not on a week-by-week drip, but based on how you complete the content, and you get support from a coach. You get all of that and it's Evergreen. You can Evergreen just about any kind of model, but when you're doing it for the first time, Evergreen is a structure that will allow you to collect less feedback from people, which will make it harder for you to improve it and make it better.

BEN SETTLE: You know what this reminds me of? I like to use this analogy for a lot of things, because everybody understands it. It's kind of like opening a feed sack. If you know, like a feed sack for farm animals, or a sack of flour, either way. If you pull that string wrong, and it goes down the middle, everything falls out and it's chaos, but if you pull it neatly across the top, everything is fine. The way you're doing it sounds like you're pulling it neatly across the top, as opposed to most of us, we just dump the feed all over the place and hope it all makes sense.

DANNY INY: That sounds about right.

BEN SETTLE: Yeah.

DANNY INY: I hope that's the way it is.

BEN SETTLE: Yeah, it sounds like you're engineering it from the very beginning like that, and that's good. Like I said, a lot of this is counter-intuitive to how, I'm as guilty as anybody, although I don't do courses the way you do it. I can see how this would have benefited me 5 years ago, when I first launched my flagship thing.

DANNY INY: It would work exactly the same way with an eBook. I don't like the format of an eBook for a pilot because you're going to spend a lot of time writing the damn thing. You're going to put it out there, and then you're kind of crossing your fingers and hoping it goes well, but if it doesn't go

well, you're not going to know why. Was it Chapter 2, or Chapter 3, or Chapter 4 where you lost people? It's almost impossible for you to know that, so hypothetically, if it's all going to be written, maybe you don't need to do webinars, or live video, or classes. Maybe it's just an email course. Maybe every week, you're going to send them a lesson, and it's the equivalent of a chapter in an eBook that you're writing, and give people the work to do, and give them the opportunity to reply and ask you questions. See where they're getting stuck. Refine it. When you're done, package them up. Make an eBook.

BEN SETTLE: Yeah, that's a real simple way for someone to get started, if they don't want to mess around with all the technology.

DANNY INY: The whole approach we teach, people always ask me like, "How much technology do I need?" I say, "I can't tell you for sure without knowing what you're going to do because different courses are different," but my bias is always as little technology, as simple as possible, until you've got it out there, you've got proven concept, you're making money. Then, you can figure out the more complicated stuff, if you need to.

BEN SETTLE: Would you say that not doing

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that, and starting out with all the bells and whistles, and all the complex stuff, and the \$300 a month funnel software, and all these other things, that those are some mistakes that you see a lot of people doing when they're building their own courses, is that pretty common?

END PART 2

To get a seat at next week's training I'll be hosting with Danny's team about how to build a course in 60 days or less (and get paid *while* you build it), zip on over here to register today while you can:

<http://www.EmailPlayers.com/course>

Yes, that's my blatant affiliate link.

The training will teach you what you need to do this. But, for ongoing support, structure, and hand-holding to make sure it all goes smoothly, there will be a pitch at the end that, in my humble (but accurate) opinion is well worth getting if you have trouble building courses.

What?

You're scared of pitches?

You're a precious little snowflake who thinks everything in life should be free? Then you shouldn't even be building a course, son. Or, be in business at all, for that matter. Grow up.

For everyone else?

The adults?

You're in for one helluva treat.

Ben Settle

**AFFILIATE OFFER EMAIL #4 — SATURDAY
6:30 P.M.**

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**Subject line: How this A-list freelance
copywriter gets paid to prospect for
new clients**

One of my favorite pieces of advice
when I did client work and was always
looking for clients (back when Fred
Flintstone roamed the earth) came from
and interview my pal Michael Senoff
did with the great, and esteemed A-list
copywriter Bob Bly.

The advice in that interview?

Bob was saying how he used his books to
get clients.

For example:

(And since Bob reads these emails I will
try to be as accurate as possible from
what I remember in that interview, so as
to not incur his wrath!)

He had a prospective client contact him.

And, the client was on the fence about
hiring him.

So what did Bob do?

Start begging?

Pleading?

Cutting his fees?

Hard selling?

Pshaw.

No, he simply said:

"How about I Fedex you a copy of my book, go through it and after that if you don't decide to hire me, that's okay, good luck."

Did that work?

You bet your big ol' hairy bootay it did.

And, I remember after hearing that I would do something similar that worked – with a copywriting course, which demonstrated (1) I know what I'm talking about (2) I'm legit and (3) I actually, you know, write (as Ken McCarthy told me after seeing I had a ton of content on my site, "it's rare to find copywriters who actually write...")

It also let me get paid while I prospected for clients.

(i.e. sold the product which also served as a prospecting tool.)

More:

Most recently, I've had similar experiences.

Specifically, since launching my Copy Slacker product.

I don't even take clients anymore (and am vocal about it), yet several would-be clients have merely seen my daily emails and heard I had a product and immediately wanted to hire me sight unseen.

Anyway, the point of all this?

If you're a freelance copywriter there's no need to starve.

Simply do this:

1. Build a product about copywriting

2. Mail your list daily about it

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3. You get paid on those sales and, if you fill your product with information about your services, you will get leads who want to hire you.

i.e. You get paid to prospect, baby.

What?

You don't know how to build a product?

Then I highly recommend you stop being a snob and register for the valuable training Danny Iny's team will be doing next Tuesday (August 9th, noon PST, 3:00 EST) showing you how to build a course you will get paid for even before you finish creating it.

Yes, there will be a pitch at the end for further support, etc.

But, the training will teach you how to do everything.

Again, it's free.

It's next Tuesday.

And, it's right here for you to register at my buck nekid affiliate link:

<http://www.EmailPlayers.com/course>

Ben Settle

AFFILIATE OFFER EMAIL #5 — SUNDAY 6:30 A.M.

How To Get Paid For Your Online Courses Before You Even Finish Creating Them - Part 3

No time for small talk and chit-chat today.

Here's part 3 of my talk with the ever-wise Danny Iny about how to get paid to build your online courses, before you even finish creating them:

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BEN SETTLE: Would you say that not doing that, and starting out with all the bells and whistles, and all the complex stuff, and the \$300 a month funnel software, and all these other things, that those are some mistakes that you see a lot of people doing when they're building their own courses, is that pretty common?

DANNY INY: Yeah. The biggest mistake is what we talked about, people who invest all this time and energy building something before they've got absolute proof if the market wants it. I don't care what people told you, and how many people said they liked the idea, until people have given you money, you don't know that they really want it, so the biggest mistake is building it before you've got proof that people want to pay for it. Yeah, the second biggest mistake is that people get really focused on, like they want to get everything perfectly right. It's interesting because you'd think, "Isn't that great? Shouldn't they want to get everything perfectly right?" The challenge is that you can't get everything right without input from your customers, without input from your students.

You can invest tons of time, and energy, and money in bells and whistles, but you don't know if they're the right bells and whistles. That's the key thing. You can spend hundreds of dollars a month on funnel software, and auto-responders, and whatever, and webinar technology. Maybe what you're people

need, they don't need any of that.

What they really want is a transcript of your video. I don't know. There's a hundred, a thousand things you could do, and they're all going to cost time and money, but you don't need to do all of them. You might not need to do any of them.

It's such a waste to invest resources, especially when resources are scarce, on things that nobody even cares about. If you're going to invest, yes, invest. By all means invest, but make sure people want it, first.

BEN SETTLE: Yeah, those assumptions can get us all killed pretty quickly, and not just course-building, but just in marketing in general. People go on with assumptions and things. Yeah, I've seen that. I've absolutely seen that. I've made video available to people, and nobody even downloaded the video. They just read the transcript, and vice versa. I've put a transcript of something up, and everybody's like, "Where's the video?" You just never know until, that makes a lot of sense.

Let's shift focus just a little bit here, to the launch process. I know, in addition to teaching people how to create courses, and build courses, and all the things you've been talking about. You actually show people how to

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launch them, as well. How important is having a good launch process? Is it just a matter of, "I learned from X, Y, Z guru, I'm just going to do what they say," or do you modulate this to the market, as well?

DANNY INY: Yeah, we modulate it, absolutely. I want to emphasize, first of all, like I get this question a lot. People are like, "Will you only teach me how to build the course, or will you also teach me how to sell it, or how to launch it?" The thing is, I understand where the question is coming from, because people see them as two separate things, but they're not. You cannot build a good course without involving students, without involving customers. If you don't make money in the process of building the course, I don't care what else you do, it's not a good course. It has to come together, so yeah, we teach people there are specific processes. Launching something that you've already got is very different from launching something that doesn't exist yet. It's not just that it's different, but in a lot of ways, it's superior.

Here's the really cool thing. We talk about this. We call it co-creation. Actually, there's some research I can bring into this. Are you familiar with the Ikea Effect?

BEN SETTLE: I'm familiar with the name. I can't put a context to it, though.

DANNY INY: Okay, so Dan Ariely, who's at Duke University, teamed up with some, he wrote Predictably Irrational and some other books on behavioral economics. He teamed up with some other researchers from, I believe it's Harvard and Yale. What they did is they had a whole bunch of people come into a room and build things. They had different iterations of the research, assemble origami art, build stuff out of Legos, and build Ikea furniture, hence the name Ikea Effect. These people came in, build their Ikea furniture, and after they built it, the researchers asked them, "What do you think this piece of

furniture is worth? Let's put a price on it." Then they took those people out of the room. They brought in new people, and asked, "These things that are in the room, what do you think they're worth?" They found that the people who built them consistently were willing to pay more than the people who just came in the room and saw it.

There was one variation to the experiment, and this is fascinating, where they had people come in, build their Ikea furniture. I don't know about you, I'm not the handiest person in the world, so when I build Ikea furniture, you know, this piece is screwed in a little too tight, that piece is a little bit cracked. It's not bad, but it's not perfect.

BEN SETTLE: Yeah.

DANNY INY: That's what these people built. Then they had, they're actually professional Ikea builders. That is a profession. They had professional Ikea builders build the same furniture. They asked the people, "What would you pay for this versus that?" People were willing to pay more for the imperfect pieces they built themselves than they were for the perfect pieces that somebody else built. Now, to me, that's fascinating. The beauty of a pilot launch is that you have the opportunity

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of involving your market, of involving your students in the creation of the course, so they're going to be dramatically more invested. You can do more in sales with less to work with, often than you might think. It can be really, really powerful and surprising, and it sets you up for a lot of success further down the road.

BEN SETTLE: That's interesting. The way you build courses is, you're already launching it as you're building it.

DANNY INY: Yes.

BEN SETTLE: Okay, which is totally different than what everybody else out there's doing. I think people are going to read this and they're going to have their eyes opened. I didn't know what you were going to tell me, during this call obviously, but it reminds me of our talk, when we talk about audiences. It completely, radically changed the way I thought, and you're doing that now here, so thank you for that, Mr. Iny.

I know you use affiliates because I'm one of your affiliates, but do you use affiliates for when you're building your courses?

DANNY INY: In the context of a pilot?

BEN SETTLE: Yes.

DANNY INY: You can, but I don't recommend it. There's nuance to that.

BEN SETTLE: Yeah.

DANNY INY: You've got to get your pilot offer in front of people. You've got to get customers in the door. If there's no other way than through affiliates, then you should do that. My student, Dianne Holmes, she had no audience, and she filled her pilot with paying students, working off of a partner's audience, so that's certainly a viable and great way to go.

My personal bias is that whenever possible, I don't like going to somebody else's audience with an untested offer, because, Ben, you're friends, and if I say, "Hey Ben, I'm doing something new. I want to see if your audience would like it," you might say, "Yeah sure," just because we're friends, but if that offer bombs, and there's an opportunity cost involved with what you're promoting to your audience, and maybe the delivery isn't so great because it's the first time I'm doing it, that just damaged the relationship. I wouldn't want to risk that.

Whenever possible, I'd say affiliates are great after you've validated that the market wants the offer, and that you know how to sell and deliver it. I'm all for referring with affiliates. We teach people how to do that. Our process isn't just about the pilot phase. It's also about what do you gather from that process, and then how do you go to a full launch and beyond? I'm all for working with affiliates, working with partners further down the road, and even at the pilot phase if you don't have any options, but usually, there are other options.

BEN SETTLE: Yeah, you know, what I hear from you, I think this is why you and I get along well. I learn from you and it's like, "Oh, that's perfectly in line

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with the way I think," even though it's new information to me. You don't have so much a tactical approach, but just principle-based, like you don't want to ruin the relationship. You could make money doing it with affiliates when you're first doing it, but you don't want to risk that because you're thinking long-term, and just the way of doing business, it's better to not burn a bridge with another, not just a friend, but a potentially good venture partner later on, because they'll say, "Oh, we promoted that for you before and that didn't work for us. Why would we try it now?" I'm very big into the whole principle-based approach to business, rather than tactical, which is probably why I'm liking the way you do this, like merging the whole launch with the building of the course at the same time.

DANNY INY: I appreciate that. Thank you.

BEN SETTLE: No, it's good, real good. It's different and it's refreshing. I'm telling you, my audience ... I'm like this in the email world. I'm not so tactical as I am principle-based, and I think this goes hand in hand. That's why I was joking with you earlier today. I emailed you and said, "Look, one of my biggest challenges is nobody has a product on my list, and that's why they can't use email yet, so you help me help us help ourselves." It goes right line in line.

Talking about launching, though, and I want to ask you this. I meant to ask you, actually, Oceans 4, believe it or not, because I like to get different people's opinions on this sort of thing. I think this goes hand in hand with what we're talking about. If not, well, I guess people get a bonus answer to something, but what is your opinion of these internet marketing launch strategies, and I see one going right now, as we're recording this, there's a big one going with a person I respect a lot, so I'm not going to name him, but I do. I just don't agree with how they do it, but I'm curious what you

think. People get all their affiliates at one time, all promoting at the exact same time, as opposed to saying, "Okay, this affiliate, we're going to do this for you now, and then later, we'll go to another affiliate the next week, one at a time." What are your thoughts on that, because I see you doing things a little bit differently in that

arena, too.

END PART 3

To get a seat at Tuesday's training I'll be hosting with Danny's team about how to build a course in 60 days or less (and get paid *while* you build it), zip on over here to register today while you can:

<http://www.EmailPlayers.com/course>

Yes, that's my blatant affiliate link.

The training will teach you what you need to do this.

But, for ongoing support, structure, and hand-holding to make sure it all goes smoothly, with your own coach to guide you along and answer questions along the way, etc, there will be a pitch at the end that, in my humble (but accurate) opinion is well worth getting if you have trouble building courses.

More tomorrow...

Ben Settle

notes

AFFILIATE OFFER EMAIL #6 — SUNDAY 6:30 P.M.

Subject line: The case(s) against affiliate marketing

No doubt hardcore affiliate marketers won't like this.

"What's this case AGAINST
affiliate marketing nonsense?"

Hold your jets, Tex.

Yes, affiliate marketing can be extremely profitable.

(I do it myself, at times, obviously.)

But overall it PALES in comparison to selling your own
products.

Some reasons why include:

1. List building

You get a short term sale/commission, but the publisher gets
all the long term benefits of having another buyer (not just a
lead) on their list.

Goodie for the publisher.

Not so goodie for you...

2. Less money

You can make a 50% (or whatever) commission selling someone
else's product, or 100% commission selling your own. Yes, I
know some publishers pay 100% commissions, but see reason #1
again.

3. Cookies

Think about this:

Someone gets your email on their smart phone or iPad and opts

in. Unless they buy from that same device you might not get the credit for the sale. This happens a lot. (Especially, I noticed, during launches, which is one reason why I no longer participate in launches when dozens of other affiliates are all mailing their lists at the same time.)

People opt in with phone/tablet, buy on computer, or vice versa.

Somewhere along the way you might lose the commission you rightfully earned.

Phooey.

4. No guarantee of getting paid

Publishers are notorious for not paying. Of course, this is not a problem with clickbank, or reputable publishers, etc. But something to consider...

Anyway, let's face it.

You and I both know hardcore affiliate marketers reading this email are rolling their eyes and think I'm nutz. But it's all about good, better, best. With selling affiliate offers being good and your own offers being best.

If you want to sell your own products then check ye this out:

Danny Iny has a product that will help you have a high selling product up in 60 days that you get paid for even before

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it is finished.

Impossible?

Not at all.

At least, not with Danny's methods.

And, you can learn exactly how he does it in a valuable training Tuesday I'll be hosting with his team that shows you how it all works. Yes, there will be something for sale at the end (help and support and coaching, etc for using his methods).

But, even if you don't buy you'll know what to do.

This training is free to attend.

Get your spot here via my nekid affiliate link:

<http://www.EmailPlayers.com/course>

Ben Settle

AFFILIATE OFFER EMAIL #7 — MONDAY 6:30 A.M.

Subject line: How to get paid for your online courses before you even finish them - part 4

This is it -- the final part of my interview with Danny Iny.

After this, you have no excuse for not selling a high quality course if'n that's what you want.

And here. we. GO --

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BEN SETTLE: Talking about launching, though, and I want to ask you this. I meant to ask you, actually, Oceans 4, believe it or not, because I like to get different people's opinions on this sort of thing. I think this goes hand in hand with

what we're talking about. If not, well, I guess people get a bonus answer to something, but what is your opinion of these internet marketing launch strategies, and I see one going right now, as we're recording this, there's a big one going with a person I respect a lot, so I'm not going to name him, but I do. I just don't agree with how they do it, but I'm curious what you think. People get all their affiliates at one time, all promoting at the exact same time, as opposed to saying, "Okay, this affiliate, we're going to do this for you now, and then later, we'll go to another affiliate the next week, one at a time." What are your thoughts on that, because I see you doing things a little bit

differently in that arena, too.

DANNY INY: It's funny, I know who you're talking about.

BEN SETTLE: Yeah.

DANNY INY: It's funny that you bring this up because just from some of my friends and colleagues, I made a video, a half an hour long, about where I think the industry is missing the boat on launches. I think there is a value to doing a big launch with lots of partners promoting when there is a reason to do that, when it's like a big event. I can see a rationale for that, but when it

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becomes very template-ized. You know what I'm talking about, you know, video 1, video 2, video 3, when everyone knows ... You click on a link in the email. It's not one email, because you get emails from a hundred marketers, and you click on a link in that email. You get on the page. You see this is video 1. Video 2 is coming soon. Video 3 is coming soon. You don't even read the headline or start the video yet. You're like, "I know this guy is trying to sell me something." Why is that a problem?

It's a problem because if you think back, back in the day when Jeff Walker devised the product launch formula, the whole innovation was the sideways sales letter. It's not one giant long sales letter. It's like, let's teach, let's teach, let's teach in pieces, and then we get to the offer. In other words, let people listen with an open mind. Get people to think to absolutely think critically about your offer, but not from the first second. You want them to just listen and be open to learning how you might be able to help them, where there might be a need and an opportunity before they start critically evaluating everything. The shape of a launch telegraphs that this is the case. I also really don't like that you have dozens of partners. On the last day, everyone's like, "Last chance. Get my bonus, get this bonus."

I understand why people do it. It makes sense for their business in the short term, but it's really bad for the industry, as a whole, in the long term. It's bad for the business in the long term because it means you're- I've met so many people who have said, "I've just lost respect for a lot of you so-called gurus because the way they're behaving, it doesn't feel to me like they're looking out for what's in the best interest of the audience." That's the challenge. We do big launches, occasionally. We're not doing any this year, actually, but we did last year, and it was very successful. We've got one that's going to happen early next year, but we

run them very, very differently.

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It's not a complete answer, and I'll send you that video. I think you'll appreciate it, but yeah, I don't know. Does that answer the question?

BEN SETTLE: Okay, so moving on to another thing, I'm not going to divulge anything that was talked about Oceans 4, but the topic of teams, and businesses who have teams and want an actual organization versus people who have 10 VA's that duct tape their businesses together and all that. I know this is a like a big thing for you. Do you need a big team, or a team, or employees to pull these things off, or can someone do this solo? There are some people, like me, who don't want to deal with it. Danny, out of full disclosure, I just did a big launch of a membership site, and I hated dealing with all the teams. I'm just a solo guy. Would I be able to do your course launch-type thing, or is this mostly for people who want to have a team, and all that, an organizational structure, kind of like your company has?

DANNY INY: That's a great question, and the answer it totally works both ways. What you need a team for is certain structures of the business, potentially for scale. Like you said, I'm very big on teams. I love my team and I love

building teams. I can do half the things I do without my team, but everybody doesn't need this. We're also doing revenue numbers that most people aren't doing. When you're doing bigger numbers, bigger results, that involves overhead. I don't know anyone who's running a business that is in the several million, many million dollars a year and more, who don't have a team, but a lot of people don't want that. A lot of people would be very happy making half a million, a million dollars a year working on their own with a couple of VA's. Like building courses and following our process, our process is the most efficient way to build a course, get it out there, and get the money sooner rather than later so you

can create something better, and continue that cycle. How far you want to take it in scale and grow, that's really up to you.

BEN SETTLE: That's good, so you can build this to suit your preferences?

DANNY INY: Yeah, absolutely.

BEN SETTLE: What advice do you have, because we're going to wrap this up here in a few minutes, but what advice do you have for the raw, wriggling newbies who, they're fresh off the turnip truck. They just started this. This is their first exposure to any of this. What advice do you have for them about creating a launch in courses?

DANNY INY: That they should do it. It's the kind of thing that people push off. They're like, "I need to wait for me to have more time, more money, more resources, more reach, more audience, more expertise." It's like no. The way you get all of those things is by launching your pilot, launching your course. It's how you're going to validate that you're on the right track. It's how you're going to bring money in the door. It's how you're going to sharpen your saw, by practicing what you preach. It's how you're going to have something out there

that is a beacon for people to say, "Oh wow, they're an expert. They know what they're talking about. I've got to check out their stuff." It's the catalyst. I would say start, and starting doesn't mean starting to work on your course in your Bat-cave for a year. Starting means following a process, mine or if you have your own, that's fine, too, but following a process to sell it first, to get people to give you money because they want what you're going to do for them.

BEN SETTLE: Nice, and if all they do is read about this, and listen to stuff, and never do anything, they're just wasting their time anyway. This leads in, and I did do this on purpose. This leads right into the next step, and you have a way of demonstrating more of this without them having to put a lot of money up or anything. You have a whole other training beyond this. We're not even scratching the surface here, so tell us about that. What's the next step for them after reading this transcript?

DANNY INY: For sure, so the next step is a special training workshop that we put on called 60 Days to Build and Sell Your First Course. It's literally a process that you can follow to go from wherever you are, it doesn't matter where you are. You can do it, in 60 days. Assuming

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you put in the time, do the work, actually apply what we teach you, you can have built and sold, your course is ready to go, it's out the door, it's making you money in 60 days. I've had a lot of people say, "Oh, I watch a lot of webinars. This is different." We literally teach so much stuff in this training, it's crazy. You're going to learn how to validate that your idea is right. You're going to learn how to figure out what your market wants. You're going to learn 4 different strategies for filling your pilot with paying students. The reason we give people 4 is different people have different contexts. We want to make sure that at least one will work

for you, so you will be equipped to go forward. It's a fantastic training.

BEN SETTLE: Now, just so everybody knows, you're not the one training this. One of your top students is, right?

DANNY INY: That's right.

BEN SETTLE: Someone who's gone through this and has ... They're probably almost better than having you do it, because it shows people this is a real thing.

DANNY INY: It's better for a bunch of reasons. The person delivering this training, her name is Dianne Holmes. She is a student of ours. I mentioned her earlier, actually. She's the one who didn't have an audience at all, so she did sell her pilot with JV partners. She's one of our top students. She's had great results. I love her energy, so I said, "Come on board. I want you to join the team and help us spread the word about this," and she's delivering these trainings. This kind of gives you the best of both worlds. I've designed this training myself, so you're getting the benefit of my expertise and my insights, but a lot of people, they go through these trainings. They're like, "Yeah, yeah, that sounds good. Sure, Danny can do it. He's Danny." Not that I have anything special, but once

you achieve a certain level of success, people forget that all you have on them is a head start. They think you have some special magic power.

Dianne was exactly where you are, you being whoever is listening to this, or reading this transcript, yeah, six months ago, a year ago, not even. She's going to be able to show you these strategies, show you from the perspective of someone in your shoes, how they will work, how they will be effective for you. She'll be able to give you the inside scoop and the inside track, answer your questions, and lean on all the best practice expertise that I've developed.

BEN SETTLE: This training starts Tuesday, August 9th.

DANNY INY: I wouldn't miss it.

BEN SETTLE: I'll just add one more thing, in my Danny fanboy-ism. Everybody reading this who's been reading this stuff for any length of time know I don't do a lot of joint ventures. In fact, I've rarely did them. I can count on, probably, one hand how many I've done in the last year, and Danny's one of the only ones I do these things with, so I know he takes care of everybody. I know he treats you really good, treats you with respect. He's not going to hard sell you, or pressure you, and all

notes

this. You can either take advantage of what he can help you with or not, and like he said, he's eating steak. It's just an expression. I don't know if you eat steak or not, Danny.

DANNY INY: I'm a vegetarian by marriage.

BEN SETTLE: He's eating lettuce. Anyway, it doesn't matter, okay, so it's all good, but thanks. Danny, I do appreciate this. I just like talking to you about this stuff, so this has been fun for me, and I hope everyone reading this has had a good time, too, and thank you.

DANNY INY: It was totally my pleasure. Thanks for having me.

END PART 4

That wraps up this 4-part interview with Danny Iny.

The valuable training (which you can access free) is tomorrow (Tuesday August 9th) at high noon PST (3:00 EST).

Be there or be nowhere as far as creating courses you can sell before you even complete them.

One more thing:

Just because it's free doesn't mean it won't be valuable.

You will learn all the what to do's if you're a do-it-yourselfer.

But, if you want help, support, coaching, etc through it all, there will be a pitch at the end.

Here is my blatant affiliate link:

<http://www.EmailPlayers.com/course>

Ben Settle

AFFILIATE OFFER EMAIL #8 — MONDAY 6:30 P.M.

notes

**Subject line: elBenbo's transparently
selfish motives**

The #1 thing that holds people back
from creating a smooooothe-as-honey
lifestyle, where you can just get up,
pound out an email, and be done with
your day (if you choose), is...

(Drum roll)

Not having a product to sell.

You can have all the email know-how in
the world.

But, if you got nuttin' to sell, it's
like having a souped-up car without
a steering wheel. It's also the
nagging thing that prevents people
from subscribing to my "Email Players"
newsletter.

And you know what?

That's unacceptable to a guy like me.

Thus, I am doing this joint venture with
Danny Iny for his course-builder program
I've been yapping about all weekend.
Yes, I want to spread the news about
Danny's wares (they are all top notch).
But mostly, it's selfish. I want more
people to have products so they have
use of MY product. Combine my methods
with Danny's and I don't see how you can

possibly lose.

So to help me, help you, help ourselves, here's what to do:

1. Register for the valuable training tomorrow (it's free) which starts at 12:00 pm (PST)/3:00 pm (EST) sharp.
2. Listen and pay attention, his start student will walk you through exactly what to do
3. If you want ongoing support and help from Danny's team, take advantage of the offer at the end

Either way, let's get you selling an online course.

And, even better, a course you get paid for before you even finish it.

(Which is what Danny shows you how to do.)

Here's my nekid affiliate link to register:

<http://www.EmailPlayers.com/course>

Ben Settle

EXHIBIT M:

Sean D'Souza Pricing eBook Affiliate Campaign

This is one of my all-time favorite affiliate offers to promote. Not only have I promoted it multiple times, but we get around 400 sales usually (give or take), which isn't bad for about 20 minutes of "work" plugging emails I've already written into my email broadcasting software.

I don't know if Sean uses a lot of affiliates or not. But, I do know what factors make this promo so successful each time:

- 1** A high quality product at a more-than-fair price (if anything, he underprices the info — the epitome of under-promise, overdeliver).
- 2** We include two unique bonuses (they are able to deliver on their end — so I don't have to mess around asking buyers to send me their receipts, etc): one of which is a valuable audio of a training Sean gave at a System Seminar I have had for over a decade, but he didn't even have (I simply asked if we could use it as a unique bonus for my list). And another is a video of a talk I gave at Ryan Lee's first Freedydym Fest seminar where I talked a bit about how I use Sean's methods with my email marketing.
- 3** I am an unrepentant fanboy of Sean's system. I have been using it myself for over 10 years, and can speak and write about it on a much deeper level than most. As I mentioned in the Affiliate Villain section of this book: This lets you make way more sales than the typical affiliate does. It all goes back to that personal experience of using the product you're selling, and depth of knowledge of your market. Basic direct response marketing 101, which is probably why so few people do it.
- 4** I recycle this sequence each year, making it a reliable and consistent annual income stream. Once you have a sequence that works, it is silly to not re-use it every 12 months or so. I have found in many cases, there are lots of people who saw you promote it before and didn't buy who will then buy next time. Plus, if you are adding new names to your list each year (and why wouldn't you be?) there will always be plenty of people who never saw it at all.

Enjoy...

AFFILIATE OFFER EMAIL #1 — THURSDAY 6:30 A.M.

Subject line: The "fanboy" marketing funnel I use

I'm not a fanboy of a lot of people.

But, one marketer I'm an unrepentant fanboy of is Sean D'Souza. Sean is (IMHBAO) the most underrated marketing mind on the planet.

Example?

Okay, how 'bout these mangoes:

Many moons ago (2008) Sean gave a presentation at Ken McCarthy's System Seminar that completely revolutionized the way I do business. I remember hearing guys who do millions per year in absolute awe at Sean's methodology for (1) creating a funnel based on how people *like* to buy (used by Apple, Amazon, centuries-old martial arts schools, the Catholic Church, and every restaurant you've ever been to) and (2) pricing his products so people feel very comfortable buying.

This info is invaluable.

And, I use his stuff all the time.

It's pretty much what liberated me from being chained to my desk and only having to work a 10 minutes per day or so.

Anyway, it's easily one of my top 10 marketing trainings.

Yet, hardly anyone knows about it.

In fact, if you asked 1000 marketers if they've heard it, I doubt more than 4 or 5 would know what you're talking about. And, unless you were there or have the CD's of that particular System Seminar well, good luck finding it.

That's the bad news.

The good news?

notes

I made a deal with Sean where, if you buy the premium version of his new Pricing eBook (it's like three measly dollars more than the regular version, and is the eBook version of the above System Seminar training) from my unique affiliate link below, you can have that System training mp3 free.

And yes, there is a catch:

This offer ends Sunday at midnight.

(Eastern time)

Here's my "buck naked" affiliate link:

<http://www.EmailPlayers.com/sean>

Ben Settle

P.S. As another "carrot" to get you to try Sean's new strategic pricing eBook, we're also including the video of the training I once gave at Ryan Lee's Freedymfest event.

The video is titled:

"How To Clear Six Figures Per Year

Writing One Email Per Day"

It talks about how I use Sean's methods building my funnels.

And, also, some cool email stuff.

(Including a few things I haven't even shared in "Email Players".)

But, time is ticking, my little droogie.

This offer ends Sunday at midnight (EST).

Giddy-up on over here to nab it all today:

<http://www.EmailPlayers.com/sean>

AFFILIATE EMAIL OFFER #2 — THURSDAY 6:30 P.M.

Subject line: Why 7 isn't the best number to use in pricing

A while back the great marketer Ted Nicholas did a bunch of tests that showed ending your prices with 7 converted best.

And since then, a lot of people only use 7's in their prices.

Yes, even elBenbo does.

Although, I did it for different reasons — I just like the number, although I'll be changing this eventually. But, that's why I use it in my novels, too (each novel has 14 chapters broken down into 7 parts).

Anyway, does 7 really out-convert other numbers?

Probably for some people it does.

But, one of the things I loved about the System Seminar teaching Sean D'Souza did back in 2008 is when he mocked the whole idea of always using 7 in prices saying:

"It's not really the number doing the selling"

And, I 107% agree.

If you know how to structure your offers and funnels, and realize how people like to be sold (everyone loves to buy, but a lot of people hate being sold to) you can put any number you want and you'll see lots of sales.

Enter Sean's eBook about pricing.

notes

If you buy the premium version of it (which only costs \$3 or so more than the regular version - ooh) from my affiliate link below you'll get that invaluable System Seminar training (which is not easily found anywhere else, in fact I had to send it to Sean, he didn't even have it!) as a bonus. You'll also get a copy of the Freedymfest presentation I did a while back (a 23 minute video showing briefly how I use Sean's methodology and a daily email to get my work day down to 15 minutes if I want).

But you're running out of time.

These two bonuses vanish Sunday at midnight (eastern time).

Grab Sean's eBook and the bonuses here while you can:

<http://www.EmailPlayers.com/sean>

Ben Settle

AFFILIATE OFFER EMAIL #3 — FRIDAY 6:30 A.M.

Subject line: How to get people to enjoy giving you money

Let's talk about how to get people to *enjoy* the act of giving you money.

Take Hollywood, for example:

Most people don't see "The Fellowship Of The Ring" before seeing "The Two Towers". Why? Because you don't really know what's going on or get the full context of part 2 if you don't see part 1 first. So you watch "The Fellowship Of The Ring" first. And, if you like it, you are going to automatically want to see (i.e. pay for) "The Two Towers" (no sales pitch necessary) and then, if you like that, "Return Of The King". So by seeing the *first* movie off the bat, and not jumping the sequence, you are almost a shoe-in to buy tickets to the next two movies.

No sales pitch or persuasion arm-twisting necessary.

Another example is Karate schools.

You don't just walk in and say, "can I have a green belt please?"

Do that and they'll round house kick you right out the door.

Instead, you (and everyone else – no exceptions) start with the WHITE belt. And then you progress to the next color, and the next color – and, like with "Lord Of The Rings" -- you know exactly where you are in the sequence at all times.

You know what to buy first.

You know what to buy next.

And, you know what to buy down the line.

Many of these back end sales are made already in advance (before you even create the products, in some cases).

Another example:

Restaurants.

Go to any restaurant. The first "sale" is seating you at the table. You can't order your food and eat it while waiting to be seated. Then, when you're seated you get an appetizer. Then the

meal. Then the dessert. Then coffee, etc. It's a VERY specific sequence designed to extract as much money out of your hungry little hands as possible.

And you know what?

That's okay.

That's kinda why you're there – to eat, drink, and be merry.

You don't resent it, you *enjoy* it.

Yes, my little fledgling, you enjoy spending that money. Just like you eagerly whip out the cash to see "The Two Towers" after "The Fellowship Of The Ring", etc. And if you use it correctly, your list will look forward to buying from you, too.

Amazon also does this.

As does Apple Computer.

And, yes, even the Catholic Church.

All these giant monster revenue machines do this.

But nary an Internet marketer does.

Why?

Because they don't know how.

That's where Sean D'Souza comes in.

He has a new eBook explaining this way of selling in exquisite detail. And, if you buy the premium version (which costs like \$3 more than the regular version) from my affiliate link below, you'll get Sean's System Seminar training explaining exactly how all the above institutions and businesses (and others I didn't mention – like airports) do this.

Again, this training changed everything for me.

I still listen to it regularly.

(Most recently driving to the airport).

Anyway, so there's a taste of what he does.

There's a lot of other ways he uses to outsell pretty much everyone he competes against. All very simple and easy-to-implement if you know what you're doing. And, it's all explained in the bonus System Seminar training and his new eBook.

But no time for dilly-dally.

This offer ends Sunday at midnight (Eastern time).

After that, it vanishes like a virgin on prom night.

Here's the link:

<http://www.EmailPlayers.com/sean>

Ben Settle

AFFILIATE OFFER EMAIL #4 — FRIDAY 6:30 P.M.

Subject line: Returning \$10k to naughty customers

Believe it or not, it can be profitable to give money back.

Example:

I once remember hearing Sean D'Souza teach about how adamant he is about making people respect his sales funnel. While most marketers kiss arse and beg for sales, he has no problem giving money back to those who try to skip his sequence.

In fact, he once gave \$10k back to someone.

Why?

They didn't buy his first product.

(A \$100 product)

People have even been naughty and tried bluffing him saying they got his first product, and he checks and they admit, "No, we've not bought it," and they expect, "Well, I'm paying this guy \$10,000. He wouldn't do this for \$100 bucks." But he calls the bluff and refunds the money. The whole \$10,000 goes right back in their bank account and they're just sitting there going, "This guy's nuts."

But he's not nuts.

He's actually very genius with this.

And, guess what?

If you want to hear **why** his crazy methodology works then check out his eBook series at my buck nekid affiliate link below. If you buy from it, you will get his 2008 System Seminar training where he explains how this works and why it works for everyone he teaches it to.

(Yes, including you, Tough Guy.)

Time's a tickin' though.

The deadline is Sunday at midnight (EST).

Here's the link-a-roo:

<http://www.EmailPlayers.com/sean>

Ben Settle

notes

AFFILIATE OFFER EMAIL #5 — SATURDAY 6:30 A.M.

Subject line: The secret of the 3rd conversion

Let's rap about the "3rd conversion."

If you know what you're doing, and if you can get your lead to the third conversion they will (1) be loyal to you for life and (2) buy pretty everything else you sell eventually — including products you haven't even created yet.

More:

Like I said yesterday, billion dollar companies do this.

So do billion dollar institutions (like the Catholic Church).

As do billion dollar industries (like martial arts).

And, even, billion dollar service and entertainment industries like restaurants, airports, and Hollywood.

It's crazy so few people know this, much less do it.

But, that's good for you and me.

Why?

Because when we do it, we don't really have to worry about competition. I know this because I've been doing it for years now. It works. And, it works like nothing else I've seen.

It's also simple, too.

(Which is the main reason I do it.)

If you want to learn what exactly I mean by the 3rd conversion, and how to do it, then check out Sean D'Souza's eBook at my affiliate link below. If you buy the premium version (which but a few dollars more than the regular version — another technique he teaches, btw) you will also get a copy of his 2008 System Seminar training which changed everything for my business

and has people in awe sometimes at how simple my business model and funnels are, considering how much revenue they bring in.

But time is short.

This offer ends tomorrow at midnight (Eastern time).

After that, too late.

Here's the link:

<http://www.EmailPlayers.com/sean>

Ben Settle

P.S. As another "carrot" to get you to try Sean's new strategic pricing eBook, we're also including the video of the training I gave at Ryan Lee's Freedymfest event.

The video is titled:

"How To Clear Six Figures Per Year

Writing One Email Per Day"

It talks a little about how I use Sean's methods building my funnels.

And, also, some cool email stuff.

(Including a few things I haven't even shared in "Email Players".)

But, time is ticking, my little droogie.

This offer ends tomorrow at midnight EST.

notes

Giddy-up on over here to nab it all today:

<http://www.EmailPlayers.com/sean>

AFFILIATE OFFER EMAIL #6 — SATURDAY 6:30 P.M.

Subject line: The problem with "whole enchilada" offers

I used to be a big fan of "whole enchilada" offers — where, someone can buy *all* my products in one shot (i.e. the whole enchilada). Big catalogs do it, for example. And, if you look around, so do a lot of big name marketers.

But, does that mean it's a good idea?

I say thee nay, mortal.

As Sean D'Souza put it during his System Seminar training:

"Think about it. Supposing you ordered your whole year's supply of food in one day. Would you really like that? Even at a 20% discount, if you got enough fuel for the whole year delivered on your lawn for \$2 a gallon, would you like that? It doesn't actually make sense to me in real life. Why should it make sense to me in business? That's the only parameter that you need. Does this work in real life? If it doesn't work in my real life, why should it work in my business? It will work, but will you feel happy about it is a different thing."

That was a big shift for me at the time.

And, when I started implementing his methods, things changed fast.

(For the better, of course, more sales).

Why?

Because it's about a long-term customer relationship. It's about having less customers not more (4 clean and shiny

quarters vs 100 sticky low quality pennies). And, it's about selling in a way people want to buy, whether they realize it or not. At least, if you want to have a simple business that pays you more, with less headaches and problems, than all these complicated businesses people brag about having on flakebook or whatever.

So much wisdom in that System Seminar training.

It's one of my most prized possessions.

Would you like to get your meat hooks on it?

Then use my bare affiliate link below and get the premium version of his pricing eBook (it's a whopping \$3 or whatever more than the normal version) and you'll get it as a bonus.

That is, if you get it by tomorrow at midnight (EST).

After that, you are sheeeezit out of luck.

Here's the link:

<http://www.EmailPlayers.com/sean>

Ben Settle

notes

AFFILIATE OFFER EMAIL #7 — SUNDAY 6:30 A.M.

Subject line: The secret reason customers return your products

True story:

There was once some research done on how many products were returned every single year. This research was done only in the United States. \$1 billion of products, that's things like your phone, TV, video, Blu-ray player, all those kinds of things — \$1 billion worth of products gets returned every single year in the United States alone. I would include informational products in this, too, although I don't think the study did.

Question is why?

Is it because the products are shoddy?

The customers are cheap skates?

We are overrun with refund artists?

No, it's far less insidious:

It's because people don't know how to use them.

Think on this:

How many people do you know (including your righteous self) have downloaded PDFs that you've never read? How many do you know have bought books from a store that were never read?

Point is people don't know how to use stuff.

And, thus, they do not use stuff.

All of which creates a big problem. In fact, if you want to instantly increase your bottom line, simply lower your refunds. And if you want to lower your refunds (besides by creating top notch products and selling them to quality leads, of course) the easiest thing in the world to do is make sure they consume

the product.

notes

Enter Sean D'Souza's magnificent trainings.

He's pretty much the only person I hear teaching consumption.

Everyone teaches attraction and conversion.

But consumption is a mystery.

That is, unless you have his System Seminar Training he'll give you free if you buy the premium version of his eBook at my affiliate link below, where this is explained in more detail.

But time is short.

You got until midnight tonight (EST)

Here's the link:

<http://www.EmailPlayers.com/sean>

Ben Settle

AFFILIATE OFFER EMAIL #8 — 9:30 A.M.

Subject line: The "caveman" way to track without complicated and expensive software

Let's rap more about consumption and why it's so important for making all the sales your greedy little liver desires.

Ponder this:

Let's say you go to a bar.

And, you want a beer (i.e. are attracted to the beer – attraction). Then, you order the beer (i.e. you buy it – conversion). Then, the lady behind the bar gives you the beer, and you take the beer, and you place it there, and you don't drink it. You wanted it, you paid money for it, but for whatever reason you don't drink it.

That's a lack of consumption.

Something that happens all the time to people selling online.

And, it's a big problem.

Why?

Because you can't force consumption. With the beer, how is she going to make you drink it? How is she going to enforce that drinking? She can't (outside of pulling a shot gun out from behind the bar and pointing it at you, I suppose).

And so it is with your customers.

Again, it's a big problem.

How do we solve that problem?

Well, that's exactly what Sean D'Souza teaches in his System Seminar talk I've been nattering on about all weekend. He has a very specific way of selling that has all kinds of yummy benefits embedded into it.

One of which is getting people comfortable buying from you.

Another of which is getting people to consume your product. (So they don't refund and the second product sale is already "built in" – they already want it before you even launch it in many cases.)

Another is ease of tracking.

Selling the D'Souza way (which I have been doing for years) is very trackable.

You don't need any Google analytics to work this out.

If you see the same customer in the same place buying, buying, buying, buying at regular intervals, and the intervals are important, then it's trackable.

It's one of the main reasons why I dig on this so much:

It's simple.

And daddy loves his simplicity.

If you do, too, then a warning:

The offer to get this System Seminar training by getting Sean's eBook (premium version, which is only \$3 more expensive than the regular version) expires at midnight tonight (EST).

Get your lovin' while the lovin's still good here:

<http://www.EmailPlayers.com/sean>

Ben Settle

AFFILIATE OFFER EMAIL #9 — 12:30 P.M.

Subject line: Why your Facebook friends don't talk about consumption

More about consumption and why nobody talks about it:

notes

For one, it ain't secksy.

Certainly not as secksy as attraction and conversion.

Thus, there are no products about it. No social media queen Flakebook live videos about it. No webinars about it. No product launches about it. No affiliate promos circulating the Warrior Forum or the lists of all the big gurus about it. In fact, go down to Barnes and Nobles. See how many books you can find on consumption. Go on the internet. Search for articles on consumption. Harvard Business Review has actually covered some of this concept once, but consumption is an unknown word.

Except, of course, to people who study the great Sean D'Souza.

He has it worked out.

He profits from it like crazy.

He has a very simple business, takes a few months off each year, and can still buy all the houses and boats and whatever he wants – without creating these crazy funnels that confuse, bore, and complicate things.

If you want to learn how he does it, then checky:

If you buy his pricing and sequential selling eBook (the premium version, not the normal version) from my affiliate link below... and if you do it before midnight tonight (EST), you will also get his System Seminar Training where I first learned all this from.

Its all very simple and non-complicated.

Like everything I dig on.

Here's the link:

<http://www.EmailPlayers.com/sean>

Ben Settle

P.S. As another "carrot" to get you to try Sean's new strategic pricing eBook, we're also including the video of the training I once gave at Ryan Lee's Freedymfest event.

The video is titled:

"How To Clear Six Figures Per Year

Writing One Email Per Day"

It talks about how I use Sean's methods building my funnels.

And, also, some cool email stuff.

(Including a few things I haven't even shared in "Email Players".)

But, time is ticking, my little droogie.

Again, this offer ends tonight at midnight (EST)

Giddy-up on over here to nab it all today:

<http://www.EmailPlayers.com/sean>

AFFILIATE OFFER EMAIL #10 — SUNDAY 3:30 P.M.

Subject line: The TSA probe marketing funnel

If you want to see an efficient, simple, and effective marketing funnel in action, simply book a flight, drive to the airport, and then observe the process.

notes

For example:

There is a very specific sequence you have to go through.

You go to the ticket counter (and check your bags if you have bags) then to the TSA where you get bombarded with radiation and (if you're lucky) probed around your balls or bewbs. Then you hope all your stuff made it through the TSA belt and put your shoes back on, etc. Then you go to your gate. Then you wait for your group to be called to board. Then you board.

Again, very specific.

Very simple.

You always know where you are in the sequence, what you're supposed to do, and where you're supposed to go next.

Notice something else:

You cannot jump the sequence.

You can't go through TSA before getting your ticket. You cannot board the plane without going through TSA. You cannot go to your gate before getting your ticket and getting probed. You cannot board the plane before going to your gate. And so on, and so on.

More:

There are varying degrees of complexity.

Checking in (for example) is much easier and less complex than, say, the security check, where you have to take off your belt and your shoes. Same with going to your gate and boarding and so on.

And you want to know what?

This is a great model for an effective, simple, and profitable marketing funnel.

To see what I am yammering about with this, check out the System Seminar talk Sean D'Souza gave. You can get it by buying his eBook (the premium version) on pricing and sequential selling at my affiliate link below before midnight tonight (EST).

For details, use this link:

<http://www.EmailPlayers.com/sean>

Ben Settle

AFFILIATE OFFER EMAIL #11 — SUNDAY 5:30 P.M.

Subject line: How the marriage and secks journey can make your marketing funnels more profitable

If you want to know how to make your marketing funnels automatically more profitable, fun to buy from, and easier for your customer to navigate, then take a page out of the world of dating and secks.

Traditionally the dating game goes from low to high levels of complexity.

For example:

Man meets woman.

Does he ask her to marry him right away or ask for the secks? No, he asks for her number, or text, or Facebook, etc. Very simple, and non-complex. So simple

notes

even a total mush cookie can do it.

Then what?

Then they "hang out" maybe.

Which is a bit more complex.

Then perhaps they go to dinner which is even more complex.
That same night maybe they go to the movies. Then the next day
hiking or dancing or biking. Or maybe they go wine tasting.

Whatever they do, it's more and more complex.

Especially after they get to know each other.

Eventually, secks, marriage, the delivery room, raising the
kid, having more kids, then putting those kids through school
and taking them on vacations... more and more complex based on
the comfort level.

The point is you get more and more complex.

Essentially, this is your life.

This is also how you buy products. This is how you buy
computers. This is how you do everything more or less. And why
should life be different from business?

Answer:

It's not.

As Sean D'Souza taught me, if it doesn't make sense in real
life it probably won't make much sense in business. Which
is why people who try to get cold leads into complicated
relationships often fail hard unless they are the marketing
equivalent of a cad who can meet a woman and in 20 minutes be
making out with her in the bathroom.

If you don't have those kinds of marketing skills, then hear
ye:

The deadline approaches.

notes

What deadline, you ask?

The deadline to get your hands on Sean D'Souza's brilliant System Seminar training where he explains his wicked ways – not just with buying sequences, but also with consumption, and building a business that suits your preferences, that is simple, lets you make more with less customers, and have a lot of fun doing it.

To get it here is all you do:

1. Go to the link below
2. Buy the *premium* version of his eBook (it costs only a couple bucks more than the normal version)
3. You'll get his System Seminar training as a bonus, along with a 23-minute video I did showing how I use some of Sean's methods with my email methods.

This offer ends at the stroke of midnight tonight (EST)

Here's the link:

<http://www.EmailPlayers.com/sean>

Ben Settle

AFFILIATE OFFER EMAIL #12 — SUNDAY 7:30 P.M.

Subject line: How to get your customers naked

One of the big mistakes people make when selling, especially to strangers online, is they don't make it comfortable for people to get "naked." They know all the traffic & offer hacks to create attraction. And they know all the super copywriting tricks for conversion. But, they don't do know jack about consumption.

Taking the dating analogy:

Consumption is based on comfort.

If they feel comfortable with you, they go naked.

If not, they don't.

This is what customers do, too. People don't go naked in front of other people until they're comfortable with them. Customers buying your products are going naked. They're putting their trust in you. It's not just a game that you're playing.

What?

The dating/secks analogy offends your delicate psyche?

Okay, then look at the buffet.

If you've been to a buffet you've never been to, what's the first feeling you get?

Intimidation, probably.

"What am I going to eat first?"

"Where do I start? The salad bar? The dessert tray? What is really tasty? What's really important? What's not important? What...?" Obviously, if you fill your plate full of gunk, and you start eating it, you don't feel like throwing it away, so then

you fill yourself on gunk and then you don't go back for the really good stuff.

You don't know what's important and you don't know what's not.

Then you end up like a stuffed turkey.

You go in there expecting, "Wow, I'm going to get all this food." Then you go, "I'm never going to go back there," at least for a year, or at least six months.

Something else about buffets:

Notice they are almost always cheap and all you can eat.

All that food for a low price.

Yet, most people have a much better experience, paying a lot more money, for a lot less food, at a regular restaurant where they're taken through a *sequence* (seated, appetizer, main course, dessert, coffee, drinks, etc).

So much psychology to this.

Most of it never talked about — especially by online goo-roos.

And that is why I'm so passionate (and have been for almost 10 years) about the System Seminar talk Sean D'Souza gave and his eBooks on pricing and sequential selling. There just ain't anything else like it that has had such a dramatic impact on what I sell and how I sell.

notes

If you want this forbidden knowledge, here's the drill:

1. Go to the link below
2. Buy the *premium* version of his eBook (it costs only a couple bucks more than the normal version)
3. You'll get his System Seminar training as a bonus, along with a 23-minute video I did showing how I use some of Sean's methods with my email methods.

This offer ends at the stroke of midnight tonight (EST)

(Less than 90 minutes from the time I am sending you this.)

So if you want it, best hurry.

Here's the link:

<http://www.EmailPlayers.com/sean>

Ben Settle

AFFILIATE OFFER EMAIL #13 — SUNDAY 8:46 P.M

Subject line: You had 15 minutes - now it's Less

"Mother of God, would you look at the time.

When you came here, you had an hour. Now it's less!"

-- Lex Luthor

"Batman v Superman: Dawn Of Justice:

That Sean D'Souza offer I been yapping about since Thursday ends in less than 15 minutes.

tl;dr version:

If you buy Sean D'Souza's eBook on strategic pricing with my affiliate link below, you'll get a copy of his 2008 System

Seminar training (which hardly anyone possesses, even Sean didn't, I had to send it to him) which is what taught me how to create a funnel and business that lets me work only 15 minutes per day, if I choose.

Everyone is all about having a so-called "lifestyle business."

Well, Sean's training shows you how.

And, it's a lot easier and more simple than you think.

You also get (as another bonus) a copy of my Freedymfest event talk called:

"How to earn six figures per year

by sending just one email per day"

I got a lot of great feedback on that talk.

And, the attendees paid \$795 to be in the room, plus lodging, food, transportation, etc. But you can get a copy of my presentation (it's only 23 minutes – pure meat) if you buy Sean's eBook before midnight pacific time (just a few minutes at the time of this writing) with my affiliate link below.

Anyway, game time, my pet.

When I sent this email you had maybe 15 minutes.

Now you have less...

notes

Here's where to go to get it all:

<http://www.EmailPlayers.com/sean>

Ben Settle

EXHIBIT N:

Ryan Levesque Survey Funnel Affiliate Campaign

Another big winner campaign was for Ryan Levesque's original Survey Funnel product. In fact, according to Ryan:

"Ben promoted one of my information products to his list as an affiliate. Even though his list is smaller than some of the bigger 'goorooos' who promoted the product... Ben had the highest conversion rate among all affiliates to date. Prior to Ben promoting the highest conversion rate (sales vs. webinar registrants) was 21.6%. Ben blew that number out of the freakin' water with a 28.6% conversion rate (32% better) - and 50% of those sales came on the LAST DAY when Ben sent not one... not two... but THREE emails to his list. (Heresy!) So in other words - all that stuff Ben teaches about mailing OFTEN.... mailing MORE than you might think is prudent... and using a TONE that might make you feel uncomfortable? It works. I've seen the numbers first hand. Ben generated over \$20,685 in affiliate sales for me using what he teaches - and he did those numbers in a single weekend! The man knows what he's talking about - and more importantly, he practices what he preaches."

Note how most of the sales happened on the last day. Your mileage may vary, but this is a typical result using my diabolical Affiliate Villain ways.

Another thing: I didn't have much experience with Ryan's product (I don't do the survey thing), but have tremendous respect for it. And even though I couldn't write about Ryan's product, I could write about him, since we had been business partners in our Oceans 4 Masterminds. I'd seen him thunder away during masterminds, had many conversations (and even a debate or two...) with him in the room, and knew he had his info down tight.

Finally: I hardly sent any emails. I had been burned out for various reasons, was about to take a vacation, and didn't want to spend time writing 13+ emails. So I focused on the main segments of my market and wrote "to" them — including

asking questions specifically on their behalf during a Q&A with Ryan (“Will this work for MLM’ers?” or “Will this work for affiliate marketers?” or “Will this work for people wanting freelance copywriting clients?”, etc). **It’s always about your market, not the thing being sold.**

Anyway, this campaign is yet more proof you can beat bigger marketers, with bigger lists, and bigger name recognition if you use my system and email methods.

AFFILIATE OFFER EMAIL #1 — WEDNESDAY 6:30 A.M.

Subject line: Who Agora & Boardroom seek advice from about creating 7-figure sales funnels

Let me tell you a story.

At our last Oceans 4 Mastermind Workshop, one of my business partners Ryan Levesque got to telling me about one of his clients who sells high ticket water filters that turn the water alkaline. And, how during the launch of this product, they sold so many water filters... so quickly... and with so little effort... they were told by the manufacturer to STOP all sales.

Apparently they sold out the manufacturer’s inventory.

And, they begged his client to stop selling them.

Plus, they did it in just 12 days.

And, without having a huge list.

So naturally I asked Ryan how he did it.

What did he say?

He said mostly they used a little-known “back door” funnel system (using surveys) he has been honing over the past several years working with over 2.8 million leads... over 175k buyers... in over 17 markets (most non Internet marketing markets) -- including 7, 8, and 9 figure companies (like golf,

tennis, satellite TV providers, business funding providers, etc).

notes

It's fascinating stuff.

And, it's what he's known for doing.

More:

He has a very unique grasp on buying psychology.

Far more than I or anyone else I know does.

Why?

Well, I am guessing it's his neuroscience training (he has taught university level courses on the subject), and how he merges it with Internet marketing.

So yeah, he's one smart cookie.

And his clients happily pay him a small fortune.

(Agora and Boardroom pick his brain by phone weekly.)

And guess what?

Ryan is doing an exclusive webinar tomorrow just for my list, walking us through his survey funnel methodology.

And, before you even ask:

This will be *advanced* training.

(i.e. it's a no-brainer to attend and

make money with the info.)

But, while it's free, there will obviously be something (expensive) for sale for people like me who want to learn more about how he works his magic.

So don't waste our time if you're offended by sales pitches.

(Or if you're looking to buy yet another \$19 eBook.)

Anyway, how do you attend?

It's easy, my little droogie.

Just go to my naked affiliate link here:

<http://www.on2url.com/app/adtrack.asp?MerchantID=142030&AdID=680560>

Then, follow the instructions.

And that's it.

Be there or be nowhere...

Ben Settle

P.S. I have seen Ryan "in action" during our Oceans 4 Mastermind hot seats and, to be blunt, I don't know ANYONE who can teach funnels, sales psychology, website strategy and execution better than he can. I actually consider him one of the 2 or 3 savviest marketing minds I've ever met. You haven't heard a lot about him because he doesn't put himself out there as a guru or whatever.

But make no mistake, he's the real deal.

He has 17+ concurrent clients, in completely diverse markets (I think one of them is like pig farming or something) and they ALL make out like bandits using his sales funnel expertise.

I can't wait to hear this webinar.

And, I suspect you'll love it, too.

notes

Get your Ryan Levesque funnel training
lovin' here:

[http://www.on2url.com/app/adtrack.
asp?MerchantID=142030&AdID=680560](http://www.on2url.com/app/adtrack.asp?MerchantID=142030&AdID=680560)

**AFFILIATE OFFER EMAIL #2 —
WEDNESDAY 6:30 P.M.**

**Subject line: Slip 'em a
neurotransmitter "cocktail"**

More on my boy Ryan Levesque:

(Who I told you about earlier today)

One of the coolest things I ever done
learned from him about building a list
was what he calls:

"The neurotransmitter 'cocktail' buzz"

What is that, exactly?

Well, it's his way of using a strange
little quirk of the human brain (he
learned from some smart neuroscientists)
in his market to hold peoples' attention
by mixing a bunch of chemicals around in
your readers' brain.

But, don't worry, amigo.

None of this unethical or anything.

In fact, people WANT you to do this.

Anyway, he'll rap about it on tomorrow's
webinar.

Register here:

[http://www.on2url.com/app/adtrack.
asp?MerchantID=142030&AdID=680560](http://www.on2url.com/app/adtrack.asp?MerchantID=142030&AdID=680560)

See ya tomorrows...

Ben Settle

AFFILIATE OFFER EMAIL #3 — THURSDAY 6:30 A.M.

Subject line: How to double sales without adding a single new name to your list

Today's the day, babycakes.

In just a few short hours my boy Ryan Levesque (neuroscience geek who currently works in 17 different markets, building multi-million dollar sales funnels for some of the highest grossing direct marketing companies on the Internet) is teaching that survey funnel webinar for doubling your sales (without needing new traffic) I told you about yesterday.

BTW...

I've seen him in action at our Oceans 4 masterminds.

Watching him thunder away at peoples' websites, marketing plans, sales funnels, videos, and plans during the hot seats is like a world class lesson in marketing in and of itself.

More:

He's also a master at *teaching*, too.

I don't know if it's his experience teaching neuroscience at University level classes... or just inborn genetics... but the dude can take complex marketing funnel ideas, methods and stats and make it dirt simple for anyone to understand and apply to their own business.

Yes, there'll be something (expensive)
for sale at the end.

But, don't let that startle you if
you're a freebie seeker.

Whether you buy or not, you'll walk away
from this free webinar with more than
enough info to make all kinds of new
sales (without spending a ton of time
and energy) in your business.

(Assuming you're an action-taker and not
a wannabe.)

Anyway, I'll be there.

And, I highly recommend you be there,
too.

Here's my affiliate link:

[http://www.on2url.com/app/adtrack.
asp?MerchantID=142030&AdID=680560](http://www.on2url.com/app/adtrack.asp?MerchantID=142030&AdID=680560)

Ben Settle

AFFILIATE OFFER EMAIL #4 — THURSDAY 6:30 P.M.

Subject line: Your command is my wish

So a bunch of people have been asking:

"Ben! Ben! I couldn't watch

the survey funnel webinar

today is there going to be a

replay option???"

notes

Why, yes there is, Batman.

Your command is my wish.

Also...

I think once you watch it, you will agree it's a no-brainer to take the info Ryan taught and profit from it without buying anything else. But, if you do fancy on buying his product... you have until Sunday night at midnight to do it.

After that, his discount disappears like a fart in the wind.

Here's the replay linkage:

(my affiliate link)

<http://www.EmailPlayers.com/ryan>

Ben Settle

EXHIBIT O:

Gene Schwartz \$20 Offer

Affiliate Campaign

I call this affiliate offer my “Old Glory” — as I have been using it each year, virtually unchanged (every now and then I will tweak it, but nothing major), for almost a decade as of the time of this writing.

And, each time I do, it usually brings us (on average) another 100 or so more buyers than it did the prior year.

There are many reasons this works, including the timing (major U.S. holiday weekend — which I have found to be the best times to sell for a multitude of reasons, not the least of which is many people are bored out of their minds, constantly checking their phones, during these times, selling at that time is like “transmuting” their boredom into sales), the offer is truly irresistible (a \$297 product for \$20), it’s been endorsed and talked about for over 20 years by various industry gurus and professionals, and I have a very detailed knowledge of the product. It is not only something I still use to this day, but was one of the first copywriting trainings I ever studied, and helped me get good very quickly. (i.e. I have real life stories and experiences about the product to help sell it).

This is one of those offers people thank me for sending (the other is the Sean D’Souza product shown earlier). When you have a product so well matched to your market where people thank you for selling it, you have found a winner you should re-use over and over for years into the future.

(Like I do with this one.)

Other than I sent more emails than usual for this (since it is a 5-day campaign, instead of 4), there isn’t much else to say about it that won’t be obvious to you as you read the emails.

So pay close attention, take notes, and apply what you learn to your campaigns...

“HEADS UP” EMAIL — WEDNESDAY 6:30 A.M.

Subject line: A warning for people who foolishly think less is better with emails

A courtesy heads up:

Tomorrow through Labor Day I'm going to be sending a lot of emails selling a \$297 copywriting product for just \$20. It's an extremely generous offer. And, whenever I mail offers like this, every. single. time. someone will contact me after the deadline asking if they can still get it. I also get at least one or two wannapreneurs who quote the lame "less is better" quote they heard from some other wannapreneur and think it applies to emails, when it demonstrably doesn't.

(Not when using my system, at least).

So expect an onslaught of emails the next few days starting tomorrow.

And, a deal so good, it borders on ridiculous.

If it becomes too stressful pushing the delete button, simply scroll down to the bottom and remove yourself from the list.

Easy-peasy-Vietnamesey.

The onslaught begins tomorrow.

Until then... giddy-up.

Ben Settle

AFFILIATE EMAIL OFFER #1 — THURSDAY 6:30 A.M.

Subject line: The \$20 copywriting seminar that saved my business

I ever tell you about my "crash course" in copywriting?

Basically, it went down like this:

notes

For better or worse, other than little odd copywriting jobs here and there (that paid little or no money) I got my real education by taking on copywriting assignments where I got paid ONLY on commission.

No freelancing fees.

Nothing up front.

Either my ads made money... or I was out a bunch of time, energy, and resources on my end.

Kind of stressful, to say the least.

Especially since, I was dirt broke and only had a few copywriting resources. Plus, time for studying the craft was limited. I was working a job at the time, was helping in a small office cleaning business, and my only time to study was in the car while driving to and from work and on my lunch breaks.

What did I listen to?

Was it the "usual suspect" crop of goorooos?

Hardly.

I didn't have time for nonsense.

So I had to pick my "teacher" wisely.

Thus, I popped in a CD I had made of the legendary copywriter Eugene Schwartz

giving a seminar to Phillips Publishing.

This seminar is sort of a "legend" in itself.

I have seen A-list copywriters (who were in attendance) rave about this seminar, about how it helped them compete against the highest paid copywriters in the world.

And I can see how, too.

This seminar gets deep not just into the "technique" of copywriting... but also the psychology of the craft.

Such as how to "think" like your customers.

How to structure your ads so people BELIEVE even your most outrageous claims.

And how one of history's greatest copywriters would sit down for just a few hours a day and hammer out one giant winner after another after another... without struggling with writers block, doubt, or insecurity (even though he was competing against the best writers on the planet, with enormous amounts of money at stake).

Anyway, this seminar literally saved my business.

Frankly, I probably wouldn't have made it without this seminar.

There wasn't all that much advanced copywriting training around back then 15-years ago (that I could afford, at least). And because of this seminar, I was able to survive writing ads on pure commission.

I was also able to pay off a LOT of debt, too.

(Including paying off my car -- a huge deal at the time.)

Well, guess what?

That seminar is not easy to get anymore.

In fact, it sold recently for as much as \$297.00.

But, you can get it for the next few days for a measly \$20, and nothing else here:

<http://www.CopySlacker.com/labor>

Yes, this IS an affiliate link.

And if you order from it today, you get "The Sales Letter Jam Session" I did with Doberman Dan Gallapoo (about the "process" we go through when writing ads - very advanced stuff). Michael Senoff will send you a secret link to grab it, along with your seminar after you buy.

Anyway, here's the bottom line:

This seminar is one of my top 10 copywriting resources.

And this \$20 offer is so generous it borders on ridiculous.

But time is short and you have to hurry.

This deal ends Monday (Labor Day) at midnight EST:

<http://www.CopySlacker.com/labor>

Ben Settle

P.S. Hang on... got some More goodies for you:

In ADDITION to the Copywriting Jam Session bonus, If you grab your \$20

notes

Schwartz seminar today, Michael will also throw in his famous 527 classic ad swipe file (all neatly typed up in Word format) -- which includes ads from Gary Halbert, Joe Karbo, Ben Suarez, Claude Hopkins, Eugene Schwartz, David Ogilvy, Maxwell Sackhiem and hundreds more.

Here's where to get your copywriting learn on:

<http://www.CopySlacker.com/labor>

AFFILIATE OFFER EMAIL #2 — THURSDAY 6:30 P.M.

Subject line: The steak & eggs swipe file

A common copywriting question:

"Ben I'm new to copywriting people keep saying
to copy out world class ads in my own handwriting.

do I really need to be doing this?

Is it really that helpful it sounds boring lol!"

I get why people ask this question.

It IS boring.

It IS tedious.

And, it IS rather unappealing sounding.

But, the answer is:

Yes.

Do it.

Starting tonight.

The reasons people give for doing it (i.e. Gary Halbert's
"neurological imprinting" theory) are very sound and, I can

say from first "hand" experience, it can make a huge difference in not only your ads... but the speed in which you get really good.

It's actually a lot like the "steak & eggs" diet.

I have done it a couple times, for an entire month.

Basically, what you do is ONLY eat steak & eggs.

(Drenched in butter.)

And that's it.

Nothing else -- except water.

(And a weekly "re-feed" day where you eat anything you want.)

But, like copying ads out by hand, it's boring.

And tedious.

And, yes, sounds unappealing.

But (again, like copying ads out by hand):

It's also super simple (it doesn't get more simple).

Works really fast.

And, gets you to your goals a lot faster.

In fact, I will even say this:

notes

Just like with the steak & eggs diet, where every day you are (noticeably) a bit leaner and lighter... when you copy ads out by hand you should be *noticeably* better after each ad you do. By "noticeably", I mean, the next time you write an ad for a client or your own product, you will no doubt notice it's a bit easier than it was last time.

You're a bit faster at it, too.

And, your ads are bit more persuasive.

More:

Like the steak & eggs thing, you don't need to do it long term. You do it juuuuust long enough to get to your goals.

After that, you will unconsciously apply the structure, format, and particularities of the ads you've been copying out by hand, and apply them to your own work, without even having to think about it.

So anyway, that's my tasty answer.

And, if you (gasp!) doubt me, test it for yourself:

Write out 10 ads in your own hand.

Then, write an ad of your own.

The difference should be night and day.

But, there is a caveat:

They must be truly GREAT (not just good) ads.

In other words...

Don't do this with any online sales letters (and especially not a sales letter during a launch) -- look at the old school direct mail ads, where people had to spend money to test them, and not just slap them up on a page and blast an email to their

list.

notes

What's that?

You don't know which ads are great or not?

You want some guidance?

Then check this out:

Right now Michael Senoff is selling his \$297 Gene Schwartz product for just \$20. And, if you buy it by the deadline (Monday at the stroke of midnight) you get a free bonus:

A swipe file of over 527 classic ads.

(All neatly typed up in Word format).

This collection includes ads from the best of the best.

Like Gary Halbert (my favorite ads to copy out by hand)... Gene Schwartz... David Ogilvy... And hundreds more. All yours to study, model, and copy out by hand to get that neurological imprint of what it's like to write world class ads.

But time's short, my little droogie.

Grab it all (for a measly \$20) here:

<http://www.CopySlacker.com/labor>

Ben Settle

AFFILIATE OFFER EMAIL #3 — FRIDAY 6:30 A.M.

Subject line: Was Gene Schwartz a secks fanatic?

Behold...

My all-time favorite Eugene Schwartz headline:

"Should Any Man Be Given

This Much Sexual Power Over

Women?"

This baby was on the outer envelope.

And, it pulled a lot of orders, too.

Here are a few (of many) reasons why:

- * Isn't "salesy" (doesn't make your guard go up)
- * Question (it's almost neurologically impossible to ignore a question you want to know the answer to)
- * Short (easy to process)
- * Curiosity provoking (I mean, c'mon...)
- * Amusing (but not "slap stick")
- * Has none of the usual hype & non-sense most ads talking about sex have (you can say many things about this headline, but "hype" ain't one of them)

How many Internet goo-roo headlines do you see like this?

The answer is zero.

That's because most goo-roos hyping themselves up as copywriting experts too wouldn't know a good ad if it bit 'em in the prostate gland.

Anyway, I can rap about this all day.

But the best way to write headlines like Schwartz did is to listen to HIM talk about 3 of his best-selling headlines himself in his famous Phillips Publishing speech.

This speech normally costs \$297.00.

But you can get it for just \$20 (for the next few days) at:

<http://www.CopySlacker.com/labor>

Yes, this IS an affiliate link.

And if you buy from it, you also get a huge 527 ad swipe file (with some Gene Schwartz ads include), plus a copy of "The Sales Letter Jam Session" I did with Doberman Dan about the process of writing ads (how to build an ad from the ground up).

Hey, like him or not Gene Schwartz was the man.

This speech is in my top 10 copywriting trainings.

And today you can get it for just \$20:

<http://www.CopySlacker.com/labor>

Ben Settle

P.S. Another of his headlines that kicked bootay (no pun) is:

"71-Year Old Man

Has Sexual Congress

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5 Times Per Day"

He talks about this one in this speech, too.

Grab it for \$20 here:

<http://www.CopySlacker.com/labor>

AFFILIATE OFFER EMAIL #4 — 6:30 P.M.

Subject line: How to profit from quibblers

Comes a question:

"Ben I already bought the schwartz product
why do you keep sending me emails about it?"

The answer:

Because it'd be a colossal pain in my gluteus assimus to
coordinate with Michael Senoff all weekend with new buyers and
suppress them. In fact, it'd be easier for me to scroll down
a complaining buyer's email and opt them out for them, rather
than to suppress them.

Something I'll be doing henceforth.

More fun stuff to think about:

One:

Most of the emails have educational value to them, anyway.

Even if you don't buy, anyone with even a jot and tittle of a
desire to get better at email or copywriting can get something
out of them — even if it's just studying the emails (which have
been proven to work over several campaigns).

And two:

If you're on a list (like this one) that primarily teaches

email marketing, not learning from the emails and sales process this weekend (which Michael and I have successfully run multiple times) by observation is like a direct mail copywriter complaining about getting too much proven-to-work direct mail.

If that's your mindset, simply opt out into your safe place.

No quibbles or hard feelings.

It's all good in the elBenbo 'hood.

(I won't even know that you left.)

Now, that said:

The vast majority of people who have hopped on this ridiculously valuable offer in the past know all the above without me having to send yet another email (you'd almost think I profit from complainers...)

Like this bloke:

==

Irresistible offer. Bought it yesterday.

Couldn't believe the amount of copywriting goodness

I received for just \$20. Just the swipes for \$20

would be a great deal. This is excellent.

notes

Thanks Ben.

==

That, my little droogling, is my kind of customer.

He sees the value (this Schwartz product is one of the only reasons I kept with copywriting), grabs it, uses it, and will henceforth go out and profit from it, and not complain that he's still getting emails about it for the next few days.

Anyway, like I said Wednesday:

If it's too stressful pushing "delete" this weekend simply opt out.

Otherwise:

This offer ends Monday at midnight.

Grab it now and forever hold your peace:

<http://www.CopySlacker.com/labor>

Ben Settle

AFFILIATE OFFER EMAIL #5 — SATURDAY 6:30 A.M.

Subject line: Dead copywriter reveals how to profit from WEAK ads

Sheesh.

I've been yapping away about Gene Schwartz a lot.

Obviously, one of the reasons for this is because I'm doing a joint venture with Michael Senoff, selling Gene Schwartz's famous speech to Phillips Publishing that has changed so many peoples' lives (including Yours Unruly's).

Usually, this bad-boy costs \$297.00.

But, for the next couple days you can get it for just \$20:

<http://www.CopySlacker.com/labor>

Anyway, I got to thinking about that speech again today.

And specifically, a little piece of headline advice in it that changed everything for me, and helped me pen winners even when my ads were weak.

(Especially when I was just starting out.)

What was the advice?

Simply this...

"When you are dealing with someone of real brilliance that does a

headline absolutely beyond all belief, then you are going to have a

hard time winning. Probably you are going to lose then no matter

how many facts you have."

In other words...

According to Mr. Schwartz without that magic headline, even "great" copy will get slaughtered by a newbie who writes a better one. Good news, for newbies, eh? And maybe that's why he spends so much time on headlines in the speech.

Gene competed against the best of the

notes

best.

Had probably seen thousands of split tests.

And, knew exactly how to write headlines that would win even though (by his own admission!) he was never the best "writer" in the game.

Excellent stuff.

And, at \$20 it's a steal.

To get it before it goes back to \$297, go here:

<http://www.CopySlacker.com/labor>

BTW, this is my affiliate link.

And if you order from it, Michael will send you a couple bonuses:

1. A 527 ad swipe file (which includes Gene Schwartz ads)
2. "The Sales Letter Jam Session" (which teaches you the nuts and bolts of how to build an ad from beginning to end)

Hurry, though.

This offer ends soon.

Ben Settle

P.S. Here's the link:

<http://www.CopySlacker.com/labor>

AFFILIATE OFFER EMAIL #6 — SATURDAY 6:30 P.M.

Subject line: Dead ad walking

Here's some of the best ad advice I ever done got:

"If you are not running enough tests that are really flopping,

then you are not doing your job...A very good copywriter is going to

fail. If the guy doesn't fail, he's no good. He's got to fail.

It hurts. But it's the only way to get the home runs the next time."

Who said that?

The late great grand puba of marketing Eugene Schwartz.

Speaking of which...

You only have less than 48 hours left to get his famous seminar for only \$20 (regularly \$297), plus a swipe file of over 500 ads and the "Copywriting Jam Session" teaching I did with Doberman Dan about our "process" of writing ads.

Details at:

<http://www.CopySlacker.com/labor>

Where was I?

Oh yeah, Schwartz's testing advice.

And he wasn't just whistlin' dixie, either.

Case in point:

While back I wrote a fartload of squeeze pages for a client. Not just 2 or 3 test panels... but 20-30 test panels. Some of them played it "safe" (not veering

notes

too much from their current control) and some were so off the charts crazy different, they probably thought I was a nutcase for even submitting them.

But you know what?

I fully expected 99% of those tests to FAIL.

To me they are all dead ads walking to that great electric chair of cyberspace where probably only one of them will survive the onslaught.

In fact, my first test failed by a fat 20%.

And that's good!

Did not bother me one bit.

I knew it'd either win big or lose big.

And that's really the name of the game.

I mean, what would you rather have -- 100 "play it safe" tests that add up to a 100% increase over weeks or months... or one BIG winner that beats your control by 100% in a day?

Which do you think will make you money faster?

Something to think about.

To paraphrase one of the great American minds:

"Failure is cool, Beavis."

Ben Settle

P.S. The \$20 Eugene Schwartz seminar sale ends Monday (Labor Day here in the US) at midnight. This is by FAR one of the most valuable copywriting trainings I've ever used (and I still listen to it regularly).

Usually it costs \$297.

But if you hurry, it's yours for a mere \$20 spot:

<http://www.CopySlacker.com/labor>

**AFFILIATE OFFER EMAIL #7 — SUNDAY
6:30 A.M.**

Subject line: May the Schwartz be with you

One of my favorite movies is "Space Balls."

It's a parody of Star Wars.

And instead of using the "force" like in Star Wars, in Space Balls they use the "Schwartz" -- and the teacher is a guy named Yogert (instead of Yoda). Anyway, kind of a funny Mel Brooks flick.

But here's why I bring it up:

We have "the Schwartz" in the copywriting world.

Except, it's not a mystical force.

It's a man.

A man who joined the choir invisible back in the 1990's, but who left the rest of us copywriting whipper-snappers a legacy of copywriting gems and trainings that are second to none.

One of which is his famous speech to Phillips Publishing.

notes

Even the top A List copywriters rave about this teaching.

And it usually costs \$297.

But until Monday midnight, it's yours... for just \$20.

Here are the details:

<http://www.CopySlacker.com/labor>

More:

If you jump on this today, you get bonuses...

1. "The Sales Letter Jam Session"

This is a unique copywriting training I did with Doberman Dan about the "process" of writing sales letters and ads. Very helpful if you have trouble getting started writing and struggle with it.

2. A 500+ ad swipe file

This swipe file is packed with great ads.

Including ads from many of the best copywriters (such as Eugene Schwartz) who ever lived.

And it's all yours for a mere \$20.

Here's where to get everything today:

<http://www.CopySlacker.com/labor>

But this sale ends tomorrow at midnight.

After that, it goes back to \$297.

Hurry...

Ben Settle

**AFFILIATE OFFER EMAIL #8 — SUNDAY
12:30 P.M.**

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Subject line: I swear on a stack of
Bibles I've never done crack

Last year when I ran this Gene Schwartz
promo, reader Craig Jones shouted from
the bell tower:

===

Can't even believe it, Ben!

The "Schwartz files" alone are worth \$20
- and that's just a small sampling of
what you get.

This stuff will keep me busy for weeks.
It's like getting his book that's
\$400 except it's \$20 and even better
information.

Can't wait to listen to the MP3s on my
runs.

You over-delivered on this one my
friend. WAY over-delivered.

So glad I jumped on this. Feels like a
\$500 course for \$20.

Best----

===

You're welcome, Mr. Jones.

This is the most no-brainer offer I've
ever seen.

Someone would almost have to be on crack

to not at least check it out if they are at all interested in learning from the man who Bob Bly once told me "had the best won/loss record of any copywriter in history" for a mere \$20.

But, this offer ends tomorrow at midnight.

Nab it here before this offer vanishes like ethics in Washington, D.C...

<http://www.CopySlacker.com/labor>

Ben Settle

AFFILIATE OFFER EMAIL #9 — SUNDAY 6:30 P.M.

Subject line: Tumbling down the copywriting rabbit hole

Yesterday someone asked me how Michael Senoff and I are making any money on this \$20 Schwartz offer.

Answer:

We don't make all that much on this offer.

Mostly, I just dig on introducing people to this "rabbit hole" and watching them tumble down it, transforming their entire way of looking at copywriting.

Like these blokeseses:

"Im writing this to you, Ben just to show a little gratitude and to thank you... the schwartz compilation is the best value content ive seen on the net! Just the interview alone is worth the \$20! Plus all the swipes and other content it has. Awesome Awesome stuff mate! I cant thank you enough"

Or...

"I bought the product last night. I feel like Christmas came early this year. I've already got ideas I'm using/will use on my list. And the 33:33 work strategy by Eugene is so simple and

yet...no one ever explains it quite like that. Its genius. And so simple. And productive! The chimpanzee brain....how writer's block is a western problem.... pure gold in this here \$20 offer! And that's just the first audio! Ive already revamped my current sales page by using Gene's "Rodale strategy" which is not the way I was taught to approach copy. You're right and you preach it quite often in your emails: it's all about the fundamentals. Wow. I was blind...and now I see. Fah realz yo.Thank you for gifting this offer to us!"

Or...

"This has been one of the best investments I have ever been able to make..aside from email players of course. I had to buy more notebooks to record all the ideas spilling out the neuron fountain."

Anyway, this rabbit hole closes tomorrow at the stroke of midnight.

Dive in here while you still can:

<http://www.CopySlacker.com/labor>

Ben Settle

notes

AFFILIATE OFFER EMAIL #10 — MONDAY 6:30 A.M.

Subject line: Gene Schwartz \$20 seminar sale ends today

Nobody is as big a procrastinator as I am.

(I'm papa of procrastination.)

Thus, it's time to remind you the Gene Schwartz \$20 seminar offer (usually \$297) ends at midnight tonight.

The link is at:

<http://www.CopySlacker.com/labor>

This seminar is grooviness.

Easily one of the bestestest copywriting resources I've ever seen. And, one that saved my bacon when just starting out, not knowing what I was doing, and just needed some guidance to get started writing ads.

More:

If you jump on this today, you get bonuses...

1. "The Sales Letter Jam Session"

This is a unique copywriting training I did with Doberman Dan about the "process" of writing sales letters and ads. Very helpful if you have trouble getting started writing and struggle with it.

2. A 500+ ad swipe file

This swipe file is thick with great ads.

Including ads from many of the best copywriters (such as Eugene Schwartz) who ever lived.

It's all yours for a mere \$20 spot.

Here's where to get everything:

<http://www.CopySlacker.com/labor>

notes

This sale ends today.

After that, it goes back to \$297.

Hurry...

Ben Settle

Affiliate email offer #11 – Monday 9:30
a.m.

Subject line: The case for rudely
ignoring clients

While back I posted this on Flakebook:

"Freelance copywriters who care more
about what their 'client' (or, worse,
what their client's spouse) thinks than
what their market wants

should go beg for a corporate job

where they can sell their souls for a
paycheck."

It was inspired by a friend.

(Who was putting up with such a client
who ignored the market and just
projected their own biases onto them.)

And, it's a mindset I learned early on
in my copywriting career after listening
to the Gene Schwartz seminar I've been
yapping about all weekend, where Gene
said while writing an ad:

"You have no client but the market.

You really don't care about anything

but the market or the process"

And you know what?

It's served me well.

Not just when I did client work, but also for selling my own products.

My "client" was the market.

Not the guy paying my fee.

Not his committee.

And, certainly not his spouse.

If any of the above people had solid info I needed (market intel, experiences, test results, etc), great! But if they just wanted to impose any uninformed opinions, self projections, or preferences (that didn't line up with the market) on my ad, I ignored them and did what the *market* dictated. They may have been paying my fee, but the market payed them and, thus, both of us.

True story:

When I wrote about this, a chick wrote me (who is a client) telling me how wrong I was, etc. She simply had someone (Yours Unruly) finally tell her she has no real power over her copywriters (the good ones, at least) and she probably panicked. When clients realize the fact that they need good copywriters far more than good copywriters need them (we can always find another client or sell our own stuff, after all) they tend to go into denial like she did, so I understand. But good clients, smart clients, clients worthy of your talents put the market first, and put their feelz, projections, and caring

what others (who aren't the market) think out to pasture.

Rude?

Probably.

But nobody accused me of being diplomatic about it.

Whatever the case, the \$20 Gene Schwartz seminar I've been plugging like crazy this weekend shows you several advanced (yet simple) ways for writing ads, headlines, ad layouts, etc I've ever seen.

But this sucker ends tonight at midnight.

So if you want it, hop off that high horse of yours and get to work.

Time's almost up.

At midnight this \$20 carriage turns into a \$297 pumpkin.

(If'n you catch my drift.)

Here's the link:

<http://www.CopySlacker.com/labor>

Ben Settle

AFFILIATE EMAIL OFFER #12 — MONDAY 12:30 P.M.

Subject line: The Troll-of-the-month "leader board" champ

Couple years ago when I ran this Schwartz sale a troll grunted from his mom's basement typing with orange cheetos stained fingers:

"Your emails are shit!

If you are an authority

on email marketing

then God truly did

make the world in only 7 days

lol.... DICK"

Preach it, troll boy, preach it!

Do some angry push ups then give elBenbo what for!

But, then there was a plot twist to save my delicate self esteem.

These two emails arrived right after troll boy's witty repertoire...

Andres Pedraza wrote:

"The Schwartz material is so good, that I still read your ads as they come in and damn if I'm not tempted to buy it again, even though I was probably the first one to buy it, when you first sent out the link. It's been an interesting weekend, listening to it and digesting it."

And then Jenn Mayers said:

"a thank you... Only the squirreliest of gooroo fanboys (or gals) wouldn't see the value of this offer. Me? I snatched it up from the first email you sent. Plus... I've been reading and enjoying all of the promo emails and my bank account asked me to tell you..."Thank you"

Whew!

For a second there I was worried...

Anyway, the \$20 Schwartz offer ends later tonight.

(Midnight Pacific time)

Get your lovin' here:

<http://www.CopySlacker.com/labor>

notes

Ben "Troll Bait" Settle

P.S. Many more emails to come today about this Schwartz offer.

If they give you heartburn or if you think it's "too much" then you can either (1) troll about it which, as you've seen here, will simply inspire me to write *more* emails to send today to further enrage you and enrich myself, or (2) be a grown up and simply delete them or opt out.

AFFILIATE OFFER EMAIL #13 — MONDAY 3:30 P.M.

Subject line: Copywriting bewb jobs

Let's rap about swipe files.

Yes, I have a swipe file.

Yes, I think swipe files are invaluable tools.

And, yes, one of the perks you get if you check out the Gene Schwartz \$20 seminar before midnight tonight is a swipe file of over 500+ world class ads.

So I ain't anti-swipe file by any means.

What I have a problem with is, people who copy & paste — whole cloth — other people's ads paragraph by paragraph, without changing any words around

thinking that's the way to do it because someone told them that's how you do it. Or, just as bad, "frankensteining" other ads' paragraphs together.

For one, there's an ethical thing going on there.

And, for another, it makes you sound kinda like an idiot.

It's like the movie "Transformers."

Something is wrong with the robot Bumble Bee's communication system, so he "talks" by splicing together various radio transmissions, songs, speeches, news clips, reports, etc in his memory banks.

That's kind of what email swiping sounds like.

Probably not a big deal if you're a robot.

But, for a copywriter it's like a bewb job – people know it's fake when they see it, even if it looks, er, "structurally" correct.

Anyway, swipe files can be extremely helpful.

Or, they can make you look like a dork.

Bottom line:

In my humble (but accurate) opinion, you can study and get inspiration from great ads (and should). But if you're just going to cut and paste a bunch of other ads together with no unified voice, well, you can't say nobody didn't warn you about it. If you want to learn how to write ads from a true master (one of the best copywriters who ever done lived) download the \$20 Gene Schwartz seminar before midnight tonight.

After that?

It goes back to \$297 and you lost out on a helluva deal.

Here's the link:

<http://www.CopySlacker.com/labor>

notes

Ben Settle

**AFFILIATE OFFER EMAIL #14 — MONDAY
5:30 P.M.**

Subject line: "Will the \$20 Gene
Schwartz product teach me anything
new?"

I hate wasting time.

And, apparently, I ain't alone...

"Ben, I want the Gene Schwartz \$20
offer, but is there really

anything NEW inside? Anything I haven't
seen already? I know it's

just \$20 and it comes with a guarantee,
but is it worth my time? Be

honest, I hate wasting time on info I
already know."

I can relate.

A lot of people can.

And it's a very good question.

So with only hours left, maybe this will
help:

Here's what a savvy businesswoman and
revenue coach (who's been written about
in Forbes & Investor Business Daily and
whose book has gotten testimonials from
smart businessmen like Guy Kawasaki)

said when I ran this sale a few years back...

====

OK, so I finally caved and spent the \$20.

I put it off because 1) I didn't think I'd learn anything new and 2) there was just so much stuff there, I wasn't sure I'd be able to read it all.

But today I decided to take you at your word, and I spent the \$20.

I started small:

with the transcript of the Rodale speech.

And already it has opened up my mind and given me new insights.

I am, in fact, learning something.

Thank you, Ben.

Kristin Zhivago

Revenue Coach

====

Bottom line?

This ain't just more of the same old, same old.

And ye olde clock is ticking.

It goes from \$20 back to \$297 in a few hours.

Give it a shot (while there's time) here:

<http://www.CopySlacker.com/labor>

Ben Settle

notes

P.S. More...

You get two more goodies:

1. A 527 ad swipe file (which includes Gene Schwartz ads)

2. "The Sales Letter Jam Session" (which teaches you the nuts and bolts of how to build an ad from beginning to end)

There's no time for lollygagging, though.

This offer ends in just a few short hours.

Here's the link again:

<http://www.CopywritingGrabBag.com/labor>

AFFILIATE OFFER EMAIL #15 — MONDAY 7:30 P.M.

Subject line: Learn from giants, or blather on Facebook

Sven says:

"Eugene Schwartz is an icon: a cup of coffee, a timer, pencil and paper. A million dollar plus business from his home. If your subscribers don't buy this, they really don't want to compete with strategic writing skills. If that's the case it's probably better to unsubscribe and buy 20 lottery tickets. The first 30 minutes of Mr. Schwartz's main lecture are worth \$2,000 if you pay

attention. Learn from giants, or blather on Facebook. Choose one."

I know some of these Flakebook blatherers of which Sven speaks.

And, they be quite amusing.

Next up...

"Email Players" subscribe Daisy Luther says:

"This was a life-changing purchase. When Mr. Schwartz was talking about how he broke down the content to create his sales material, that was a lightbulb moment. I've been doing it all wrong and can't wait to go and rewrite all my sales pages."

Darren Thompson says:

Best \$20 (£17) ive spent in years.....90 mins in the first speech alone.....that's paid fer itself already

"Email Players" subscriber Christopher Browning says:

"Way too much stuff in here. I stopped downloading after the 10th MP3 cuz I'll never get through it all."

Adewale Adebuseye says:

(chiming in all the way from Nigeria)

"Its so much value, I cannot believe you sold it for just 20 USD! No one needs another copywriting course again after this. Thanks so much, I love buying stuff from you, because you promote quality and always overdeliver! Can you please advice the best way to consume and apply this material?"

To answer Adewale's question:

Listen to the speech 10 times, then go from there.

Justin Dickinson says:

"I feel bad. I feel like I robbed you and Micheal... Theres

too much value here for only \$20. THANK YOU!!"

notes

Alex Popov says:

"I paid \$20. The value I got and am still getting is in the thousands."

Bob Sanker says:

"I will say though Ben after purchasing the files for \$20... WTF?? All that for \$20?? Insanely amazing... The thing that worries me is dumb ass trolls being able to get their hands on such powerful information for only \$20... because holy shit.. they can probably afford it Anyway, thank you for such a gift!"

Don't worry Bob.

The trolls are like dogs chasing cars, they wouldn't know what to do with the info even if they have it...

Saul Kropman says:

"Ben, I just bought the Eugene Schwartz offer and it's insane value! Anyone on the fence needs to just take the leap. Thanks for putting this together."

All right, enough.

This deal vanishes in 89 minutes.

(From the time I am sending this.)

Get your lovin' here, while you still can:

<http://www.CopySlacker.com/labor>

Ben Settle

AFFILIATE OFFER EMAIL #16 — MONDAY 8:46 P.M.

Subject line: Last call for Schwartz-o-hol

The \$20 Schwartz deal ends in 14 minutes.

Order from my affiliate link in this email and you'll get the The Sales Letter Jam Session I did with Doberman Dan Gallapoo (about the "process" we go through when writing ads - very advanced stuff) as well as a bunch of swipe file ads from the masters.

Here's where to grab it:

<http://www.CopySlacker.com/labor>

If you're away from your computer and reading this on your mobile phone or somewhere you can't safely or conveniently order, send Michael Senoff an email telling him you saw this offer ****before**** the deadline, and he will make arrangements to send you an order link.

His email is:

michael@michaelsenoff.com

Thank you for playing.

Ben Settle

EXHIBIT P:

Ray Higdon's 3-Minute Expert Affiliate Campaign

This campaign was originally not going to be a “campaign” at all — and was just my pal Shane Hunter and I wanting to help our other pal Ray Higdon for his 3-Minute Expert launch. But, one thing turned into another, and suddenly we ended up doing a full-blown affiliate campaign, even bringing in other “sub-partners” to help promote.

Anyway, some attributes to note:

- ✧ This was very heavily bonus-based. We thought up every single bonus we could offer (including consulting time with us) and threw them all on a page, making it not only far more attractive to buy from us than the other affiliates, but more of a no-brainer, too.
- ✧ The emails hit the market from every angle I could think of after having written many sales letters in that industry (MLMers).
- ✧ The highest selling email was the one about the stay-at-home dad who got cucked when his wife left him for his boss (most of the email had virtually nothing to do with MLM, home businesses, or anything you would see in the usual kind of MLM-related emails — it was based on what I knew about the human-side of the market).
- ✧ We used a lot of paid ads to send traffic to our list, and had that going for us.
- ✧ I recycled emails I'd used in other campaigns for this.
- ✧ I don't have the exact days/times I ran these, since they are not in my auto-responder anywhere, but they followed a similar structure as the others in this book.
- ✧ It was tremendously successful, and had the usual Ray Higdon affiliates who usually easily win his affiliate contests (or so I am told, at least) having to work harder than usual, which is amusing to think about.

With those facts in mind, turn the page, read the emails closely, and note how the lessons in this book were applied to them.

AFFILIATE OFFER EMAIL #1

Subject line: Shooting down the fat-head goo-roos

Back in 1986 a movie called "Top Gun" hit the theaters.

Top Gun is about a couple hotshot Naval pilots given a chance to train with the "best of the best" pilots in the world at the "Top Gun" fighter pilot school. Now, whether you like Top Gun or not (I love it!), it was, in some ways, an extremely profitable "sales letter."

How so?

Couple reasons:

First...

After the movie hit the screens, Ray-Ban Aviator sunglasses (the kind Tom Cruise's character "Maverick" wore) jumped 40%.

That's a HUGE increase.

And secondly...

Air Force and Navy recruitment (both sometimes very "hard sells") shot through the roof.

Crazy, isn't it?

But apparently, the movie was so good at "selling" all the young whippersnappers of the day on how cool being a fighter pilot is, recruitment booths were set up inside many of the theaters it played in!

Hence, the selling POWER of stories.

And of giving people a fun, thrilling ride.

After all, there was nothing in the movie telling you to go buy Maverick's brand of sunglasses or to join The Navy. Yet, the movie "sold" great hordes of people on wanting to be like

Maverick.

notes

To live his exact lifestyle.

And, yes, win over the hot babe at the end.

More:

This power translates even better to selling online.

Whether in sales letters, Facebook ads, blogs, videos, whatever medium you like to sell with. If you learn how to tell a story that sells you simply can't lose. You'll always stick out from your competition. And, you'll make way more money.

Enter Ray Higdon's 3-Minute Expert product.

It doesn't teach you anything about storytelling.

But, two of the bonuses the Legends Table is giving away to anyone who buys 3-Minute Expert does, specifically:

1. The Magnetic Sponsoring Sales Letter "Cheat Sheet" (This 150+ page PDF contains a lot of info on selling with stories)

2. A video training on storytelling Ben Settle did for one of the top MLM training companies on the planet

It doesn't matter what you sell or who

you sell to.

This info can blast your sales through the roof.

And, leave your boring competition (even the ones who skate through your market resting on their reputations) wondering how you're doing it.

But time is a' wastin'

The cart closes Friday.

After that, too late – and these bonuses vanish like a virgin on prom night.

Here is the link:

URL

Your pals,

The Legends Table

AFFILIATE OFFER EMAIL #2

Subject line: Why the Spartans would discard most copywriters and traffic guys

"When the boy was born...

like all Spartans, he was inspected.

If he'd been small or puny or sickly or misshapen...

he would have been discarded."

So begins one of my favorite movies:

"300"

The guy who wrote the comic (Frank Miller) is a genius.

One of the best storytellers ever to grace us comic book

fanboys with his scribbling excellence.
In fact, he was the man who practically
single handedly saved the entire Batman
comic book franchise.

Here's what happened;

Sales for Batman had gotten so low DC
Comics almost canceled it.

Then, Frank came on the scene.

Swooped in with his (figurative) cape
and cowl.

And, saved the day.

How?

By writing the most BALLSY story
possible:

"The Dark Knight Returns"

It was basically the first "adult"
themed comic.

(Certainly for a mainstream super hero.)

Very dark.

Very violent.

And, very entertaining.

One of the reasons why is, it's about an
aging (55 years old) Batman who's been
on the couch for 10 years, out of shape
and can't resist getting back into the
game when some of his old enemies (and a
really nasty new enemy) emerge. Anyway, it
mixes up the dark with humor and a script

notes

so well written you can turn to ANY page and be "wowed" with how cool it is.

(The part where he kicks Superman's ass is pure jeenius.)

The point of telling you this?

The RAW power of storytelling.

That one story raised Batman from the dead.

And, in a way, was responsible for all the Batman comics and movies, etc that have come since... we're talking billions of smackeroos.

All from a story.

Wild, isn't it?

Well, guess what?

Storytelling can put lots of extra dineros in YOUR hot little pocket too.

That is, if you know how to use them.

That's where our 3-Minute Expert bonuses come in and save the day: Two of the bonuses are about how to use stories to sell all the products and service your greedy Joker-like mind desires.

And those bonuses are just for starters.

We also are giving over 100 hours of video training.

(On every Internet marketing tactic you can imagine).

And 9+ hours of recorded audio of Shane Hunter (the best Facebook ad guy on the scene, yes, even better than the gurus who claim to be the best – many of them secretly come to Shane for advice, which amuses him) giving away his best traffic, funnel, and Facebook tips.

And that still ain't all.

notes

We're giving away a webinar on affiliate marketing.

PDF's on PPV traffic and audience-building.

An audio on how to make sales in the next 20-minutes (yes 20-minutes) using nothing but free Facebook groups.

And the list goes on.

So much value.

But, so little time left.

Cart closes soon, go here to nab everything:

<https://gv964.isrefer.com/go/3me/abrasiveads/benemail002>

Your pals,

The Legends Table

AFFILIATE OFFER EMAIL #3

Subject line: How even obnoxious losers make out like bandits online

I know this guy who, by rights, should not be successful.

He's obnoxious, he's dorky, he's terrible with money, and he's not particularly bright or motivated to do things. Plus, his voice is so annoying his videos sound like nails on a

chalkboard and his websites are ugly as sin. Yet, despite all this, the guy is successful in the biz opp world especially, raking in all kinds of sales and money without hardly ever doing much.

Contrast that to another friend:

A guy who's charming.

A great speaker.

Performs perfectly on video, or on webinars, or when talking to people face to face or over the phone. He's also got a lot of cool looking websites, too, that have all the latest tech and bells and whistles.

Yet, despite all that, he's always struggling.

One month he makes \$5k, the next he barely make \$5 bucks.

No consistency, and he's always scared of going broke.

Why does Guy #1 succeed while Guy #2 doesn't?

From what I can tell, it's only because Guy #1 has positioned himself as an expert and leader in his niche (which is rife with competition)... and the other guy hasn't.

Truth:

In today's day and age, not being a world recognized expert at what you do is like playing a video game on "hard" mode – even if you have lots of money and assets to work with.

On the other hand:

Being a world recognized expert forgives a lot of "sins."

You don't need to be polished.

You don't need to dump all your money into advertising or be skilled at copywriting or selling.

Frankly, you don't even need to be that good at what you do.

(Think of how many so-called "experts" in the world suck at what they do, or are vastly overrated just because they've positioned themselves as experts and leaders in their niches.)

That's what Ray Higdon's 3-Minute Expert does:

Shows you how to be a world-recognized expert.

In just 3-minutes per day.

And, with so little "work", the liberals'd probably outlaw it if they could.

(Regardless of your prior experience or skills, too.)

More:

If you try his product from our lowly affiliate link below, we'll make it more than worth your while because we are going to hand you bonuses (about copywriting, traffic, list building, email marketing, funnel building, etc) worth 20x's the retail price of The 3-Minute Expert.

They are all yours to keep no matter what, too.

But time is running short.

notes

Ray is closing the cart soon.

Nab everything here, while you can:

<https://gv964.isrefer.com/go/3me/abrasiveads/benemail003>

Your Pals,

The Legends Table

AFFILIATE OFFER EMAIL #4

Subject line: Email or die email

To paraphrase Lance (the heroin dealer) in "Pulp Fiction":

"Email's coming back

in a big #&\$*! way"

Oh yeah, baby!

And it's about time, too.

Every week I'm seeing even the most hardcore, "fire breathing" social media purists starting to come around to the fact that relying on RSS feeds, Facebook, Twitter, YouTube, etc to sell is not only costing them a fat chunk of dineros, but is not nearly as fun, either.

It's kind of funny sometimes.

It's like email is a shiny new object again.

Something exciting and unique.

But, not everyone's convinced.

There are still plenty of naysayers nattering on about email fears (real and imagined) like a bureaucrat some day deciding to tax it (so it's not free anymore)... or that it'll fall off the face of the earth and be overtaken by Facebook messages

(how did that work out?), tweets or whatever new gimmick hits the corner next.

I wouldn't worry about that happening.

But, what if it did?

What if email was outlawed or made obsolete?

What of it?

The communication skills you learn by writing and selling your product with regular emails can be used for ANYTHING else that comes down the pike.

And I do mean anything.

Think of it this way:

The same principles that make profitable email work, also work for articles, podcasts, videos, social media, blog posts, and even sales letters or public speaking.

There are some "cosmetic" differences.

But it's basically all the same.

That's why email's the #1 most profitable skill.

Learning to communicate in a tight, persuasive, engaging email every day carries over to everything else.

Plus, it's fun, too.

Fancy that, eh?

notes

Having fun while making a living.

Ain't nothing else like it.

If you'd like to learn how one of the world's top email marketers thinks, works, and makes money with email (and you'd be shocked by how easy and simple it is, and how little "work" it takes), check out the bonuses that come with Ray Higdon's "3-Minute Expert" product.

We are piling on a ton of bonuses.

One of which is:

The audio (and transcript) of Ray's "go to" email guy Ben Settle giving Ray's private mastermind members (who paid up to \$50k to be eligible for a spot in the room) his best, most profitable email tips.

This bonus ALONE can make you a fortune.

(And in a way that's fun.)

To grab this bonus and all our others, go to:

<https://gv964.isrefer.com/go/3me/abrasiveads/benemail004>

But hurry.

Time is running out on this fast.

Your Pals,

The Legends Table

AFFILIATE OFFER EMAIL #5

Subject line: How to make Facebook your traffic beeotch

Here's something you probably didn't know:

Shane Hunter is the guy the so-called "traffic gurus" in the

MLM and biz opp niches go to when they need fresh ideas, tactics, and stuff to teach to their own lists about Facebook advertising.

He's helped pretty much every big name in that niche.

And, even a bunch of big names in the Internet marketing arena.

(Including Frank Kern, who's hired Shane for SEO, etc).

Anyway, why do these guys sneak him in to get the job done when their own traffic teams and gurus can't do it?

Because he has no governor.

Ever rent a Uhaul truck?

They put a thing called a "governor" on it, making it so you can only go so fast, even if you floor it. It holds you back from reaching the upper limits of speed in the vehicle. And, pretty much every Facebook advertising expert has one – scared of their own shadows of making their peers nervous or Facebook grumpy.

Not so Shane.

He has NO governor.

(And no, he's never been banned by Facebook, nor have any of his clients, while many of his "play it safe" friends have.)

notes

One of Shane's best tactics?

He has a secret method of doing Facebook advertising where you get "inside" the heads of your market in such a way that makes it almost neurologically impossible for people to be able to ignore your ads (even when surrounded by a newsfeed of distractions).

Nobody does this better than Shane.

I defy you to show us anyone who's better.

(Good luck.)

And you know what?

He recently recorded several hours of one-on-one client calls (with their permission) where he talks not only about how he crawls into leads' psychologies on Facebook, but a ton of other things he does to make them a boat load of smackola, too. The feedback from these calls (which you can hear yourself from the people he's consulting) are incredible.

People saying they got their money's worth in 5 minutes.

(Of a 60 minute call.)

But, alas, these recordings are not for sale anywhere for any price.

You can only get them free.

And, you can only get them free as a bonus when you try Ray Higdon's "3-Minute Expert" product before the deadline coming up in the next day.

These recordings are over \$4,000 in retail value.

(He charges \$800/hour for consults).

Thus, they are worth many more times the price of Ray's course.

And, you can keep these recordings no matter what.

But you best hop to it.

This offer ends soon.

Use this link:

<https://gv964.isrefer.com/go/3me/abrasiveads/benemail005>

Your Pals,

The Legends Table

AFFILIATE OFFER EMAIL #6

Subject line: Adventures of a marketing black sheep

So there's dude we'll call Mr. X.

He's in the hyper competitive online dating niche (one of the hardest niches on the planet to get lots of targeted traffic from that isn't being bastardized by a bunch of competitors). He was already doing \$20k per month. But he was having trouble breaking through \$20k per month.

No matter what he did, he couldn't break it.

Didn't matter how much better he made his copy.

Or how much more traffic he bought.

Or how much he followed his favorite

notes

gurus.

He just couldn't blast through that glass ceiling and take his biz to the next level, and overcome his competition.

So what did he do?

He called in the secret weapon of many of today's top marketers:

Shane Hunter.

Shane talked to him for an hour (and recorded it) and showed Mr. X not only how to blast right through that wage ceiling (within just minutes of talking to him)... but also how simultaneously scale back his work hours, while producing MORE results, profits, and success than he ever had before.

And you know what?

You can do the exact same in your business with this info.

It doesn't matter what you sell or what market you're in.

(Or even how much you make now, even if you're brand spanking new.)

With the teachings in this video alone - you can take your business from 'just you' to 'you free'. Earn more, work less. Shane shows you how to remove yourself from the equation of your income streams (or how to do it when you're ready), so you can do what the great marketer Ron LeGrand says at all his seminars:

"The less I work, the more I make"

But, there's only way to get this recording:

That's by getting Ray Higdon's "3-Minute Expert" product.

Not only will you get this recording - but also a bunch of other recordings Shane Hunter did with various clients,

advanced copywriting and email marketing tips from the guy who wrote the longest-running sales letter in the MLM industry – for the Magnetic Sponsoring sales letter – and a ton more goodies worth thousands of dollars (20x's more than the cost of Ray's course in retail value) handed to you just for trying.

All yours to keep, no matter what.

But this offer ends tomorrow.

If you want in, zip on over to:

<https://gv964.isrefer.com/go/3me/abrasiveads/benemail006>

Your Pals,

The Legends Table

AFFILIATE OFFER EMAIL #7

Subject line: An open letter to husbands who make less money than their wives... and it bothers them

Following is a sad story about a guy I know.

The names have been changed to protect the innocent (and guilty, too, I suppose). But it illustrates a growing problem in the West today that no respectable man wants to talk about.

Luckily, this isn't a respectable email.

It's simply an honest email.

notes

Anyway, this man I know (we'll call him Alex) was your typical stay at home dad. A good man, loved his wife and child like you wouldn't believe, and thought it heroic when he told his wife he would stay home with the child since she made more money than him in the corporate world.

And, all went fine at first.

Everyone was content and happy, and life was good.

But before long that all changed.

Alex's wife started getting irritable with Alex. She snapped at him for no reason out of the blue. She started going on more "girls nights out" with her friends from work. She also started working late hours, alone with her boss – who was the entrepreneur who owned the company and a millionaire with a huge house, lots of properties, and kept himself in great shape. The kind of man, frankly, other men strive to be like.

Alex didn't want to admit it, but this bothered him.

A lot.

He was a good man, a good husband, and a good partner.

Yet, his wife was spending more time at work and with her friends than with him. He didn't think she was cheating. Not yet, at least. But she did tend to talk about work and her boss a lot.

Anyway, not a good situation to be in.

So what did Alex do?

Nothing.

He ignored that pit in his stomach. He kept on doing his thing, being a good dad, being a good husband, and taking care of their child while she won the bread.

The result?

notes

Within 6 months she divorced him out of the blue.

She said she loved him, but was not "in love" with him anymore, and ended up dating her boss who she later married.

Now, this story is far more common than people realize.

I know it makes some people mad.

But it is what it is.

Question is:

What could Alex have done differently?

Well, in my opinion, as someone who has studied hundreds of men who have been divorced under similar circumstances, I can tell you the only thing they could have done is make themselves more high value than the wife's boss.

That's it.

Think of it from Alex's wife's point of view: How cool is it to introduce Alex to her friends and new social circle as "this is my stay at home dad husband. He doesn't work, he does the house chores and cooks and cleans and takes care of our kid."

Sounds good to some people, I suppose.

But, it's a recipe for disaster.

And one thing Alex *could* have done while working at home is start his own business. It would not matter what kind of business. But if he had started his business, worked hard at it, and succeeded, making enough money where his wife didn't have to go work under another man's authority, chances are she wouldn't have lost attraction and respect for him.

We'll never know, of course.

But, again, I've dealt with hundreds of guys in this situation. And the ones who went out and decided to build their own business, on the side, and conquer in it, almost all turned out way better than the others.

Moral of the story?

If you're a man in this situation who already has an MLM business, who wonders about if his wife loves him anymore, is sick and tired of hearing about her boss and how great he is, and gets irritated by her going on lots of girls night outs... there are ways to build a business fast.

One way is Ray Higdon's "3-Minute Expert".

It won't solve your marriage problems.

But, it can solve your money problems, it can get you respect and influence from people all around the world, and it can make you so valuable (not only in your wife's eyes, but the eyes of your family, peers, and friends) that you'll wonder how you ever lived life differently.

The key is to take action.

Do exactly as Ray says.

(It only takes 3-minutes per day).

And, keep your eye on your goals.

Plus, as a "carrot" to get you to try his course today (while

it's still half off), you'll also get a pile of unique and valuable bonuses from Ray's "go to guys" and friends when it comes to getting website traffic, writing ads, creating emails, and marketing online.

But time is short.

Use this link right here for more information:

<https://gv964.isrefer.com/go/3me/abrasiveads/benemail007>

Your Pals,

The Legends Table

AFFILIATE OFFER EMAIL #8

Subject line: Disturbing Facebook ads

Few months back Ben Settle and Shane Hunter were at an event in Phoenix for one of the biggest MLM training companies on the planet, and were giving the attendees tips on making their Facebook ads better.

One of the Facebook ads they analyzed went like this:

- * Picture of a baby
- * Asks if the reader wants more reps (for MLM)
- * Call to action

notes

In other words:

Boring.

Their advice to the advertiser?

Go darker.

More disturbing.

And, yes, more scary.

Their suggestions?

Change the copy to "why does this creepy man smile every time you drop your child off at daycare?" (For some reason that guy didn't want to have dinner with them that night when they invited him... wonder why?)

Anyway, the point?

This is the kind of copy ideas you get in the bonuses that come with Ray Higdon's "3-Minute Expert" product if you order from the Legends Table link below.

The kind of advice that makes you a tad uncomfortable.

That makes you challenge what you're hearing.

And, that makes you a lot more clicks, leads, and sales.

Tonight is the deadline to get these bonuses.

But only from this here buck naked affiliate link:

<https://gv964.isrefer.com/go/3me/abrasiveads/benemail007>

Your Pals,

The Legends Table

P.S. Here are the bonuses in (a LOT) more detail:

Bonus #1: Magnetic Sponsoring Sales Letter "Cheat Sheet"

The psychology and tactics behind the sales letter for the Magnetic Sponsoring book – that's been running non stop for almost 8 years, with nobody being able to beat it (even using video and other gimmicks everyone says "always work").

Bonus #2: Street-Smart Email Secrets Of Ray Higdon's "Go To" Email Guy

This is the MP3 and written transcript of Ben Settle's (Ray's personal "go-to guy" for email, copywriting, and even product title advice) talk at Ray's elite mastermind last year. The attendees paid \$10k-\$50k just to be eligible for a seat at this event. And Ben taught all his best tips for writing emails customers love to open, read, and buy from.

Bonus #3: How To Spin Stories Into Sales

This is a video of a private training Ben Settle gave for Greg Gomez's \$297.00-per-seat "Fast Start" seminar last year about how to tell stories in your marketing. (ALL marketing – blogs, emails, sales copy, videos, Facebook posts/ads, etc)

Bonus #4: Traffic Secrets Of An MLM Black Sheep (mp3 series)

This is a series of taped consultations the "black sheep of MLM traffic experts" Shane Hunter gave his private clients about things like Facebook ads, pattern interrupts, outsourcing, strategy, squeeze page optimization, dealing with stubborn clients, and even showing you, on the spot, how he writes ads from start to finish.

Bonus #5: How To Make Facebook Your Traffic Beeotch (pdf)

Imagine your prospects running through a forest naked with a raw steak tied to their necks dripping a trail of blood, with starving wolves chasing them. Now, imagine what you would have to write in your Facebook ads to get them to not only stop, but read your ad, top to bottom. That's the level of "pattern interrupts" Shane Hunter creates in Facebook ads. The kind of

ads your prospects *must* notice, read, and, if you follow his advice, buy from. The only way to get this interview is to pony up \$97.00 to buy the newsletter issue it's a part of.

Bonus #6: The Traffic Redneck Speakeths

This bonus is by self-described "redneck" Eric McMillan – another guy your favorite MLM traffic gurus go to when they get stuck. In this PDF interview transcript he reveals how to use PPV (pay per view) ads to hunt up all the targeted, "ready to buy" traffic you can eat... and do it for just pennies on the dollar.

Bonus #7: How The "Freddy Krueger Of Blogging" Builds Raving Fanbases Of Customers From Scratch

This PDF is an interview with Danny Iny (called "The Freddy Krueger Of Blogging") and reveals how he built his business from \$0 to \$700k per year by creating a huge, raving audience that loves him and also loves to buy everything he sells. (Yes, his customers *look forward* to buying from him).

Bonus #8: A Secret Way To Use Free Facebook Groups To Boost Your Sales In The Next 20 Minutes

This is an MP3 training with a woman who was able to use free Facebook groups to get so many new customers for her business, she had to turn people away.

Bonus #9: Three Months Unlimited Free Access To GlobalNPN's Gold Level Membership

This hot little bonus is 3-months access to GlobalNPN -- and "all under one roof" internet marketing tools and training suite, from Geoff Stephens. It normally cost \$147 per month for these 3 months access.

Here's what it includes:

Free MMPro Unlimited Autoresponder Followup System... Free NPN

Instant Blog... Free cPanel Unlimited Domain Web Hosting... Free HD Video Hosting... Free Audio Hosting... Free Full-Featured Ad Tracking System... Free Squeeze page creator... Free NPN Screen Recording and Screen Casting... Free Task Management Tools... Free Lead Management Tools... Free Done for you Lead Gen/sales funnels... Free Training Webinar recordings... and more.

Plus, your free 3 months also includes access to the entire GlobalNPN Training Library:

(Over 100 video hours of training)

"Fast Start" marketing training

List Building Master Class Video

Solo Ads Video Training (9 Videos)

Facebook Traffic Video Training (9 Videos)

Youtube Traffic Video Training (10 Videos)

HashTag Traffic Video Training (9 Videos)

Market Research Video Training (10 Videos)

Keyword Research Video Training (9 Videos)

Content Curation Video Training (9 Videos)

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CPA Video Training (7 Videos)

Podcasting Video Training (11 Videos)

Copywriting, words that sell

Blogging Video Training

Optimization Video Training (10 Videos)

Mindset Video Training (8 Videos)

Product Creation Video Training

Outsourcing Video Training

Publishing Video Training

Increase Your Optins

Bonus #9: Ray Higdon's Traffic & Conversion "Inner Circle"
Roundtable

The penultimate bonus:

After "The 3-Minute Expert" launches, Ray Higdon will be hosting a webinar with Ben Settle and Shane Hunter (two of his traffic & conversion friends and advisors) revealing exactly how they combined email marketing and Facebook to sell \$34k worth of a high ticket product to a small list over a short weekend.

This "formula" works like crazy.

And, will cost the general public \$495.00 to attend.

But it won't cost people who buy "The 3-Minute Expert" from our affiliate link.

Bonus #11: Mystery Prize (To Be Revealed Tonight)

In addition to all the above bonuses, we are going to reveal a mystery bonus worth (realistically) \$25,000+. This bonus can only be used by true players though, and not tire-kickers

and wannabes. But, if you have what it takes, you'll find this one bonus ALONE to be far more valuable than any of the bonuses anyone else is offering.

Bottom line?

With the 10 bonuses above, combined with this mystery bonus if you can find any other "3-Minute Expert" affiliate offering you more raw value than us, we will:

1. Buy you a copy of "The 3-Minute Expert", out of our own pocket
2. STILL give you all the bonuses above
(As our penalty for not trying hard enough.)

That potentially puts us on the hook for a lot of money.

But we're not scared.

We're happy to let you take the Pepsi Challenge – pitting our bonuses against any of Ray's other affiliates offering bonuses – and make the decision yourself.

Deal?

Okay, good.

Then, simply go to this link today, before this offer expires:

<https://gv964.isrefer.com/go/3me/abrasiveads/benemail007>

notes

AFFILIATE OFFER EMAIL #9

Subject line: How to use free Facebook groups to get explode sales in the next 20-minutes

Let me tell you about my pal Jodi.

About a year ago, she had just started a local business where she would cook food for people, and then deliver it to their homes. She started completely from scratch, with no ad budget, no leads, and no paid marketing.

Within a month she was PACKED with clients.

She had to turn people away.

Her secret?

Facebook groups.

She figured out a way to use free Facebook groups to get all the leads and customers she could stand. And a few months back, she shared exactly how she did it, as well as tips like:

- * How to use a short text message to get people buying in droves from Facebook.
- * A "dignified" way to blatantly pitch on Facebook so people not only notice, but BUY what you're selling.
- * How to raise your prices by (ethically) using the same methods of the world's scummiest drug dealers.
- * A little-known secret to using insomnia to build your businesses faster, stronger and more profitably.
- * How to "program" your advertising so it makes sales even if your offer is confusing.
- * How to sell in Facebook groups in a way where people don't get angry and even cheerfully share your pitch with their

friends.

notes

* The "secret sauce" that makes selling on Facebook as easy as falling off a log.

* A sneaky way to do your own "groupon" without actually signing up for it.

* Advice to people who want to quit their jobs and work for themselves... and do it extremely fast.

* How to "sell" loved ones on becoming entrepreneurs.

* And a whole lot more...

This interview can (literally) make you money within 20-minutes of listening to it.

And it's your, free, as a bonus if you buy Ray Higdon's "3-Minute Expert" product at the link below before midnight (PST tonight):

<https://gv964.isrefer.com/go/3me/abrasiveads/benemail008>

Your Pals,

The Legends Table

AFFILIATE OFFER EMAIL #10

Subject: How brand spanking newbies can build a fat list of buyers... free

"I'm brand new,

without a lot of money to spend on advertising,
how can I build a big list fast???"

We hear this question on a weekly basis... from all kinds of people... And, from all corners of the planet.

Well, guess what?

We have heard thy groans and have found a solution for you.

Late last year, Ben Settle met a guy named Danny Iny who is called "The Freddy Krueger of Blogging". But, it turns out he's a master at something besides blogging. And that is:

Building an "audience".

No, not just a list.

An AUDIENCE.

There is a huge difference between the two.

An audience who knows, likes and trusts you... wants to hear from you and is eager to buy from you may or may not be on your "list" – but it doesn't really matter. They are actively engaged with you, hot to buy from you, and trust you over and above any of your competitors. And if they want you what you have, they will find a way to buy from you.

Think of someone like Rush Limbaugh, for example.

He has an "audience" of 14 million people.

But, not all of them are on his email list.

Yet it doesn't matter.

They still buy from him.

And, they buy readily and eagerly.

(Whether they are on his list or not).

Anyway, Danny developed a system for building an audience (and, thus, a list) which took him from \$0 to just shy of \$700k per year in just 3 short years.

He's got a ton of successful students, too.

And he really has it down to a process anyone can do.

Anyway, here's the deal:

Ben Settle sat down with Danny and grilled him about how someone who wants to get started from scratch (and without spending a bunch of money) can become (1) a well respected expert in their niche quickly and (2) have people asking YOU to sell them something.

This pdf is solid gold if you're new (or lack funds).

And you can get it simply by doing this:

1. Order Ray Higdon's "The 3-Minute Expert" using the link below before midnight (PST) tonight
2. You'll get this PDF interview sent to you as a bonus

It's almost game time on this.

The cart closes later this evening.

Nab Ray's course and all the Legends Table bonuses here:

<https://gv964.isrefer.com/go/3me/>

notes

abrasiveads/benemail009

Your Pals,

The Legends Table

AFFILIATE OFFER EMAIL #11

Subject line: It sounds like we're full of crap, doesn't it?

So check this out:

A few hours ago, we told you about Danny Iny and how he built a business from \$0 to doing close to \$700k per year in just a few years. You hear that and it almost sounds like we're full of crap, doesn't it? Or like something only HE could do and a simple minded newbie fresh off the turnip truck could never pull off.

Well, that's where you're wrong, amigo.

And, we're going to prove it to you in this email.

Check this out:

I have many varied interests.

I read many different kinds of blogs.

(Most have nothing to do with bid'niz.)

And, one of them is in a market where a lot of guys are confused, in pain and they don't really know how to solve the problem that plagues them.

Anyway, the point?

A lot of people comment on blog posts in this market.

A lot of people ask questions, too.

But, not a lot of people have answers.

And so, the few who DO have answers stick out like an honest man in the White House. In fact, there is one guy who comments ALL the time on blog posts in this market, and he gets deep, is clearly passionate about helping people... and is SO helpful and popular, people practically BEG him to start his own blog and write his own book on the subject!

Until now, he has refused.

But, that doesn't matter.

Because some of his "fans" have taken to putting all his blog comments onto its own blog!

That's how popular this guy is.

How well known he is.

And, how much people respect him as an EXPERT.

They are ASKING HIM to sell them something.

Yet, he has no site of his own.

No list.

And, no product.

What he DOES have... is an audience!

A raving fan base who hang on to his every word, save his blog comments for future study, and just hoping for him to some day create a product they can pay for.

notes

This is what Danny Iny teaches.

It's goes beyond building a "list."

He teaches you how to create an audience.

And, how to go into ANY market – whether you're brand spanking new or a seasoned pro – and start building a raving fan base of people who are *waiting* for you to sell them something (and many of who will eagerly join your list as HOT, eager-to-buy customers the second you slap an opt-in form up).

Anyway, the point is this:

One of the 11 bonuses you get for buying Ray Higdon's "3-Minute Expert" product from the Legends Table affiliate link below before midnight (PST) tonight is an interview with Danny Iny (in pdf) revealing how he builds audiences like this from scratch.

(And for free, if need be.)

You only have a few hours left to jump on this offer.

Cart closes tonight.

Go here to get Ray's product and all the bonuses we've been telling you about the last few days:

<https://gv964.isrefer.com/go/3me/abrasiveads/benemail0010>

Your Pals,

The Legends Table

AFFILIATE OFFER EMAIL #12

Subject line: Is Ray's 3-Minute Expert any good?

Sean Deminski sayseth about Ray's "3-Minute Expert" product and the pile of ridiculously valuable bonuses our greedy little

hearts at the Legends Table is offering as a shameless bribe to get you to try it:

===

Hey Ben thanks!

My first thought was "If Ben is promoting it, it's a \$997 product..."

oh wait- he's got a whole group promoting it? Then it's definitely \$3995...

How much is it? 300 bucks? wtf?

Never heard of Ray, but he definitely knows his stuff. Easily \$1k product (which I just paid for another similar product)... that's without his bonuses, without your bonuses, and without the other guys' bonuses.

Will this work in my real estate business? check. Will this work if I join a network marketing business? check. Will this help my video business? check.

Call me naive, but I can't figure how you guys are making money off this. My current theory is that Ray is so confident I'll love his stuff that I'll become a lifelong buyer, and is offering you mucho dinero to promote it (and taking a loss upfront). Or maybe you're just a nice guy... HAH! Just kidding! Didn't mean to offend you like that lol

notes

Purchased it the other night; Went from never hearing of Ray to having a new virtual mentor within 48 hrs.

All for \$300??? Still feel wholeheartedly that I'm the one winning here.

again, thanks!

Sean Deminski

P.S. Went through a couple of his launch videos on a desktop, but has no problem signing up and buying from mobile (also had no problem dragging my ass to a desktop lol) Even if I had to buy a desktop computer just to see his videos it probably would've been worth it.

===

That's all we're saying here.

You got less than 6 hours to grab all this, though.

Here is the link:

<https://gv964.isrefer.com/go/3me/abrasiveads/benemail0011>

Your Pals,

The Legends Table

AFFILIATE OFFER EMAIL #13

Subject line: How to "curve" sales letter bullets like a Wanted assassin

Had a total "nerdgasm" recently.

Was re-watching the movie "Wanted" – which is (loosely) based on the comic book about a wimpy office worker who discovers he's part of a long family line of professional assassins.

Awesome flick.

notes

Heck, the ending one-liner ALONE is worth the price of admission.

But here's the really cool part about it:

One of these assassins' "powers" is the ability to curve bullets (midair) around other objects. In other words, instead of shooting the bullet in a straight line, they can manipulate it to go wherever they want.

(Like around buildings, people, furniture, etc).

And you know what?

Couldn't help but think how dead on accurate a metaphor that was for writing sales letter bullets, too. If you want to immediately boost your sales... learn how to "curve" bullets in your ads (whether long form sales letters, Facebook ads, blog posts, emails, or any other medium you use) by taking seemingly boring and "ordinary" facts about your product... and twisting them into something exciting and dramatic.

Something drenched in curiosity.

Something that makes people HAVE to get your product.

Fact is, most bullets are about as exciting as a dead fish.

Total snoozers.

Which is one reason Ben Settle is offering people who buy Ray Higdon's "3-Minute Expert" a bonus 150+ page pdf of the exact methodology he used to write multiple 8-figure sales letter (including the infamous Magnetic Sponsoring sales letter – which has run for 8 years, unbeaten by any other copywriter who's tried to knock it out). This pdf (one of 11 bonuses we're giving to customers) has an entire section on bullets, with examples and the psychology behind them, that anyone can use to blow up response in any kind of advertising you do.

Bottom line?

Hardly anyone knows how to write "curved" bullets anymore.

It's like a lost art.

And even fewer can teach it.

Which means, when YOU learn how to do it, you'll be able to blow your competition's ads right out of the water.

This offer vanishes in a few hours.

Hop on your high horse and gallop over here to get it:

<https://gv964.isrefer.com/go/3me/abrasiveads/benemail0012>

Your Pals,

The Legends Table

AFFILIATE OFFER EMAIL #14

Subject line: The traffic redneck speakeths

Here's a dirty little secret for your beady, rat-like mind:

A lot of the big name (so-called) traffic guys on the Internet selling their products about Facebook, PPC, banner ads, solo

ads, etc do NOT mainly sell their products using the methods they teach.

No, many (not all) mostly use joint ventures.

Another dirty little secret:

The very best traffic guys don't even sell products.

They learn real quick that there's more money in keeping secrets than revealing them, and only sell their own stuff.

(Again, not *every* traffic expert does this, but a lot of the high level ones do).

Take Eric McMillan, for example.

He's a self described redneck.

Couldn't care less about the spotlight.

And, can't be bothered to make a product. (He's too busy doing traffic for high paying clients and his own businesses – most recently in the golf business.

As you can imagine, getting him to teach is next to impossible.

He makes an appearance here and there.

But mostly, he keeps to himself and would rather hunt ducks than spend time with people who will just take his ideas and teach them to the world (hurting his own income in the process – by creating

notes

rival gunslingers, so to speak).

That's the bad news.

The good news?

He does sometimes teach for his friends' lists.

And last year he let Ben Settle interview him for his prestigious monthly newsletter about PPV (pay per view) ads... and how Eric can get traffic (targeted traffic, ready to buy) in some of the most overheated markets out there (like MLM, weight loss, biz opp, golf, etc) for mere pennies per lead.

Most people are happy to pay several dollars per lead.

But Eric gets them sometimes for just pennies.

And guess what?

If you try Ray Higdon's "3-Minute Expert" product before midnight (just a couple hours from now), you can get this training (in pdf) Eric did, along with 10 other bonuses ranging from Facebook and other paid ads... to copywriting... to email marketing... to Facebook group traffic... to even a 3-month membership in an "all in one" Internet marketing membership site (that gives you an autoresponder and over 100 hours of additional training on getting traffic, using video, conversion, and everything else you will ever need to make a ton of dough online – all free for you).

Time's almost up.

You in or out?

If you're in, go here immediately before the cart closes:

<https://gv964.isrefer.com/go/3me/abrasiveads/benemail0013>

Your Pals,

The Legends Table

AFFILIATE OFFER EMAIL #15

notes

Subject: Last call for Higdon-hol

This is it, game time:

You have just 14 minutes to plunge your clean hands into the filthy world of making lots of money via online marketing. The offer is, if you buy Ray Higdon's "3-Minute Expert" before midnight (in just a few minutes), the Legends Table will hand you 11 bonuses worth several thousands dollars – yours to keep, no matter what.

The bonuses are worth 20x's the cost of the product.

But they are yours free.

Grab it here before it's too late:

<https://gv964.isrefer.com/go/3me/abrasiveads/benemail0014>

Your Pals,

The Legends Table

Miscellaneous Special Sales,

Event Promo Sequences,

And "One Pump Chump" Offers

"Dude...This email put us in 1st place on this launch and doubled our sales on day 2. unheard of in our industry. SICK :) happy to do a testimonial and/or case study to help you out any way I can...

btw... all the big guys are blown away that were only sending 1x per day...hitting unopens in the afternoon and crushing them on salezzz.... They're all sending 2-3x per day and they still can't keep up. BOOYA! appreciate you Ben!"

— Shaun Hadsall

(One of the world's highest selling affiliates in the weight loss niche after sending an email I wrote and gave him permission to use)

This next batch of email sequences and one-shot promos range from promotions for generating money for a cause, to events I've been involved with, blatant affiliate pitches, solo affiliate email ads, and some what I call "one pump chump" emails.

A few of these are short sequences.

Most are one-shot promos.

And, some of them are not selling anything for me, but selling my list on checking out other people I wanted to help out or had some other kind of deal with.

They are examples to study and model (not copy, lift, or "swipe" as-is) if you want to see how to use my email methods to make quick cash flow on the fly — whenever you want, without spending a lot of time, or any other hootenanny, hype, or hooey.

There is no reason why anyone reading this book (assuming you have a list and offer people want) can't use this info to slap together an email and send it out to get instant cash flow in hours or days, instead of the weeks and months people think is "the way" to do it.

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[illegible]

EXHIBIT Q: Good Cop, Bad Cop, Insane Cop Event Emails

These emails promoted an event I did with Ryan Lee and Dan Meredith. The main teaching was how to build a business around continuity. Ryan's been doing membership sites since the early 2000's, I'd been doing print newsletters for nearly a decade at that time, and Dan Meredith had built a business around his Facebook group and social media.

We also had an upsell in place:

A full day mastermind limited to 15 or so people.

Ryan and Dan mostly promoted via Facebook, while I did the lion's share of my promotions via email (and a little in my Facebook group).

The result?

We sold all 80 seats easily within just a few days.

(I didn't have to write very many emails).

And, when we inevitably tried to ego-compete with each other during the event, and asked for a show of hands to see how many of the attendees came from which of us, it turned out there were more "Email Players" subscribers in the room than there were people from Ryan's or Dan's paid continuity programs.

(I say this to brag, of course...)

Another thing: I recycled one of these 3 emails from when I was promoting an issue of "Email Players" 3 years earlier. Again, you don't always have to write these emails from scratch.

Anyway, this is an example of how to use emails to sell an event. Each email could have stood on its own, has its own burr of singularity, and wasn't dependent on any of the others. It's no different from selling anything else. In fact, if there is a "theme" to the Affiliate Launch Copynomicon it's this: No matter what you're selling with email, it's all the same...

EVENT EMAIL #1 — THURSDAY 6:30 A.M.

notes

Subject line: Good Cop, Bad Cop, Insane Cop

Earlier today I dropped this little bomb:

A workshop I am doing with my friends (for realz friends, not just "I met these guys yesterday, want to pike their nonsensical products, and am calling them friends") Ryan Lee and Dan Meredith.

The topic?

How to build a business with continuity.

Ryan is the membership site guy.

(He's been doing them for well over 10 years)

Dan the Facebook groups guy.

(The pioneer — far as I am concerned — in paid FB groups)

And Yours Unruly the print newsletter guy.

(I have a modicum of experience selling print newsletters...)

The event will be one day, and there won't be any pitching, upsells (except at the shopping cart, should you want to be in a closed-door mastermind type thing the next day), and may or may not even make a profit off it.

So why are we doing it?

Because we love hanging out with each other.

It's fun, and really, we will be hanging out with or without you.

In fact, here was the exact words Ryan said when he FB messaged me and Dan in early November about it (right after Ryan and I had hung out for the second time at Brian Kurtz's Titans Masterclass we both spoke at, and had riffed on doing an event like this together):

"Hey Fellas - any interest in doing
a really fun 3-person workshop together?

It would be great to just be together, teach,
and even profit a bit from our shenanigans.

No stress.. just throwing it out there."

So there you go.

It's inexpensive.

(Anyone can afford it.)

It's in cold, dreary azz New York in early February (to weed out the wimps).

And, it's going to be worth a lot of the green stuff to people who attend and apply what they learn (whether you want to make a nice, low hour-per-day living do a paid membership site, fb group, or print newsletter). Especially if you want the kind of lifestyle where you can tiptoe around your house in your birthday suit all day and no lick corporate boots in a suit and tie for a living.

We have no sales letter up for it.

This is for people already hot to go.

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Here's the link for details:

<http://www.EmailPlayers.com/cops>

Spots are limited (50 of the 80 spots are already gone) and it will not be recorded.

If you want in, best hurry.

Ben Settle

EVENT EMAIL #2 — FRIDAY 6:30 A.M.

Subject line: The blood-sucking job that saved my business

The year was 1999 (A.D.)

I was working a crap job in Chicago as an assistant video editor at an upscale video production company (don't let the title "assistant video editor" fool ya — it simply meant I was a "glorified waiter"...)

Anyway, I hated that job.

I hated the commute.

And, I hated working in a big city.

But, here's the thing:

Even though I'd rather have had my blood sucked out by leeches than work another day there... it was also one of the most profitable business edu-ma-cations I ever done received.

How so?

Because of my trusty walkman player.

(Remember those? Before iPods and MP3 players?)

And each day on the train and on my way to work I'd listen to some tapes by Robert Kiyosaki – author of the bestselling book, "Rich Dad, Poor Dad". Specifically, I listened (over and over) to a tape where he talked about the importance of building pipelines instead of carrying buckets in business building.

Here's how he 'splained it:

Imagine you're on an island village.

And, you're hired to bring water from the river.

Most people would go to the lake, fill as many buckets as they can carry each day, and bring them back. Not so the wise man. Instead of heroically carrying buckets (breaking his back and wearing himself out) back and forth all day.. he builds a pipeline to bring the water to the village – completely freeing up his time, energy and resources so he can play, build more income streams, whatever he wants.

Yes, pipelines take longer to work than toting buckets.

They also take thinking.

And strategy.

And patience.

Plus, you may not see immediate gratification.

But, over time, you build a business that takes a life of its own – and keeps working hard for you even if you take off on vacation or to play golf or whatever it is you do.

It's a brilliant concept.

One well worth thinking about.

notes

And guess what?

This is basically what continuity income does.

And, building a business around this is what the upcoming Good Cop, Bad Cop, Insane Cop event I'm doing with Ryan Lee (membership site grand puba), Dan Meredith (paid Facebook group pioneer), and Yours Unruly (the print newsletter guy – been selling them for almost 10 years).

It's a one-day event (which will not be recorded).

In New York.

And, will be so affordable practically anyone (serious) can make it.

Details at:

<http://www.EmailPlayers.com/cops>

Ben Settle

EVENT EMAIL #3 — SATURDAY 6:30 A.M.

Subject line: The king of continuity

One of the 2 or 3 biggest "Duh, elBenbo, you idiot!" moments in bid'niz was about 9 years ago when I heard the man universally called "The World's Greatest Living Copywriter" (the great Gary Bencivenga) talk about how wealth was an

income stream.

It's something one of his clients once told him.

And, he used the Gillette razors inventor (King Gillette) as an example.

It broke down like this:

Back in the day, travelers used to shave with a straight razor when traveling by train. Apparently, some schlubs would be shaving with that nasty straight razor and slit their own throats when the train jostled.

The kind of cuts a dab of toilet paper couldn't fix.

King Gillette's solution?

He invented the modern day razor with the guard, etc.

And, he realized that people only got so many uses out of those razors and so had to periodically buy new ones – basically "annuitizing" his income and sales as people would renew over and over and over.

Thus:

He was one of the first sellers of continuity.

A very powerful thing to build your business around.

Very profitable, too.

And, very simple to set up if you know how.

Enter the "Good Cop, Bad Cop, Insane Cop" workshop I'm doing with my droogies Ryan Lee (who has been selling membership sites for 18 years), Dan Meredith (one of the pioneers of monetizing paid Facebook groups), and Yours Unruly who has been selling my own print newsletters for almost 8 years.

We'll be showing exactly how we do continuity.

How you can to do the same.

notes

And, how to do it without huge learning curves.

The place:

New York.

The day:

Saturday, February 4th.

The price:

So inexpensive even a bum rattling change on a busy New York street corner could probably make enough to attend.

Anyway, we have 80 seats total.

And, we're down to less than 20 left.

If you want in, go here immediately:

<http://www.EmailPlayers.com/cops>

Ben Settle

P.S. This workshop will NOT be recorded.

So be there or be nowhere...

EXHIBIT R: Wine Villains Event Emails

Wine Villains was an idea I cooked up with Troy Broussard one night, out of the blue, as a brain fart. He and I were in a local wine bar where I live full time and he lives part time. And I said, “we should do an event and do it with wine.”

The result?

An event in Napa, California in the event room of one of my favorite wineries.

The thing to note about these emails is the call to action. Instead of trying to sell people directly via the emails or using a sales page, the call to action was to call Troy. Troy is a great salesman. And so, each email told them they'd have to call Troy to make sure they were essentially qualified to attend. There was no sales letter, VSL, or formal pitch at all. Just my emails and Troy's cell phone.

It worked even better than we planned.

In fact, we could only fit 40 people in the room and we sold it out with just the following handful of emails.

If you are selling something high ticket, an email-phone call combo is powerful.

The key is to have someone do the phone part who knows how to sell. There was no hard closing or manipulation. Troy is very much from the same school of selling I am from — where if anything, he was trying to get people to tell him no. You cannot be needy, whoever sells on the phone has to legitimately try to get people not to come. This is what makes it work. The best selling by phone isn't about tricks and manipulation, it's talking to a receptive lead (who called because of your email) and qualifying them hard. And the higher the ticket the sale, the harder you qualify.

Keep that in mind if you ever want to sell events.

Especially if they are high ticket.

**EVENT EMAIL #1 — WEDNESDAY 6:30
A.M.**

notes

Subject line: Wine tasting with elBenbo

Now that I'm at the "Good Cop, Bad
Cop, Insane Cop" event this weekend, I
want to tell you about my *next* event
(called "Wine Villains")

Here's the story:

A few months ago I found someone in my
small drinking town with a big fishing
problem who is also one of the top
marketing coaches on the planet who has
built multiple 7-figure businesses.

His name is Troy Broussard.

And, he's one of the best I ever done
seen at converting website visitors
to customers. The amount of sales he
helps people generate by tweaking their
sites (not even touching their copy) is
ridiculous. He's also one of the world's
top infusionsoft experts, too. And,
we just happen to run in all the same
circles, are friends with all the same
people, and even speak at the same kinds
of events.

Anyway, last time we hung out it was in
a wine bar here in town.

And, while enjoying a delicious Napa
Valley wine, I had an idea.

An awful idea.

Your pal elBenbo had a wonderful, *awful* idea:

Let's do an event in downtown Napa, California at my favorite wine tasting room. And, in addition to teaching for a few hours, the next day let's do a group wine tasting where we all hang out and hop from one vineyard to the next... letting the ideas, solutions, and insights flow like the wine into our glasses. (Anyone who goes to events know the *real* education happens outside the event, relaxed and hanging out becomes like a feeding frenzy of ideas.)

Troy was in, of course.

(He digs teaching and also Napa, as much as I do).

And so, I immediately called upon the one and only Misty (my podcast announcer babe, Vice President of my Facebook group, business confidant, and the *only* person I have ever let write emails for me) to get in on the action, too.

The result?

"Wine Villains" is on, baby.

And, here are the details:

* The dates are July 7-8 at my favorite tasting room in downtown Napa, California.

* First day (July 7) is 4 hours of unlimited wine while Yours Unruly and Troy teach

* Second day (July 8) is the group wine tasting

* I'll be there a few more days to celebrate my birthday on the 10th, and you're welcome to join on the fun

* The event will be 4 hours long: First hour mingle, hours 2 and 3 is teaching, Q&A, talking to you about your business, riffing about whatever you want to know, hour 4 is mingling and interactive teaching and wine again

* During those 4 hours there will be
unlimited wine served (picked by
elBenbo himself) along with food

* It is NOT going to be expensive

* But, we are limiting it to 20 people
unless there is a huge demand, then I
will let a few more in. I want this
small and intimate with classy players,
not big and detached with people who
just want to get drunk and act like
morons

And finally:

I want this event screened.

Quality, investor-minded people only.

No low class jackass, opportunity-minded
people.

Thus, there is no order page.

(Unless I know you, then you can be
fast-tracked through my security with a
link).

Instead, you will have to talk to Troy
personally so he can screen you and give
you the details, answer your questions,
and see if you are qualified, etc.

Also, one more thing:

There will be no upsells or pitches.

This is more of an "experience" event
than anything. And, Troy, Misty, and I
have all agreed we couldn't care less

notes

about making a profit on this and will likely lose money on it. We just want to do this (nice vacation), and we are making it happen whether one person wants to go or 20 do.

I bring this up so you realize there will be no hard pitch when you talk to Troy.

If anything, he will likely try to persuade you NOT to come.

It's the way we roll.

All right, if you're interested the first step is to reply to this email with your name and phone number, I'll then send to Troy and he will call you back.

Or, if I know you, I will send you a fast-track link.

Either way, put "Napa" in the subject line.

See ya in Napa...

Ben Settle

P.S. I can tell you from experience spending two birthdays in Napa, hotel rooms go quick. If you are going to do this, email Troy so he can call you back, make your decision, and, if you do want to go, reserve your hotel immediately.

EVENT EMAIL #2 — THURSDAY 6:30 A.M.

Subject line: Ex's get no free advice

An ex-Email Players subscriber amuses me with his question:

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Hey elBenno!

Your emails rock my world and have helped my biz tremendously. I've hit a bit of a wall but perhaps need to change my offerings. I do a lot of one on one coaching for athletes

and business leaders.

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My main reason for reaching out is because I have a big event coming up next month here in Princeton and would love to hear how you'd promote. Here is the link:

Love ya!

===

Adorable.

(I hereby am going to start calling people asking for free advice "The Adorables")

Yeah, see, here's the thing.

Only my paying "Email Players" subscribers get email access to me with their questions. The second you canceled, you lost that access, and so I have no choice but ignore your question.

That's the bad news.

The good news?

I will take this opportunity to promote *my* own event:

"Wine Villains"

If you missed it yesterday, here are the details:

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(Reprinted from yesterday)

Now that I'm at the "Good Cop, Bad Cop, Insane Cop" invent this weekend, I want to tell you about my *next* event (called "Wine Villains")

Here's the story:

A few months ago I found someone in my small drinking town with a big fishing problem who is also one of the top marketing coaches on the planet who has built multiple 7-figure businesses.

His name is Troy Broussard.

And, he's one of the best I ever done seen at converting website visitors to customers. The amount of sales he helps people generate by tweaking their sites (not even touching their copy) is ridiculous. He's also one of the world's top infusionsoft experts, too. And, we just happen to run in all the same circles, are friends with all the same people, and even speak at the same kinds of events.

Anyway, last time we hung out it was in a wine bar here in town.

And, while enjoying a delicious Napa Valley wine, I had an idea.

An awful idea.

Your pal elBenbo had a wonderful, *awful* idea:

Let's do an event in downtown Napa, California at my favorite wine tasting room. And, in addition to teaching for a few hours, the next day let's do a group wine tasting where we all hang out and hop from one vineyard to the next... letting the ideas, solutions, and insights flow like the wine into our glasses. (Anyone who goes to events know the *real* education happens outside the event, relaxed and hanging out becomes like a feeding frenzy of ideas.)

Troy was in, of course.

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(He digs teaching and also Napa, as much as I do).

And so, I immediately called upon the one and only Misty (my podcast announcer babe, Vice President of my Facebook group, business confidant, and the *only* person I have ever let write emails for me) to get in on the action, too.

The result?

"Wine Villains" is on, baby.

And, here are the details:

* The dates are July 7-8 at my favorite tasting room in down town Napa, California.

* First day (July 7) is 4 hours of unlimited wine while Yours Unruly and Troy teach

* Second day (July 8) is the group wine tasting

* I'll be there a few more days to celebrate my birthday on the 10th, and you're welcome to join on the fun

* The event will be 4 hours long: First hour mingle, hours 2 and 3 is teaching, Q&A, talking to you about your business, riffing about whatever you want to know, hour 4 is mingling and interactive teaching and wine again

* During those 4 hours there will be *unlimited* wine served (picked by elBenbo himself) along with food

* It is NOT going to be expensive

* But, we are limiting it to 20 people unless there is a huge demand, then I will let a few more in. I want this small and intimate with classy players, not big and detached with people who just want to get drunk and act like morons

And finally:

I want this event screened.

Quality, investor-minded people only.

No low class jackass, opportunity-minded people.

Thus, there is no order page.

(Unless I know you, then you can be fast-tracked through my security with a link).

Instead, you will have to talk to Troy personally so he can screen you and give you the details, answer your questions, and see if you are qualified, etc.

Also, one more thing:

There will be no upsells or pitches.

This is more of an "experience" event than anything. And, Troy, Misty, and I have all agreed we couldn't care less about making a profit on this and will likely lose money on it. We just want to do this (nice vacation), and we are making it happen whether one person wants to go or 20 do.

I bring this up so you realize there will be no hard pitch when you talk to Troy.

If anything, he will likely try to persuade you NOT to come.

It's the way we roll.

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All right, if you're interested the first step is to reply to this email with your name and phone number, I'll then send to Troy and he will call you back.

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Either way, put "Napa" in the subject line.

See ya in Napa...

Ben Settle

P.S. I can tell you from experience spending two birthdays in Napa, hotel rooms go quick. If you are going to do this, email Troy so he can call you back, make your decision, and, if you do want to go, reserve your hotel immediately.

EVENT EMAIL #3 — FRIDAY 6:30 A.M.

Subject line: King Solomon's divine email advice

One of my "Email Players" subscribers Levi Heiple lays down some supernatural Value:

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"I just realized that the wealthiest man who ever lived agrees with elBenbo...

elBenbo: "Don't be selfish by not selling."

King Solomon: "The people curse him who holds back grain, but a blessing is on the head of him who sells it."

=====

Like I keep saying:

I ain't just whistlin' dixie with this selling stuff.

More:

People who sell and are not afraid to sell and who are not complete poosies with selling are the kind of people who I want at my upcoming "Wine Villains" Napa event in July. I don't want fluffpreneurs or social media drama queens there.

I want for-real business people.

People who don't fear selling.

Who understand the importance of selling.

And who, in fact, embrace selling.

That leaves a **very** small list of people qualified.

What's that?

You don't know what event I speaketh of?

Here are the details:

(reprinted word for word from Monday's email)

Now that I'm at the "Good Cop, Bad Cop, Insane Cop" event this weekend, I want to tell you about my **next** event (called "Wine Villains")

Here's the story:

A few months ago I found someone in my small drinking town

with a big fishing problem who is also one of the top marketing coaches on the planet who has built multiple 7-figure businesses.

His name is Troy Broussard.

And, he's one of the best I ever done seen at converting website visitors to customers. The amount of sales he helps people generate by tweaking their sites (not even touching their copy) is ridiculous. He's also one of the world's top infusionsoft experts, too. And, we just happen to run in all the same circles, are friends with all the same people, and even speak at the same kinds of events.

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glasses. (Anyone who goes to events know the *real* education happens outside the event, relaxed and hanging out becomes like a feeding frenzy of ideas.)

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(He digs teaching and also Napa, as much as I do).

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- * The event will be 4 hours long: First hour mingle, hours 2 and 3 is teaching, Q&A, talking to you about your business, riffing about whatever you want to know, hour 4 is mingling and interactive teaching and wine again

- * During those 4 hours there will be *unlimited* wine served (picked by elBenbo himself) along with food

- * It is NOT going to be expensive

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Or, if I know you, I will send you a fast-track link.

Either way, put "Napa" in the subject line.

See ya in Napa...

Ben Settle

P.S. I can tell you from experience spending two birthdays in Napa, hotel rooms go quick. If you are going to do this, email Troy so he can call you back, make your decision, and, if you do want to go, reserve your hotel immediately.

EVENT EMAIL #4 — SATURDAY 6:30 A.M.

Subject line: Hardcore doers vs soft served droolers

True story:

After this last Labor Day weekend I ended up going to Wing Chun every day for a week straight. Usually I go once per week since it is a 1.5 hour drive. But, I had taken a few months off and wanted to get back into the swing of things. Thus, I hiked up the skirt, strapped on the balls, and went every day, driving all over the place.

Anyway, each lesson is 2 hours.

And, I spent one of those 2 hour lessons on ONE thing.

Just one little move that amounts to a step and touching the Wing Chun dummy.

It's about .5 seconds of movement.

notes

And, you know what?

Even after that 2 hours, I still haven't gotten it mastered in any way, shape, or form. Yes, it is one very short movement that even a child could do. Yet, there is 300+ years of depth in that one movement. And, Sifu still shows me different ways of doing, different applications of it, and different versions of it. In fact, he says after 40 years of teaching he always gets a new epiphany about whatever he is teaching.

My point?

Wing Chun is deep.

It's for deep thinkers (not shallow thinkers).

And, so is what I teach about email, copywriting, and everything else I study.

All I know is fundamentals and how to dig deep into them.

I couldn't tell you what half the "ninja!" sounding terms people use for email or whatever even mean, nor do I care. I am all about depth and not shallow. Every email I write (even this one) I dig deeper into my craft, catalog it, and re-teach it in my newsletter.

Anyway, here's why I bring this up:

The info I teach is for deep thinkers, not shallow tinkers.

Hardcore doers, not soft served biz opp droolers.

And, this goes double for the "Wine Villains" Napa event I am doing with Troy and Misty.

We don't want any shallow thinking goo-roo fanboys there.

Only deep thinkers, who think for themselves, and think like actual business people.

If you're interested in this, here are the details:

(reprinted word for word from Monday's email)

Now that I'm at the "Good Cop, Bad Cop, Insane Cop" event this weekend, I want to tell you about my *next* event (called "Wine Villains")

Here's the story:

A few months ago I found someone in my small drinking town with a big fishing problem who is also one of the top marketing coaches on the planet who has built multiple 7-figure businesses.

His name is Troy Broussard.

And, he's one of the best I ever have seen at converting website visitors to customers. The amount of sales he helps people generate by tweaking their sites (not even touching their copy) is ridiculous. He's also one of the world's top infusionsoft experts, too. And, we just happen to run in all the same circles, are friends with all the same people, and even speak at the same kinds of events.

Anyway, last time we hung out it was in a wine bar here in town.

And, while enjoying a delicious Napa Valley wine, I had an idea.

An awful idea.

Your pal elBenbo had a wonderful, *awful* idea:

Let's do an event in downtown Napa, California at my favorite wine tasting room. And, in addition to teaching for a few hours, the next day let's do a group wine tasting where we all hang out and hop from one vineyard to the next... letting the ideas, solutions, and insights flow like the wine into our glasses. (Anyone who goes to events know the *real* education happens outside the event, relaxed and hanging out becomes like a feeding frenzy of ideas.)

Troy was in, of course.

(He digs teaching and also Napa, as much as I do).

And so, I immediately called upon the one and only Misty (my podcast announcer babe, Vice President of my Facebook group, business confidant, and the *only* person I have ever let write emails for me) to get in on the action, too.

The result?

"Wine Villains" is on, baby.

And, here are the details:

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- * The dates are July 7-8 at my favorite tasting room in down town Napa, California.
- * First day (July 7) is 4 hours of unlimited wine while Yours Unruly and Troy teach
- * Second day (July 8) is the group wine tasting
- * I'll be there a few more days to celebrate my birthday on the 10th, and you're welcome to join on the fun
- * The event will be 4 hours long: First hour mingle, hours 2 and 3 is teaching, Q&A, talking to you about your business, riffing about whatever you want to know, hour 4 is mingling and interactive teaching and wine again
- * During those 4 hours there will be *unlimited* wine served (picked by elBenbo himself) along with food
- * It is NOT going to be expensive
- * But, we are limiting it to 20 people unless there is a huge demand, then I will let a few more in. I want this small and intimate with classy players, not big and detached with people who just want to get drunk and act like morons

And finally:

I want this event screened.

Quality, investor-minded people only.

No low class jackass, opportunity-minded people.

Thus, there is no order page.

(Unless I know you, then you can be fast-tracked through my security with a link).

Instead, you will have to talk to Troy personally so he can screen you and give you the details, answer your questions, and see if you are qualified, etc.

Also, one more thing:

There will be no upsells or pitches.

This is more of an "experience" event than anything. And, Troy, Misty, and I have all agreed we couldn't care less about making a profit on this and will likely lose money on it. We just want to do this (nice vacation), and we are making it happen whether one person wants to go or 20 do.

I bring this up so you realize there will be no hard pitch when you talk to Troy.

If anything, he will likely try to persuade you NOT to come.

It's the way we roll.

All right, if you're interested the first step is to reply to this email with your name and phone number, I'll then send to Troy and he will call you back.

Or, if I know you, I will send you a fast-track link.

Either way, put "Napa" in the subject line.

See ya in Napa...

Ben Settle

P.S. I can tell you from experience spending two birthdays in Napa, hotel

notes

rooms go quick. If you are going to do this, email Troy so he can call you back, make your decision, and, if you do want to go, reserve your hotel immediately.

EXHIBIT S:

Email Addiction Workshop Emails

Email Addiction was the brainchild of Kevin Rogers and myself after a random phone conversation. It wasn't so much an "event" as much as a workshop. We originally were going to allow 6 people to attend, but changed it to 3, to go for a more small and personal feel, and to go deeper into teaching with more personal attention.

One thing to note, however, is this:

I had to sell this pretty hard as far as how long we promoted it. (Especially compared to Cops and Wine Villains.) Main reason why is the timing. There were multiple other events going on that October. (As it was, we had to "squeeze" this workshop in between two other events I was speaking at during that time frame.)

Besides that, there isn't anything I can say about this sequence you haven't already heard from the other two event emails you've seen. The only difference was how it was sold. "Cops" was sold directly via email and social media to an order form. Wine Villains was sold via email and phone. This event was (mostly) sold via email and a webinar where Kevin and I analyzed two of our highest selling emails.

The point is, a product is a product, a service is a service, and event is an event. What changes is the call to action and mechanism for closing the sale. Everything else is the same — as you will see in the following examples as far as writing the emails goes. as you will see in the following examples as far as writing the emails goes.

EVENT EMAIL #1 — TUESDAY 6:30 A.M.

**Subject line: How to get your list chemically addicted
(literally) to your emails**

For the last 5 years I've had the following tagline at the top of my blog:

"Your Daily Email Addiction"

Some think I put that there to be an arrogant little bas-turd.

And, there is probably some truth to that.

But, the main reason is, over the years, in multiple niches (like health, golf, etc), I have developed a way to make people literally addicted to my emails -- a for real chemical addiction in the brain. And, yes, there are peoples' writings that have the same effect on me as well, same with TV shows, movies, etc, it's a process that can be applied to emails -- and it is the stuff from which sales are made day after day, many times for products people don't even read the sales letter for.

And you know what?

My pal and copywriter (and stand-up comic) extraordinaire Kevin Rogers does the same thing.

And, recently, he and I have decided to team up to co-teach a small, intimate (ooh) event showing you our fool-proof methods for writing emails that get your list addicted to your emails, potentially buying your stuff sight unseen, as well as 3 kinds of offers we both use to make out like bandits during launches and affiliate campaigns to the tune of tens of thousands of buckeroos (or more) in a weekend to our *small* lists.

We're also doing a half day of hot seats, too.

And, a dinner, and some other goodies TBA.

Anyway, we're calling this live 2-day event:

"Email Addiction"

It's going to be on October 24-25, 2016 in St. Petersburg, FL.

(hotel to be determined)

Price: \$3,995.

And, seating is limited to just 6 people.

Very small, lots of personal help/attention.

If you want in, I suggest grabbing your spot immediately (they will go fast) here:

<http://www.EmailPlayers.com/addiction>

Ben Settle

EVENT EMAIL #2 — WEDNESDAY 6:30 A.M. (NOTE: A WEEK AFTER THE LAST EMAIL)

Subject line: Why checking your emails is literally doing drugs

True story:

While back my pal Ryan Healy wrote an article about how scientists discovered reacting to a never-ending stream of "information bursts" (you know, like checking your email...) literally

notes

"excites" your brain to the point where it dumps dopamine into your system – the stuff that creates feelings of happiness.

It makes you feel goooooood.

And the MORE you release it, the MORE you crave it.

And the MORE you crave it, the MORE you want to keep doing whatever caused ye olde "pleasure dump" in the first place.

I'm no health goo-roo.

And maybe I'm just watching too much "Breaking Bad."

But know what this sounds like to me?

Checking email is like taking drugs!

Freaky, eh?

But at the same time, it sure explains why so many of my "Email Players" subscribers are kicking gluteus assimus (I have an ever growing stack of testimonials from the Email Playerdom – which I always release towards the end of the month to promote the next issue).

What can I say?

People love a good email.

They look forward to it, even.

And, yes, their brains FEEN it.

They need their fix, Heisenberg.

Give it to them.

The stipulation is this only is the case if you do them right.

Hardly anyone does them right.

Most people simply don't know what they're doing.

Enter the "Email Addiction" mastermind later next month I'm doing with my pal, professional copy chief, stand-up comic, and copywriter extraordinaire Kevin Rogers, where we'll be teaching you how to create emails that are literally addictive to your list, create ridiculously strong list loyalty, and make it so your list will probably not want anything to do with any of your competitors (much less read their boring emails).

Here are the details:

It's going to be on October 24-25, 2016 in sunny St. Petersburg, FL.

(hotel to be determined)

Price: \$3,995.00

So it's not cheap, nor is it for cheapskates.

And, seating is limited to just 6 people.

That means very small, very intimate (ooh yeah baby), with lots of personal help/attention.

Thus, we are not just letting anyone who applies come.

If you want in, you have to apply first.

Not only do you need to tell us about your business and market (there's a chance we can't even help you, depending

notes

on your situation, offer, list, etc – a cold hard fact some people are just going to have to accept) but also why you should even be allowed in the room at all. Especially if, it comes down to accepting you and someone (or several other someones) competing for the last spot.

I've been wanting to do something like this for years.

It's my Ninth Symphony, babycakes.

And, there are only 5 of the spots left.

(As of this writing, and we haven't even heavily promoted yet...)

Here's where to apply:

<https://goo.gl/forms/ZFfw9zzsbUsqiPQA2>

Good luck...

Ben Settle

EVENT EMAIL #3 — THURSDAY 6:30 A.M.

Subject line: How to have the pleasure of being abused by elBenbo

While talking with Kevin Rogers about our upcoming "Email Addiction" intensive event, he was saying how during the hot seats and teachings he will be the good cop, and I'll be the bad cop.

In other words:

I'll be abusing the members.

I have ZERO problem doing this.

Kevin, on the other hand, is a much nicer guy than me.

While I am the one who has no compunctions against telling

someone their email, story, premise,
offer, idea, or writing sucks out loud...
Kevin will be the one giving you a
compliment and a cuddle.

He's the kindly, father figure.

I'm the death ray.

I think it'll be a good balance.

And by the end, me getting you lost,
Kevin getting you found... the talent
level of anyone who is in that room and
survives my abuse and his soothing will
go up (by my prediction) 100 fold.

It doesn't take much, believe it or not.

And I can tell you this:

The only one who has gotten their
emails abused by me in this manner is
my ex-copywriting apprentice. And I
can tell you, whether she liked it or
not, this brash, yet blatantly honest,
feedback made her an infinitely better
copywriter.

Same with when I abused my pal Dan
Meredith.

(Although he didn't get abused nearly as
badly.)

He flat out told me because of my
teachings he created a business, from
scratch, that was generating \$40k/month.

Misty my podcast announcer will tell you

notes

the same.

Being abused by elBenbo is like hard exercise:

There's lots of pain, followed by lots of gain.

Anyway, what about you?

Want to be abused by elBenbo?

Then best hurry, Butch.

We only have 6 spots total to "Email Addiction."

That way, everyone really does get personal attention.

(Unlike these 50+ people so-called "masterminds" where it's impossible to give everyone attention.)

As of now, only a few of those 6 spots are left.

Here's where to apply:

<https://goo.gl/forms/ZFfw9zzsbUsqiPQA2>

Dates are October 24-25, 2016 in sunny St. Petersburg, FL.

(hotel to be determined)

Price: \$3,995.00

Time is short, either giddy-up, of giddy-down...

Ben Settle

P.S. Just last weekend at Greg Gomez III's "Fast Start Summit" I got to abuse his Platinum members in this very manner. Whenever Greg handed me the microphone you could see the color leave the person's face who I was about to skewer. And, by the end of the day, they may have been bloodied, beaten, and singed... but they all -- every one of them I spoke with -- said it made a gigantic difference in their business and they wouldn't trade it for anything, and I couldn't be more proud of them.

That was abusing 12+ people over a day.

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Just imagine the business-changing growth that'll happen to just 6 people over two days...

EVENT EMAIL #4 — FRIDAY 6:30 A.M.

Subject line: "Flowery hands" email tactics that'll get your azz handed to you

The other day my Wing Chun kung fu sifu used the term:

"Flowery hands"

I forget the Chinese word for it.

But, it is basically describing (i.e. mocking) all the inefficient and flashy fighting styles that involve lots of floppy or flappy arms and long strikes, exaggerated circling arm movements and fancy kicks that knock yourself so far off balance even a 3-year old child could knock you on your gluteus assimus simply by pushing you. Basically, we're talking about the nonsense you see in most Hollywood movies that might look "cool" but have zero functional purpose whatsoever and would get you your azz handed to you in a Denny's parking lot fight against even an amateur.

Thus the mocking term "flowery."

And you know what?

We got a bit of flowery hands in the email world, too.

Such as:

- * Fluffpreneur-friendly nurture sequences (how Florence Nightingale of them...)
- * Strategically "incubating" prospects for several emails before (gasp! oh nos!) making an offer. (I just saw evernote's "onboarding" process some goo-roo fanboys were having marketing nerdgasms over -- they send 17 emails before making an offer, I almost thought it had to be a joke...)
- * So-called "jab-jab-jab-right hook" emails people keep telling me about when interviewing me on their podcasts lately. (No offer, no offer, no offer, finally make an offer... meh -- like John Carlton once said, "quit being fancy and just sell the damn thing"...))
- * "Good will" emails where they make no offer to show how "nice" and non-salesy they are (when, in reality, they are just being incredibly selfish).
- * Letting prospects tell you how often to email them (one of the more amusing examples of flowery hands email tactics I've seen)
- * And the list goes on...

More:

I won't say the above flowery hands techniques never work.

Just like flowery hands kung fu will let you beat someone who doesn't know jack about fighting... the flowery hands email tactics above will probably let you do fine in a market with little or no real competition, or if you have a huge marketing budget and don't have to make a profit right away. Or, they will work (and do for some) if you have a rockstar persona where people will buy anything you command them to, regardless

of what you say. But in my experience, flowery hands email tactics don't work nearly as well as selling in a way that is both content and promotion (where, as the great Brian Kurtz said about my emails, "you rarely know which he is doing since he is always doing both.") Plus, in the real world (not social media fantasy land), where you put a \$1 into your advertising and need to make \$2 back as soon as possible to scale... flowery hands email tactics simply won't fly.

Not very long at least.

Especially if, you have a small list.

And, even if it does, it's like stepping over \$100 bills to pick up quarters.

What's better?

Direct response marketing 101:

Put daily attractive offers, in front of receptive leads, in a way they LIKE reading and buying from. And, even better: Doing it in a way that gets 'em physically (and *literally*) addicted to hearing from you each day.

Enter the "Email Addiction" seminar I'm doing with my partner in crime Kevin Rogers.

It's a 2 day event in St. Petersburg, Florida October 24-25.

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It's expensive — \$3995.00

And, there are only 6 spots total.

We're going to cover how to create emails that get people feening to hear from you each day like a crack addict desperate for a fix. We're also going to show you how to create list loyalty so strong your customers will roll their eyes and balk at the mere thought of buying from your competition instead of you. And, we're going to put each attendee on the hot seat — giving lots and lots (and LOTS) of attention to your business and offers (we can do this because only 6 people are going to be there — this is not one of those typical "we'll give you lots of attention even though there are 30+ people in the room" shticks).

But time is of the essence, my little droogling.

Go here to apply:

<https://goo.gl/forms/ZFfw9zzsbUsqipQA2>

Ben Settle

EVENT EMAIL #5 — SATURDAY 6:30 A.M.

Subject line: The hardest market to sell to

Here's something to ponder on:

Last weekend at Greg Gomez III's Fast Start Summit, video marketing "grand puba" Tyson Zahner and I got to talking about how much easier it is to sell to non-IM type of people, despite the big objection from people in our world being "yeah, sure, what you teach works in the make moolah markets, but what about consumer markets???"

What these do-gooders don't realize is we ARE in the hardest market to sell to.

Why?

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Because y'all IM'ers know all our tricks.

You know all the persuasion tactics.

You know all the psychology.

You know all the headline formulas, etc.

(Or, at least, are in the process of learning it.)

It's a lot like the dating world.

It's a lot like the dating world. Guys who understand the game know you can never rest on your laurels and stop pimping your girl. Other dudes are always trying to hit up on your girl. Always trying new ways to charm, seduce, and entice her away from you. Always trying to pimp her.

Not so in a lot of consumer markets.

Many are filled with marketing schlubs who have no idea how the game is played and are even afraid to make offers at all hoping people will go through the trouble to google them to buy something. (Take the golf market, for example, the golf companies are clueless, which is why they "market" themselves by giving away free stuff to country clubs, etc hoping people will wear and use their stuff and tell their friends.)

I've sold in many, many, many markets.

And, I can tell you:

Selling to IM'ers is much harder in the long run than markets like golf, weight loss, self defense, home business, various health markets, college funding, and the list goes on. Some are harder than others, but overall, they are much easier than the IM crowd.

This is why, if you sell to IM'ers, email is vital.

Yet, ironically, most emails to the IM market absolutely suck.

And they suck because the marketers sending them rest on their laurels thinking they can just swipe and steal, send self serving drivel, or just be great give-away artists (sending free content constantly – getting lots of praise and likes, but a fraction of the sales they could and should be getting).

I hear from these guys all the time.

They are the biggest part of my Email Players subscriber list.

They're tired of failing.

Tired of listening to nonsense that only works for people with rockstar positioning with gigantic lists.

Tired of wasting time and money.

Well guess what?

If that's you, and if you are ready to sac up and invest in your email education, then the "Email Addiction" event I'm doing with my droogie Kevin Rogers will show you how to stand out like a fart in study hall from anyone else you're competing against – regardless of what market you sell in, or what kind of product you sell. As long as you have a list (doesn't have to be a big list, neither Kevin nor I have big lists) and an offer people want, our wicked ways of getting your list literally addicted to your emails will kick all kinds of gluteus assimus for you.

It's not for people with zero list or product.

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And it's not for price shoppers. (It ain't cheap.)

It's for people who want to win and, for people who play to win. (Not people who play to lose – which is most IM'ers, sadly).

If you want to attend, here are the details:

It's going to be on October 24-25, 2016 in St. Petersburg, FL.

(hotel to be determined)

Price: \$3,995.

And, seating is limited to just 6 people.

Very small, very intimate.

You'll get lots of personal help/attention.

To attend you have to apply here:

<https://goo.gl/forms/ZFfw9zzsbUsqiPQA2>

Ben Settle

EVENT EMAIL #6 — SUNDAY 6:30 A.M.

Subject line: Breaking the 4th wall in emails

I've said it before many times, I'll say it again:

Deadpool is one of the finest pieces of film (scratch that -- it's LITERATURE!) ever to grace the screen. Yes, it's raunchy, but it also has a surprising amount of depth for what it is and what it's trying to do. It's also an example of what happens when you do email correctly.

Yes, Lucy, I know I got some 'splaining to do.

Checky:

One of the best attributes (nifty word?) of the movie is how it breaks the 4th wall.

This means, Deadpool directly talks to you – the audience.

i.e. breaking the 4th wall.

And this, my loyal plebe, is what great emails are all about.

As "Email Players" subscriber Sean Kaye said on flakebook recently, when you tell a story with a specific kind of narrative, while also giving a reader a behind-the-scenes look at at your life, your business, etc, you are breaking the 4th wall.

Most emails never do this.

And, even if they do, they do it in a way that is dorky.

Like, for example:

- * Complaining about their problems (nobody cares about your problems, some of us are even *glad* you have them...)
- * Nattering on about irrelevant things they don't tie into what their list wants
- * Lecturing boring philosophy or tips
- * Giving lots of free hard info away ("yay! more free info I can safely ignore...")

* And the goo-roo band marches on...

notes

Anyway, if you want to learn how to do it right, never fear.

Checky again:

This coming Wednesday (9/14) at 12:00 EST (9 PST, 10 MST, 11 CST), the One Copy Chief To Rule Them All Kevin Rogers (a stand up comic in his former life, where breaking the 4th wall is practically in the job description) and I are doing a webinar called:

"The \$40k Email Autopsy"

Yes, it's a blatant ad demonstrating our upcoming "Email Addiction" event.

We're going to show you how to use email to create tens of thousands of smackeros to even a small list (within reason, of course, a lot of this depends on you, your offer, your product, your marketplace positioning, etc) during things like affiliate and launch campaigns.

We'll also both dissect an email doing just this.

Thus, you'll see (with explanation) the anatomy of how an email can make people addicted to you, your offers, and your emails.

These are emails that actually worked, too.

(I will be showing you an example of an email that is so politically incorrect I was a bit nervous running it – only to find out it was the email that got the highest sales and clicks of the entire campaign.)

Here's the link to register:

<https://zoom.us/webinar/register/76f1f0593c9941718c34be5db4a05ad8>

Again, there will be some pitching going on.

If seeing a sales pitch gives you acid reflux, get a job working at McDonalds.

Because you sure as hellz don't belong in marketing...

Ben Settle

EVENT EMAIL #7 — MONDAY 6:30 A.M.

Subject line: The jerk MD

elBenbo receives a back-handed compliment:

"I've been watching House M.D. to see what all the fuss about it is, (its rated really high on imdb) and you remind me too much of the main character. Dr House is the jerk that nobody likes but everyone knows is always right. Obsessive, he cares more about solving the rare medical issue than the patient themselves. But the pompous ass has just enough gold in his heart to heal the idiots that resist his medical prowess. Take it as a compliment haha."

Hey, I take my compliments however I can get 'em.

But, methinks he has it backwards.

I'm the jerk people love to hate, but *nobody* thinks is right.

That is, until they test my methods.

Then, they become believers.

(After they see the smackola flow like
lies from Hillary's lips.)

Example:

A while back, "Email Players" subscriber
Edgady Aponte wrote this on the
Flakebook:

"Many Hispanic market's gurus say to me
'you write every day, that's too much.'

I followed the advice of Ben literally
I'm

living on my list for more than a year
ago.

Now I belong to this membership and
results in a month have been incredible.

Thanks Ben!!"

Let the silly little nay-sayers
challenge me.

I welcome their outsgights.

Because I know, once they try my methods
for themselves, they may have to clench
their teeth admitting I'm right... but at
least they can be mad at me (for being
right) all the way to the bank...

Anywhat.

On to biz'nid:

This Wednesday (9/14) at 12:00 EST (9

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PST, 10 MST, 11 CST), Kevin Rogers and I are doing a webinar called:

"The \$40k Email Autopsy"

Yes, it's a blatant ad demonstrating our upcoming "Email Addiction" event.

We're going to show you how to use email to create tens of thousands of smackeroos to even a small list (within reason, of course, a lot of this depends on you, your offer, your product, your marketplace positioning, etc) during things like affiliate and launch campaigns.

We'll also both dissect an email doing just this.

Thus, you'll see (with explanation) the anatomy of how an email can make people addicted to you, your offers, and your emails.

These are emails that actually worked, too.

(I will be showing you an example of an email that is so politically incorrect I was a bit nervous running it – only to find out it was the email that got the highest sales and clicks of the entire campaign.)

Here's the link to register:

<https://zoom.us/webinar/register/76f1f0593c9941718c34be5db4a05ad8>

Again, there will be some pitching going on.

Allergic to sales pitches?

Good.

Time to sac up, and take your medicine...

Ben Settle

EVENT EMAIL #8 — TUESDAY 6:30 A.M.

notes

Subject line: The dark side of female nature

On the webinar Kevin Rogers and Yours Unruly are doing tomorrow (to give a lil' taste of what's going down at our "Email Addiction" intensive next month...) we're both going to analyze an email we've sent to make lots of dineros during various offers.

The one I'm going to show is, shall we say, politically incorrect.

Maybe even in poor taste.

(It'll certainly horrify any feminists and weak men.)

But, it also got the most clicks and sales (not opens – are you beginning to see why I careth not about opens?) during the campaign it ran in, which included some 13 or 14 other emails over a weekend.

What was the email about?

It was about sex.

And broken families.

And the dark side of female nature.

And the weak side of male nature.

And... and... and... well, you'll just have to wait and see.

I'll show you this email (800+ word email – a long 'un), explain why it worked, and how you can use the same principals to sell whatever you want, in whatever market you want.

If that sounds good to you here are the webinar details:

It's tomorrow (Wednesday – 9/14) at 12:00 EST (9 PST, 10 MST, 11 CST)

Here's the link to register:

<https://zoom.us/webinar/register/76f1f0593c9941718c34be5db4a05ad8>

More:

The event itself is limited to just 6 people.

And, last I heard, 3 of those spots have already been snatched up with a small pile of applications Kevin is still going through (there are several types of businesses and people we can't help -- thus, making people apply to save us time and them rupees). So I would not be surprised if they were snatched up before the webinar tomorrow.

We'll see.

In the meantime, register at the link above and all your nightmares will come true...

Ben Settle

EVENT EMAIL #9 — THURSDAY 6:30 A.M.

Subject line: The email that made people sick to their stomachs

Yesterday Kevin Rogers and I did our "Email Autopsy" webinar (to shamelessly promote our upcoming "Email Addiction" event next month). Both of us psycho-analyzed an email we used in two

different affiliate campaigns. And, both the emails made lots and lots (and lots) of sales.

The one I analyzed was about sex.

And betrayal.

And, yes, something nobody I competed against in that market had the balls to write about.

It was raw "uncircumcised" truth that was probably in poor taste for an email by conventional goo-roo standards. In fact, while I read it out loud live on the webinar, at least one person said it made him physically sick to his stomach.

Ooh yeah, baby!

Anyway, Kevin decided to put a replay link up if you want to see it.

There's a lot of blatant pitching on it.

But, there's also a lot of blatant value, too.

In fact, attendee Mercy Kay said:

"THAT was an amazing webinar. I had no faith, at all, none whatsoever, that Ben Settle would permit it to be recorded, so everything else be damned, dropped all else & just had to be there. Every minute was worth it. It was a masterclass in how to do contrarian webinars without useless sizzle, just finger-licking, juicy, meaty steak."

notes

We ain't just whistlin' dixie 'round here, yo.

But Kevin isn't leaving it up long.

So if you want to watch it, go here immediately:

<http://www.CopyChief.com/addiction>

Ben Settle

EVENT EMAIL #10 — SATURDAY 6:30 A.M.

Subject line: Email "autopsy" video

Jason Moffatt has to change his pants after hearing the email autopsy Kevin Rogers and I did to promote our upcoming Email Addiction event:

====

Have you ever seen an "E-Mail Autopsy"? (Gosh, I ☐ that name).

What I'm about to share with you is freaking amazing. I hate using that word amazing because it is so often used when something isn't even close to amazing. But this lives up to the hype and then some.

I'm going to share a video with you that was created by 2 guys I really respect as copywriters, and teachers. I respect them as good dudes even more.

In this video, Ben Settle and Kevin Rogers do an autopsy on 2 of their best emails as of late. Ben's is one of the best emails I've ever read.

It's an hour long training that you can watch completely for free. There is also a pitch underneath that video, but I don't really care if you take it. I don't get paid if you do. In fact, the few remaining spots probably aren't even available anymore, and I'm not even sure how much longer this video will

be up.

notes

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He is correct, of course. It's been getting a ton of rave reviews.

And, is it really any surprise?

In this day and age of people spending every waking hour on flakebook falling for the same old idiotic "be authentic!" life coach nonsense (if you need to pay someone to learn how to be authentic, get a job at Burger King, there's no excuse for not being yourself, paying some yahoo \$150 an hour to tell you how is just stoopid, even a child understands how to do it), it's rare to find such a raw, uncircumcised email or ad where all the dark, dirty, and, yes, naughty, stuff that no respectable marketer would dare mention (much less write about because they simply don't think that deeply). I daresay NO other marketer would have the balls to write the email I wrote/analyzed in this video.

Certainly not in the affiliate launch it competed in.

Yet, it got lots of sales and clicks.

And, the psychology behind it is easily adapted to any offer.

Anyway, this video is still up for a little bit longer.

Watch it here tonight, while you still can:

<http://www.EmailPlayers.com/addiction>

Ben Settle

EXHIBIT T:

“Seasons Swings” Special Sale

This short sequence is a special sales “template” anyone can model and adapt for virtually any offer, assuming you have a few “impulse buy” bonuses you can include in the deal.

This was one of over a dozen such special sales I did for a client in the golf niche and it is structurally inspired (with lots of testing and experimenting to goose out way more sales) on Frank Kern's “4-Day Cash Machine” model — which I suggest everyone find and learn (Google is your friend for more info), especially for the psychology and other specifics (which will make all your other marketing far more responsive, in my experience).

As you will see, this special 4-day sale is:

- ✕ Offer-centric — you will need bonuses (with high perceived value) to make this work right
- ✕ Great for nabbing the low hanging fruit on your list (i.e. people who know, like, and trust you and want to buy from you already, looking for an excuse to do so)
- ✕ Easily modeled and adapted — requires no super copywriting talent or even a lot of thinking
- ✕ Can be done over a weekend or even as a one shot (although 4 days is ideal) for making quick cash flow, without having to spend a lot of time writing emails
- ✕ Is perfect for holiday-themed sales

Also, note the structure:

It's a blatant price discount offer (50%, but the more you can discount the more appealing it will be), followed by a little bit of proof/credibility and a call to action with a firm deadline.

Very simple. And, I can tell you after writing these kinds of offers over and over and over... very profitable, too...

NOTE: I don't have specific day/times for these. But they were sent at the same time each day over 4 days.

SPECIAL SALE EMAIL #1

Subject line: Surge's half off Peak Performance Driver Video sale

For the next 4 days I'm having a special 50% off sale for PPGS subscribers ONLY.

Here's the scoop:

For the next four days, you can get our new Peak Performance Driver HD Video for HALF OFF during a special Swing Surgeon "Seasons Swingings" sale I've cooked up for you.

Here's where you can get it for half off:

(LINK)

Here Are Just A Few Of The "Tour-Tested" Tips On This Video

* How to create "controllable power" for longer and straighter drives.

* The exact speed to hit the ball if you want to consistently knock it down the middle and keep it in play.

* What to do with your hands to eliminate your slice with your driver.

* The right (and wrong) way to do a practice swing. (This is one of the "big secrets" to DJ's unusually consistent swing on Tour and he's never revealed it to anyone before now.)

* A "shortcut way" to improve your accuracy and distance...

without even swinging your club!

* Why you should NOT get your driver fitted by a PGA Pro. (And where Tour Players go to get the best, most accurate fitting.)

* And a whole lot more.

The Golf Channel once said DJ has "the simplest swing on Tour." This Video is everything DJ and I know about hitting the driver handed to you on a silver platter -- and for 50% LESS than what everyone else pays.

But time is short and you only have 3 days to make up your mind.

Go here to get your Peak Performance Driver HD Video for half off:

(LINK)

The Surge!

P.S. This special half-off sale ends at midnight in 4 days. If you want to get your hands on DJ's best-kept driver secrets (the exact same ones he uses to compete and win with on Tour), and outdrive everyone you compete against in 2010, go here:

(LINK)

notes

SPECIAL SALE EMAIL #2

Subject line: Don't miss out on half off Driver Video sale

I wrote yesterday to tell you about the 50% discount you can get on our new Peak Performance Driver HD Video.

...And I wanted to make sure that you saw it.

For the next 2 days you can have this video revealing ALL of DJ's tips for hitting the driver longer, straighter and more solid for HALF of what everyone else pays.

Here is where you can get your Driver video for half off:

(LINK)

DJ's swing has been called "The simplest swing on Tour" by The Golf Channel and he's a natural at teaching, too.

But this special "seasons swingings" sale for my best subscribers ends in just a couple days.

Here Are A Just A Few Of The "Tour-Tested" Tips On This Video

* How to create "controllable power" for longer and straighter drives.

* The exact speed to hit the ball if you want to consistently knock it down the middle and keep it in play.

* What to do with your hands to eliminate your slice with your driver.

* The right (and wrong) way to do a practice swing. (This is one of the "big secrets" to DJ's unusually consistent swing on Tour and he's never revealed it to anyone before now.)

* A "shortcut way" to improve your accuracy and distance... without even swinging your club!

* Why you should NOT get your driver fitted by a PGA Pro. (And where Tour Players go to get the best, most accurate fitting.)

* And a whole lot more.

The Golf Channel once said DJ has "the simplest swing on Tour." And this video reveals exactly what he does to CONSISTENTLY hit the driver so dang far and straight every time he tees off (even when under the immense pressure of being on Tour!)

Go here right now and claim your HD Driver Video for 50% off while there's time:

(LINK)

The Surge!

P.S. This special HALF OFF sale ends at midnight in 2 days:

(LINK)

SPECIAL SALE EMAIL #3

Subject line: Last day for half off Driver Video

The special HALF OFF sale on our Peak

notes

Performance Driver HD Video ends at midnight *tonight*.

Here's the full scoop:

(LINK)

I'm willing to let you have it for 50% off (just \$37.50) during this special "Seasons Swingings" sale for my best PPGS subscribers.

Here's the special website where you can grab your Driver Video for half off:

(LINK)

Here Are A Just A Few Of The "Tour-Tested" Tips On This Video

* How to create "controllable power" for longer and straighter drives.

* The exact speed to hit the ball if you want to consistently knock it down the middle and keep it in play.

* What to do with your hands to eliminate your slice with your driver.

* The right (and wrong) way to do a practice swing. (This is one of the "big secrets" to DJ's unusually consistent swing on Tour and he's never revealed it to anyone before now.)

* A "shortcut way" to improve your accuracy and distance... without even swinging your club!

* Why you should NOT get your driver fitted by a PGA Pro. (And where Tour Players go to get the best, most accurate fitting.)

* And a whole lot more.

The Golf Channel once said DJ has "the simplest swing on Tour." And this video reveals exactly what he does to CONSISTENTLY hit the driver so dang far and straight every time he tees off (even when under the immense pressure of being on Tour!)

Go here right now and claim your video at half off before time is up:

(LINK)

The Surge!

P.S. DJ is EASILY one of the best drivers on the PGA Tour. Some of his recent accomplishments include:

- * Recorded a 400 yard on the PGA Tour in 2009

- * Averaged 289 yards per drive in 2009 on the PGA Tour

- * Hit 67.19% of the fairways on the PGA Tour in 2009. (And that is playing on the hardest courses in the world!)

- * Finished 22nd in Total Driving on the PGA Tour out of 184 people they kept stats on

- * Finished 7th in Greens in regulation on the 2009 PGA Tour. (To do this you must hit the driver well to set up the hole!)

So as you can see, DJ is no "fluke."

notes

And in this video DJ shows you exactly how he hits the driver so long and straight, and why YOU can, too.

But time is short and you can't put this off. Go here to get this incredible video for HALF of what everyone else pays:

(LINK)

SPECIAL SALE EMAIL #4 (MIDNIGHT)

Subject line: Last call for half off Driver Video

The special HALF OFF sale on our Peak Performance Driver HD Video ends at midnight *tonight*.

Here's the full scoop:

(LINK)

The Golf Channel once said DJ has "the simplest swing on Tour." And this video reveals exactly what he does to CONSISTENTLY hit the driver so dang far and straight every time he tees off (even when under the immense pressure of being on Tour!)

Here Are A Just A Few Of The "Tour-Tested" Tips On This Video

* How to create "controllable power" for longer and straighter drives.

* The exact speed to hit the ball if you want to consistently knock it down the middle and keep it in play.

* What to do with your hands to eliminate your slice with your driver.

* The right (and wrong) way to do a practice swing. (This is one of the "big secrets" to DJ's unusually consistent swing

on Tour and he's never revealed it to anyone before now.)

notes

* A "shortcut way" to improve your accuracy and distance... without even swinging your club!

* Why you should NOT get your driver fitted by a PGA Pro. (And where Tour Players go to get the best, most accurate fitting.)

* And a whole lot more.

Go here right now and claim your video at half off before time is up:

(LINK)

The Surge!

P.S. DJ is EASILY one of the best drivers on the PGA Tour. Some of his recent accomplishments include:

* Recorded a 400 yard on the PGA Tour in 2009

* Averaged 289 yards per drive in 2009 on the PGA Tour

* Hit 67.19% of the fairways on the PGA Tour in 2009. (And that is playing on the hardest courses in the world!)

* Finished 22nd in Total Driving on the PGA Tour out of 184 people they kept stats on

* Finished 7th in Greens in regulation on the 2009 PGA Tour. (To do this you

must hit the driver well to set up the hole!)

So as you can see, DJ is no "fluke."

And in this video DJ shows you exactly how he hits the driver so long and straight, and why YOU can, too.

But time is short and you can't put this off. Go here to get this incredible video for HALF of what everyone else pays:

(LINK)

SPECIAL SALE EMAIL #5 (LATE AFTERNOON)

7 HOURS LEFT . . .

The special "Seasons Swingings" sale on our Peak Performance Driver HD Video ends at midnight *tonight*.

Here's the full scoop:

(LINK)

The Golf Channel once said DJ has "the simplest swing on Tour." And this video reveals exactly what he does to CONSISTENTLY hit the driver so dang far and straight every time he tees off (even when under the immense pressure of being on Tour!)

Here Are A Just A Few Of The "Tour-Tested" Tips On This Video

* How to create "controllable power" for longer and straighter drives.

* The exact speed to hit the ball if you want to consistently knock it down the middle and keep it in play.

* What to do with your hands to eliminate your slice with your

driver.

notes

* The right (and wrong) way to do a practice swing. (This is one of the "big secrets" to DJ's unusually consistent swing on Tour and he's never revealed it to anyone before now.)

* A "shortcut way" to improve your accuracy and distance... without even swinging your club!

* Why you should NOT get your driver fitted by a PGA Pro. (And where Tour Players go to get the best, most accurate fitting.)

* And a whole lot more.

Go here right now and claim your video at half off before time is up:

(LINK)

The Surge!

P.S. DJ is EASILY one of the best drivers on the PGA Tour. Some of his recent accomplishments include:

* Recorded a 400 yard on the PGA Tour in 2009

* Averaged 289 yards per drive in 2009 on the PGA Tour

* Hit 67.19% of the fairways on the PGA Tour in 2009. (And that is playing on the hardest courses in the world!)

* Finished 22nd in Total Driving on the

PGA Tour out of 184 people they kept stats on

* Finished 7th in Greens in regulation on the 2009 PGA Tour.
(To do this you must hit the driver well to set up the hole!)

So as you can see, DJ is no "fluke."

And in this video DJ shows you exactly how he hits the driver so long and straight, and why YOU can, too.

But this sales ends in only 7 hours. Go here to get this incredible video for HALF of what everyone else pays:

(LINK)

SPECIAL SALE EMAIL #6 (COUPLE HOURS AFTER PRIOR EMAIL)

Subject line: FIVE HOURS LEFT . . .

The special "Seasons Swingings" sale on our Peak Performance Driver HD Video ends in 5 hours.

Here's the full scoop:

(LINK)

The Golf Channel once said DJ has "the simplest swing on Tour." And this video reveals exactly what he does to CONSISTENTLY hit the driver so dang far and straight every time he tees off (even when under the immense pressure of being on Tour!)

Here Are A Just A Few Of The "Tour-Tested" Tips On This Video

* How to create "controllable power" for longer and straighter drives.

* The exact speed to hit the ball if you want to consistently

knock it down the middle and keep it in play.

notes

* What to do with your hands to eliminate your slice with your driver.

* The right (and wrong) way to do a practice swing. (This is one of the "big secrets" to DJ's unusually consistent swing on Tour and he's never revealed it to anyone before now.)

* A "shortcut way" to improve your accuracy and distance... without even swinging your club!

* Why you should NOT get your driver fitted by a PGA Pro. (And where Tour Players go to get the best, most accurate fitting.)

* And a whole lot more.

Go here right now and claim your video at half off before time is up:

(LINK)

The Surge!

P.S. DJ is EASILY one of the best drivers on the PGA Tour. Some of his recent accomplishments include:

* Recorded a 400 yard on the PGA Tour in 2009

* Averaged 289 yards per drive in 2009 on the PGA Tour

* Hit 67.19% of the fairways on the PGA

Tour in 2009. (And that is playing on the hardest courses in the world!)

* Finished 22nd in Total Driving on the PGA Tour out of 184 people they kept stats on

* Finished 7th in Greens in regulation on the 2009 PGA Tour. (To do this you must hit the driver well to set up the hole!)

So as you can see, DJ is no "fluke."

And in this video DJ shows you exactly how he hits the driver so long and straight, and why YOU can, too.

But there's only 5 hours left and no time to lose. Go here to get this incredible video for HALF of what everyone else pays:

(LINK)

SPECIAL SALE EMAIL #7 (COUPLE HOURS AFTER PRIOR EMAIL)

Subject line: 3 HOURS LEFT

The special "Seasons Swingings" sale on our Peak Performance Driver HD Video ends in just a few short hours (midnight).

Here's the full scoop:

(LINK)

The Golf Channel once said DJ has "the simplest swing on Tour." And this video reveals exactly what he does to CONSISTENTLY hit the driver so dang far and straight every time he tees off (even when under the immense pressure of being on Tour!)

Here Are A Just A Few Of The "Tour-Tested" Tips On This Video

* How to create "controllable power" for longer and straighter drives.

notes

* The exact speed to hit the ball if you want to consistently knock it down the middle and keep it in play.

* What to do with your hands to eliminate your slice with your driver.

* The right (and wrong) way to do a practice swing. (This is one of the "big secrets" to DJ's unusually consistent swing on Tour and he's never revealed it to anyone before now.)

* A "shortcut way" to improve your accuracy and distance... without even swinging your club!

* Why you should NOT get your driver fitted by a PGA Pro. (And where Tour Players go to get the best, most accurate fitting.)

* And a whole lot more.

Go here right now and claim your video at half off before time is up:

(LINK)

The Surge!

P.S. DJ is EASILY one of the best drivers on the PGA Tour. Some of his recent accomplishments include:

* Recorded a 400 yard on the PGA Tour in 2009

- * Averaged 289 yards per drive in 2009 on the PGA Tour
- * Hit 67.19% of the fairways on the PGA Tour in 2009. (And that is playing on the hardest courses in the world!)
- * Finished 22nd in Total Driving on the PGA Tour out of 184 people they kept stats on
- * Finished 7th in Greens in regulation on the 2009 PGA Tour. (To do this you must hit the driver well to set up the hole!)

So as you can see, DJ is no "fluke."

And in this video DJ shows you exactly how he hits the driver so long and straight, and why YOU can, too.

But time is short and you can't put this off. This offer vanished in just 3 hours from now. Go here to get this incredible video for HALF of what everyone else pays:

(LINK)

SPECIAL SALE EMAIL #8 (19 MINUTES BEFORE DEADLINE)

19 minutes left for half off driver video

The special "Seasons Swingings" sale on our Peak Performance Driver HD Video ends in a few minutes.

Here's the full scoop:

(LINK)

The Golf Channel once said DJ has "the simplest swing on Tour." And this video reveals exactly what he does to CONSISTENTLY hit the driver so dang far and straight every time he tees off (even when under the immense pressure of being on Tour!)

Here Are A Just A Few Of The "Tour-Tested" Tips On This Video

* How to create "controllable power" for longer and straighter drives.

* The exact speed to hit the ball if you want to consistently knock it down the middle and keep it in play.

* What to do with your hands to eliminate your slice with your driver.

* The right (and wrong) way to do a practice swing. (This is one of the "big secrets" to DJ's unusually consistent swing on Tour and he's never revealed it to anyone before now.)

* A "shortcut way" to improve your accuracy and distance... without even swinging your club!

* Why you should NOT get your driver fitted by a PGA Pro. (And where Tour Players go to get the best, most accurate fitting.)

* And a whole lot more.

Go here right now and claim your video at half off before time is up:

(LINK)

The Surge!

P.S. DJ is EASILY one of the best drivers on the PGA Tour. Some of his recent accomplishments include:

* Recorded a 400 yard on the PGA Tour in

2009

- * Averaged 289 yards per drive in 2009 on the PGA Tour
- * Hit 67.19% of the fairways on the PGA Tour in 2009. (And that is playing on the hardest courses in the world!)
- * Finished 22nd in Total Driving on the PGA Tour out of 184 people they kept stats on
- * Finished 7th in Greens in regulation on the 2009 PGA Tour. (To do this you must hit the driver well to set up the hole!)

So as you can see, DJ is no "fluke."

And in this video DJ shows you exactly how he hits the driver so long and straight, and why YOU can, too.

But this offer ends in just a couple minutes. Go here to get this incredible video for HALF of what everyone else pays:

(LINK)

EXHIBIT U:

BeSomeone.org One-Shot Promo

This email is an example of how to raise money for a cause or organization. I've done a bunch of emails like this, but this one did exceptionally well.

Some things to know for context:

- ✕ I talk about a "Mission" in this, which piggy-backed on an email from a day or two prior. i.e. the idea was fresh in my list's mind.
- ✕ Like all such emails, this one has a ton of bonuses attached to it, depending on how much they donated — including me matching whatever the overall donations were by the end of the weekend. This is in strict accordance to the 48 Laws of Power concept of not relying on charity, but tapping into people's self-interest to get them to give.
- ✕ I highly recommend doing something like this periodically. You might be surprised by how many people on your list are looking to help with good charities/causes, and just need a push (like you sending them a bunch of goodies) to do so.
- ✕ Since there was a physical component to the bonuses if they donated \$100 or more, I could have included an ad for something else in the box I'm already sending them (I didn't in this case, since I came up with the idea on the fly and didn't have time to mess with putting another offer together). This is the "ride along" method used by catalogs. And if you do it right, the sales made from whatever you include as a ride along can pay for the cost to ship the physical bonuses (or even make you a tidy profit).

With that in mind, turn the page to see the example...

Subject line: What a man on a Mission looks like

One of the most profitable and overall important things I ever learned is the importance of having a Mission in life:

Something you sweat over during the day.

Go to sleep thinking about at night.

And, wake up not being able to wait to get to in the morning.

Anyway, one example of a man with a Mission is Orrin "Checkmate" Hudson.

I first learned about him through Dr. Glenn Livingston.

Orrin is a former small time crook, gang member, state trooper, Air Force veteran, and world renowned chess champion. He also founded an organization (his Mission in life) that is all about helping kids in underserved communities (where sometimes violence, drug abuse, broken families, and grinding despair for these kids are the rule, not the exception) build their self respect, sense of responsibility, goal-setting skills, problem-solving skills, and analytical thinking (just browse social media and you can see we can use a lot more of that these days...) using the game of chess amongst other things.

He's been probably on every single major news outlet on the planet.

And, he speaks throughout the U.S. at events and schools to kids, parents, teachers, corporate management and staff about his Mission and helping kids.

Anyway, I want to do my part to spread the word about what he does.

And, so, here's the deal:

From today through Sunday (March 11th) at 11:59 PM (EST), I will give anyone who donates a minimum of \$20 to his

organization and sends me their receipt by that deadline (not after -- send your paypal receipt to me after the deadline and you get nothing) the following:

(1) A matching donation of your amount

(i.e. whatever you donate I will also donate the exact same to the Cause)

(2) Digital access to the Lost elBenbo's Apprentice Tapes:

These are interviews my podcast Producer did with 9 of my old school marketing "heroes" (with questions I carefully selected based on their unique specializations that have helped me the most, that I have always wanted my customers to know).

The people include:

* A-list copywriter David Deutsch

* The World's Greatest Copywriting Coach David Garfinkel

* Agora Financial's Joe Schriefer

* A-list direct response designer Lori Haller

* For-real "Mad Man" advertising genius Walter Bregman (who worked in the agency business back in the Mad Man days)

* World-class copywriter Brian Keith Voiles

* The "founding father" of Internet

notes

marketing as we know it Ken McCarthy

* MLM direct marketing pioneer Tom "Big Al" Schreiter

* And the great Brian Kurtz

I originally had these interviews created for a membership site (called "elBenbo's Apprentice"). But, I decided to shut that down immediately after it launched, realizing how much I despise having a membership site.

Anyway, these "lost" interviews haven't been seen by all that many people.

In fact, most recently, you would have had to pony up \$2k to buy Brian Kurtz's Titans Of Direct Response product to access them. (It was a bonus I gave to customers who bought via my affiliate link last October). But, I will give you access to them if you donate a minimum of \$20 to Orrin's Checkmate organization and send me your receipt by the Sunday, March 11th 11:59 pm (EST) deadline.

You can read more about Orrin and donate to his organization here:

<http://clicks.aweber.com/y/ct/?l=LFwVx&m=J5TY.qcPJhyJnH&b=GaAWIq6V.pqhGoEglRF19Q>

Simply forward your paypal receipt to ben@BenSettle.com

(By 11:59 PM EST Sunday, March 11th -- not after, or you get nothing.)

That way I can see the amount to match it.

And, also, send you the Lost elBenbo's Apprentice Tapes.

Ben Settle

P.S. If you donate \$100 or more by the deadline (again, if you send me your paypal receipt *by* the deadline, not after), I'll

notes

[illegible]

EXHIBIT V:

Jon McCulloch-Dan Kennedy One-Shot Event Promo

I did this email as mostly an afterthought and favor to my pal Jon McCulloch after he asked me to tell my list about it. I don't normally mail for such events. But, I know Jon, and Dan Kennedy's training is top notch, and I told him to just donate any of my affiliate commissions to a charity I picked out.

I didn't even dedicate a whole day to just it, either.

It was a night time email where I had sent an email out for my offer that morning.

The result?

We ended up getting a few sales (high ticket), adding up to a couple thousand dollars in commissions.

Some of the things that make one-shot emails work that this had is:

- ✕ *David Ogilvy's "burr of singularity" concept* — I didn't just say "hey! check out this event!", I gave Jon a unique (and entertaining) spin, so it stands out not only in the inbox, but amongst any other emails promoting the same event
- ✕ *Speed* — I did not spend more than a few minutes writing it, which often tends to produce more sales (not always) than when I spend more time
- ✕ *Not self-serving* — I announced in the email any commissions I got would go to charity, which makes an offer automatically more appealing to many people (note: if you make this promise, make sure you fulfill on it...)
- ✕ *Fun* — I had fun writing this email, and I suspect that made it more fun to read (and buy from), something not enough email writers think about

Check it out on the next page...

Subject line: The South Park of marketers

Recently I got to talking to "Email Players" subscriber and long time colleague Jon McCulloch.

i.e. The Evil Bald Genius.

If you don't know Jon, he's basically the "South Park" of marketers.

Nobody is left unscathed in a room when he talks. Just like South Park will manage to pizz off, offend, or enrage anyone who watches it (nobody is safe)... Jon does the same.

And no:

It's not an act for him like it is for a lot of people online, it's just how he is.

Anyway, here's why I bring this up:

He and I have known each other for at least 10 years. And over all that time I can't think of a single thing he and I teach about copywriting, marketing, etc that isn't identical. Even the principles vs tactics stuff is something we teach identically and we've never even discussed it before (he noticed it when reading the January Email Players issue about Jim Camp).

There are few people I'd pay to learn under these days.

And, Jon is one of them.

(Which is why I subscribe to his print newsletter.)

Another such person is the great Dan Kennedy.

And, even though I am way late to this party, Jon was telling me about a two day event he's doing with Dan Kennedy in March in the booty of the earth -- Cleveland Ohio (if it ain't the booty, it's within farting distance of it). An event I have

a fat affiliate link below for where, if you buy from it, any of my commissions go directly to charity. I don't really care about getting paid, as much as I think a lot of people on my list could benefit from it. In fact, if I wasn't such a plum about traveling to events these days (I only go if I am speaking or training – such is my disdain for travel and leaving my dog) I'd be going to this.

More:

There's a big discount if you get your tickets in the next 14 hours or so.

(Of the time of this writing – again, I am late to this game.)

And, like I said:

I am telling Jon to pay my commissions to my favorite charity directly.

(The Innocence Project – they get innocent people accused of murder, rape, etc exonerated.)

So, there you go.

If you like Dan Kennedy, he's winding down for retirement soon.

So, there's that, too.

If you want more info, here's the linkage:

<https://ebg.samcart.com/referral/IPWZy0Zw/Vk6Bo8fg7V8dK9GQ>

Ben Settle

EXHIBIT W:

Swing Surgeon

Blatant Pitch Golf Ball Offer

One of the most profitable skills you can learn is how to write blatant pitch offers (as an affiliate or for your own products/services) people not only don't mind getting, but enjoy getting and buying from.

This one skill (and this one example) can be worth a lot of money to you.

You just have to understand the psychology behind how to do them. This next example shows you one of the best ways I know how to do them. And that is by using a "this is what I personally use" approach to the hilt.

This is extremely important:

If you don't have a personal story to tell, this won't work nearly as well. Realize, you are a "celebrity" (of sorts) to your list if you are emailing them correctly. And an advertisement by a celebrity endorsing a product is not nearly as profitable as an advertisement of a celebrity endorsing a product he has gotten benefits from using. It's the easiest and most profitable way to make lots of sales from blatant pitches (without angering anyone) I've used.

The email on the next page is easily "modeled" and adapted for nearly anything. Just use the same Q&A format, and put in your story about the product you're selling, with a strong call to action.

Subject line: What Golf Balls Does The Surge Use?

Every day I get a question that goes like this:

"Surge, what golf balls do YOU use? Your swing has changed my game forever, but I want every advantage I can get on the links. What exact brand of balls do you and DJ use?"

It's a great question, too.

After all, your golf balls DO make a difference.

In fact, while I cannot promise it will be the same for you, I'm positive DJ and I both get anywhere from 5 to 10 extra yards on our drives (on average) JUST because of the golf balls we use.

Would you like to know which brand that is?

We use Titleist golf balls.

In the Surge's opinion, these are the BEST balls, bar none. I've seen my golf students drop 2 to 3 strokes off their game JUST by using a certain brand of Titleist golf balls.

And I bet they will do the same for you, too. In fact, I'm so sure of this, I recently made a deal with the CEO of golf balls . com where "my guys" can get sets of 12 TITLEIST PRO V1 & PRO V1x balls (the best I've ever used) at a HUGE discount of almost 60% off.

Plus, you can even get them personalized, too.

All you have to do is jump on over to:

(LINK)

(Simply enter the promo code: TPERSON at checkout).

Instead of the usual \$67 everyone else pays, you can nab sets of 12 personalized balls for just \$39 -- or just \$3.25 per ball (where else can you get golf balls, especially QUALITY Golf

balls, that inexpensively?). I would even suggest stocking up on as many as you can while you can (for yourself, as Christmas gifts, stocking stuffers, etc).

However, before you get too excited, there is one small "catch":

You must order by (DEADLINE).

My friend Tom Cox (CEO of golfballs . com) is willing to give you a fat discount, but he can't do it forever. So if you want the golf balls DJ uses on Tour and that I use when teaching my students (and I use myself in tournaments), zip on over to:

(LINK)

(NOTE: You must enter the promo code: TPERSON at checkout)

The Surge!

P.S. I'm not kidding about ordering by (DEADLINE). These golfballs . com guys are taking a BIG loss in hopes you will (after using their golf balls) want to buy more in the future. So you can't dawdle on this. Grab your golf balls at a 58% off at:

(LINK)

(Be sure to enter the promo code: TPERSON at checkout)

notes

EXHIBIT X:

Erectile Dysfunction eBook

One-Shot Affiliate Promo

This next email was an affiliate promo sent to buyers of an eBook for men with prostate problems.

One of the best ways to figure out what to sell on the back end is to take Ken McCarthy's advice about being the "Amazon" of your niche. What related and complementary products can you sell your buyers? We didn't have a back end product to sell yet, so we looked for something to sell on ClickBank. My business partner found the highest ranked product on there for people who have erectile dysfunction and we decided to sell that, since a lot of men with prostate problems also have trouble down in their nether regions.

Some facts about this email:

- ✕ It did extremely well for a one-shot promo (if we'd been more motivated we would have done more, but we don't spend a lot of time on that market).
- ✕ It takes blatant honesty and transparency as far as possible (as you will see when you read it), which I believe helped it get many more sales than it normally would.
- ✕ The email is not about the product or claims or benefits — it's about the problem. This is persuasion 101, but it is shocking how many people miss this in email. I didn't even know anything about the product.
- ✕ I knocked this email out in less than 15 minutes even though I knew nothing about the market (or product) prior. I did it by finding a forum online populated by men with erectile problems, and found a story that suited what I was looking for I could tell to create a vision of the problem in the prospect's mind when reading the email.
- ✕ It uses the ever-reliable "star-story-solution" structure found in some of the highest selling ads in history (the late, great Gary Halbert taught it, as do world class copywriters like John Carlton — it's extremely persuasive and effective).

If you're selling something as an affiliate, the following is a way to do it that can work in probably any market for any product (especially products you have not used). It's also an example of how to sell a product you know nothing about, to a market you know nothing about, and not only make sales, but do it in a way people like to read.

Subject line: Prostate problems and your flaccid member

This emails if for ____ customers.

And, addresses a problem that plagues a lot of prostate problem sufferers.

Here's the story:

A lot of guys have problems "getting it up" come from prostate issues.

But, not all the time. In fact, I know of a guy who had severe prostate problems (burning sensation when peeing, couldn't get a boner, sweats and flu-like symptoms from a prostate infection, etc). When he got that under control he expected his "soldier" to salute like it did before.

But when it came time to bed his wife, nada.

He told me it was frustrating and embarrassing to the point where he got depressed and was constantly worried about his wife wanting to leave him.

He didn't feel like a man anymore.

notes

He felt like schlub.

Night after night they'd try.

And, night after night, he failed over and over.

Of course, there was a psychological component to this. But it went beyond that because he couldn't even get aroused when seeing sexy movies and images.

Anyway, needless to say he was miserable.

So what did he do?

He started doing some research on the dreaded "E" "D".

Was this something he had? At his young age (he was just 43)?

So he started talking to doctors and experts and reading everything he could, driven by his fear (real or imagined) that his wife was thinking of leaving him.

The result?

He got jaded by all the conflicting info and solutions and just learned to live with it.

And, last I heard his wife left him and found someone else.

All because he didn't take action on his problem.

Anyway, if this is something you struggle with (or fear may happen to you in the future), I have recently found a possibly solution with tons of rave reviews to support your efforts in dealing with it.

But, a quick disclaimer:

1. I can't guarantee it'll work for you
2. I have NOT used it myself (but I would try it if I had this problem)

notes

[illegible][illegible]

EXHIBIT Y: Shane Hunter Kidney Stone Sale One-Shot Promo

The following email was written and sent as a favor to a friend, and it falls into the “Nothing bad ever happens to a writer” category.

In this case, he is already living in 10/10 back pain nearly 24/7. And, he ended up passing some kidney stones, too, just to add to the pile of crap on top of his health. (Although, according to him, the kidney stone passing was nothing compared to his usual back pain, which is a sobering thought...)

Anyway, this is another example of a one-shot promo when you want to dredge up cash flow. In this case, taking something negative and turning it into an “excuse” for a sale. Any excuse for a sale is usually a good one. And if something terrible happens to you, and you can think of a way to tastefully turn it into a sale. And, as I once heard the great Matt Furey say, just putting the word “sale” in the subject line will often get you attention from people on your list who normally ignore you. In my case, it has gotten more people reading and buying from my special offer emails than any other subject line tactic I’ve ever used. So you might as well throw an email together and profit from it.

This email is an example of how to do just that.

One more thing:

While I am adamantly against so-called “good will” emails (i.e. sending an email to your list not asking them to buy anything, just to generate so-called “good will”, which is a terrible idea for reasons beyond the scope of this book to explain), I am a fan of sending your list an offer they have to pay for every now and then, but that you don’t financially benefit from.

The key is it has to be nothing less than a truly great offer they will appreciate.

This is a much better way to “create good will” (and also strengthen the bond with your list) than so-called good will emails.

Subject line: The Kidney stone sale

notes

Recently, I was talking to the only guy I allow anywhere near my facebook advertising (Shane Hunter) about the kidney stones he's been passing that are the size of Tex-Arcana.

(He showed two of them on Facebook, and Doctor says he's got more standing by...)

Anyway, here's why I bring it up:

In between hearing the gruesome details that made me squirm in my seat... he mentioned a prestigious list building masterclass of all his premium trainings and products he curated for his audience showing them everything they need to know – from A to Zebra – on how to improve and scale a business as big as you want using facebook advertising using his sneaky list building ways. (Literally sneaky – he's put a lot of names on my list for Facebook ad costs so low it's almost unbelievable).

It sounded so good I asked him if I could offer it to my list.

And, I further asked:

"Would you be willing to give it to my Horde for \$1k less than what everyone else pays... and can you also toss in you actually writing and building a facebook ad for them... and even going inside their account and running it for them as a

Valuable bonus?"

His answer?

"Yep."

Plus, he said he'd write and run your ad for you live, in real time with you watching via Skype, so you can look over his shoulder as he writes and runs your ad, that way you can pump out as many profitable facebook ads using his little-known ways to get clicks for a fraction of what most others pay for clicks.

Anyway, I jokingly (probably not that funny to Shane) called it:

"The Kidney Stone Sale"

It includes a lot of other content, too.

(Way too much to talk about in an email).

There's also an expiration date on this offer, so I don't recommend putting it off.

You can get all the details here:

<http://www.abrasiveentrepreneur.com/abrasive-advertising-masterclass>

Ben Settle

P.S. One more thing:

I am not an affiliate for Shane. Whether you take advantage of this offer to learn all his secrets for \$1k less than what everyone else (including his own list) pays... where he will write and run a Facebook ad for you with you watching how he does it... and shows you his methods for paying a fraction of what others pay in Facebook ad fees... makes no difference to my piggy bank, either way.

notes

[illegible]

EXHIBIT Z:

Bob Bly list promo

I'm going to wrap this Email Copynomicon section up with a special kind of email I highly recommend you try. Especially if you want to build an email list that (1) is full of solid leads (2) made up of leads far more likely to buy and (3) will grow your email list far faster than a lot of the usual methods.

I am talking about email swaps.

This is basically where you make an agreement with someone in your market to send an email to your list "selling" them on joining his/her list, and they do the same for you.

When the great A-list copywriter Bob Bly offered to do this with me, I jumped on the chance and we both got many great subscribers (to the tune of several hundred in a day) to each other's lists.

He sent me an email he wrote he said had a high response rate for people who used it. But, I declined using it. I wrote my own (in my own personality, as you should if you do this), complete with a bribe offer. And from what I understand, the results were incredible for him.

Best part?

The email below is a simple model for how to do it.

One of the best ways to potentially add hundreds or maybe even thousands (if you are dealing with the right people) of high quality leads to your list in a single day is to make a list of people you know and respect (and, ideally, have bought from or had experiences with) in your market with similar list sizes as yours, offer to do an email swap with as many of them as possible, and implement as fast as possible.

Doing so can be worth a lot of quick sales now, and future sales later.

Subject line: A-list copywriter busts my balls

notes

I would say at least every other week or so... one of my favorite A-list copywriters Bob Bly replies to one of my emails busting my balls about something.

It could be about my attitude towards clients.

Or my no-guarantee offers.

Or my sometimes brash language.

Or... any number of things.

Sometimes he tells me he agrees, sometimes he said he disagrees, and ever so often he even changes one of elBenbo's wicked ways by making him think differently about something.

More:

His "how to get clients" advice is the best I ever heard.

In fact, probably the single most valuable "tactic" for getting clients I ever used came from him. It was advice I used to get some really great, high-paying and loyal clients back in the day.

(When I did client work).

It's also something anyone (even a newbie) can do, too.

And before you even ask, it isn't just

for getting copywriting clients.

(It works for coaches, consultants, accountants, any service.)

Want to know what that advice is?

And, want to know it free?

I thought you might.

So, here's all you do:

Go to his site at <http://www.Bly.com/reports> before tonight at midnight pacific time.

(That's less than 24-hours from now).

Opt in to his list.

(It's free.)

Then, forward me his "welcome" email.

If you do that before tonight at midnight (Pacific time – no exceptions, if you are reading this after the deadline I'll simply ignore you) I will email you back this piece of advice for getting clients.

Deal?

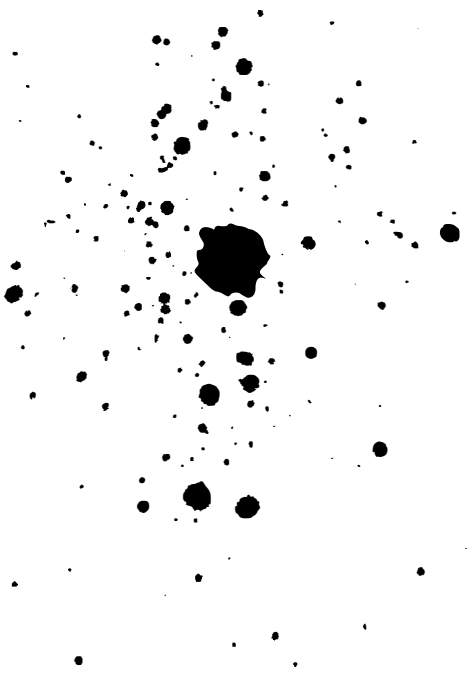
Okay then [gives you a little spank on your bottom] go get 'em!

Here's the link again:

<http://www.Bly.com/reports>

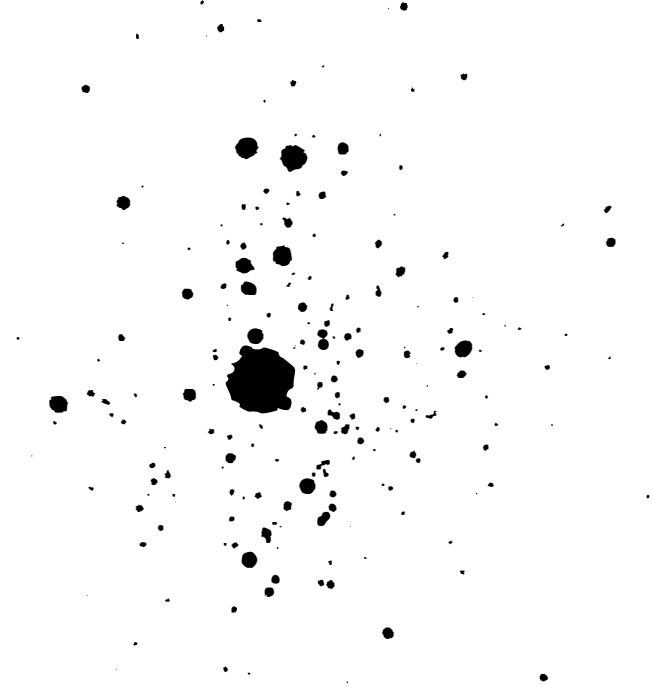
Ben Settle

P.S. When you opt in to Bob's list, you also get some cool reports free, too, worth \$116 in actual retail value. I suggest reading them, they're very good and so valuable he could easily charge double that price.



PART 6

THE AFFILIATE LAUNCH
COPYNOMICON
BONUS APPENDIXES



*“I’ve been a full time Internet Marketer since 2000.
And have (thanks to Ben Settle) been sending
daily emails since September 2014. I plan to send
at least 4 emails to my list per day in 2016.
In the past 6 months alone I’ve banked
\$310k from email so I figure why
not scale it up a bit.”*

Michael Cheney

A “founding father” of Internet marketing
and world class affiliate marketer
www.MichaelCheney.com

In this last section I’m including various Appendixes to make all the launch, affiliate offer, or special sales info you’ve been learning easier to grasp and implement. Some of it is examples to model (not copy). Some of it is “crib sheet” type info. And, I’ve also included content from various “Email Players” issues (and in a couple cases, entire issues) that talk more about the ideas, concepts, and principles in this book.

Like everything else in here:

I highly suggest you read through them all multiple times. And, I also suggest you create “The Suck” nugget notes along the way in the notes section on each page any time an idea pops into your head.

APPENDIX 1

Launch & Affiliate Promo Sequence Timing/Frequency Examples

I'm 2 days in, so far made about 82 sales at \$17 a pop (it's a \$47 product and as per your instructions I'm doing it at 60% off during launch, until sunday night). The funny part, my "pre-launch" list was only 320 people big... so 2 days in out of 320 who raised their hand, 82 have already moved in. This is crazy, considering I've had no big gun affiliates promoting me or anything :) !!! Basically, I just wanted to say big thanks for the strategy that's already bringing in ten fold of my investment in the newsletter issue that walks you thru it!

Igor Kheifets
The "Solo Guy"

Following are some ways to structure your affiliate and launch sequences. There is no "right" or wrong way to do these. But, there are some ideal ways to do them as far as frequency, and days.

The ideal way is to do them Thursday - Sunday.

(As you have seen in the Email Copynomicon section, this is not a hard and fast rule, so don't worry all that much about it if you can't do those exact days.)

And, what I like to do is space them out either every 8 hours or every 12 hours on days 1-3, then every couple hours after 12:00 p.m. on the last day.

On the next page are some sample ways to do them. Adjust to your appetite for writing emails, your motivation (i.e. how much money you want to make), and your email list's dynamics (i.e. whatever time zones they are in, etc — ideally, you want to mail them when the least amount of other people are).

Example #1

Thursday

2 emails — 3:00 a.m. and 3:00 p.m.

Friday

2 emails — 3:00 a.m. and 3:00 p.m.

Saturday

2 emails — 3:00 a.m. and 3:00 p.m.

Sunday

7 emails — 3:00 a.m., 6:00 a.m., 3:00 p.m., 5:00 p.m., 7:00 p.m., 9:00 p.m., 11:30 p.m.

Example #2

Thursday

3 emails — 3:00 a.m., 11:00 a.m., 7:00 p.m.

Friday

2 emails — 3:00 a.m., 11:00 a.m., 7:00 p.m.

Saturday

2 emails — 3:00 a.m., 11:00 a.m., 7:00 p.m.

Sunday

7 emails — 3:00 a.m., 6:00 a.m., 3:00 p.m., 5:00 p.m., 7:00 p.m., 9:00 p.m., 11:30 p.m.

Example #3 (using a sub-list)

notes

Thursday

3 emails to main list (6:30 am, 2:30 pm, 10:30 pm)

2 emails to sub-list (blatant, short, 9 am, 9 pm)

Friday

3 emails to main list (6:30 am, 2:30 pm, 10:30 pm)

2 emails to sub-list (blatant, short, 9 am, 9 pm)

Saturday

3 emails to main list (6:30 am, 2:30 pm, 10:30 pm)

2 emails to sub-list (blatant, short, 9 am, 9 pm)

Sunday

7 emails to main list (6:30 am, 9:30 am, 12:30 pm, 3:30 pm, 5:30 pm, 7:30 pm, 8:45 pm)

4 emails to sub-list (blatant, short, 3:01 am, 11:00 am, 2:00 pm, 6:00 pm)

Example #4

Sunday

2 emails — 3:00 a.m. and 3:00 p.m.

Monday

2 emails — 3:00 a.m. and 3:00 p.m.

Tuesday

2 emails — 3:00 a.m. and 3:00 p.m.

Wednesday

7 emails — 3:00 a.m., 6:00 a.m., 3:00 p.m., 5:00 p.m., 7:00 p.m., 9:00 p.m., 11:30 p.m.

Again, you can do as many (or as little) emails as you like, on any days you like, at any times you like. You can even make it a 7 day launch or however many days you want. The above is simply my preference. And, while there are no guarantees, I have always found the more emails, the more sales. (Assuming your emails are interesting and not boring.)

You simply have to measure that against your tolerance for potential spam complaints, opt-outs, and how many emails you want to write.

APPENDIX 2

Direct Mail Cover Letters For Affiliate Promos

“Hey Ben, I’ll total up sales so far for you tomorrow. I’ve had quite a few orders.”

Jon Buchan

In the Affiliate Villain section I mentioned how I like to use direct mail to sell affiliate offers to my buyers list. And on the next several pages you will see 5 examples of what the cover letters looked like.

What I generally do is print out the sales letter and stick the cover letter on top to “prep” the readers and tease them into wanting to read the promo. Think of the cover letter almost like an email and they are a cinch to write, in my experience.

Few things to keep in mind:

- ✕ I sent these with my print newsletter the subscribers were already paying to receive. Thus, these were “ride alongs.” However, that doesn’t mean you need a print newsletter to do this. If you have your customers’ snail mail addresses, and if the offer is targeted enough, it is worth testing sending an offer to a sample of them. If it gets results, you can then (mostly, there are no guarantees) roll out to the rest.
- ✕ The examples below were selling mostly high ticket offers, but I also send lower ticket offers, too.
- ✕ The “power” in these promos is in positioning it so people want to read the offer. Again, treat like an email. The idea is to (1) get them reading and (2) reading with context, sort of “leaning in” to hear more.

STOP!

Do NOT Read This If You're A Complete & Utter Mush-Cookie Kind Of Coach, Consultant, Or Freelancer!

Fact:

Every freelancer should have a litmus test for clients. You don't wanna just take any ol' client.

You gotta *qualify* them, first.

Kind of like how I qualify women I'm dating.

You see, one of my litmus tests is what piece she chooses when playing Monopoly. If she chooses the IRON, there's a good chance she's a keeper.

Another litmus test is her reaction when I tell her:

"Hey! That sammich ain't gonna make itself!"

Yes, obedience is important.

But...

**Obedience With A Smile
Is Mandatory!**

Anyway, back to clients...

One of the interesting things my long time friend and colleague (and one of the best I ever seen at getting clients) Daniel Levis taught me about getting clients many years ago, was not only how to get clients (and this works for coaches, consultants, and any other service – not just copywriters), but how to qualify them. How to have them come to me (instead of me going to them). And, how to do it all in a way where I would get paid as much as possible, instead of the crumbs most freelancers and coaches get.

And guess what?

Since I know there are so many freelancer, coaches, and consultants amongst the Email Playerhood, I asked him if I could (1) offer his “how to get clients” product to you and (2) offer it to you at a huge discount and (3) guarantee you a 30:1 ROI on your investment.

(Who else offers that?)

What is he offering and what is the discount?

Well, turn the page and you can read all about what he’s got cooking up.

If you’re a freelancer, coach, or consultant I HIGHLY suggest reading his offer and considering it before the January 30 deadline. It could make for a very happy 2016 for your righteous bootay...

How To Get Your Greedy Mitts On A Free Copy Of The Most Expensive And Hard-To-Find Copywriting Book Ever Published

A few months ago I sold Brian Kurtz's "Titans Of Direct Response" DVD's to my list with a crap load of bonuses. The bonuses had so much value I had people who had already bought the DVD's saying they'd wished they'd waited until I sold it just to get their greedy little mitts on them bonuses.

Well, guess what?

I asked Brian Kurtz if I could sell it to my "Email Players" subscribers. And, this time, not only will you get all the bonuses below... but also, he is going to mail you a copy (as a free bonus) of the most expensive and hard-to-find copywriting book ever written:

Breakthrough Advertising

(Once called the "most stolen book" in libraries)

In addition, when you buy the Titans DVD's, send me your receipt, and I will mail these additional bonuses to you worth well over \$5k (and that's being conservative about it):

1. Crypto Marketing Secrets book

This is the entire 30-issue run of The Crypto Marketing Newsletter. (Which ran from early 2010 through mid 2012). This book is not for sale anywhere else. Less than 50 people – give or take – on the planet possess it (and if you are one of the few who already has it, simply give this second copy away to a colleague as a gift or as a contest bonus, or sell it on eBay if you want).

NOTE:

This is a *physical* book that will be sent by mail.

(At my expense)

Retail value: \$810.00 (30-issue run, each issue costed \$27)

2. The Agora Tapes

Last December Agora Financial (\$200 million dollar publisher of books, newsletters and, now, health supplements) flew me in to Baltimore to teach their copywriters and editorial writers about:

- Infotainment (the single most valuable skill you can learn, IMHO)
- Selling with storytelling
- Email marketing

They also taped my talks and gave me copies.

This bundle of recordings are not for sale for any price. But, I will give them to you (via mp3 download) when you try the Titans of Direct Response DVD's.

Value: \$5,000 – the fee Agora paid to teach it

3. Free Email Players back issue

You'll get a pdf of my most current "Email Players" issue catalog. Pick any one issue you want and I'll send it to you (at my expense, anywhere in the world).

Retail value: \$97.00 – what back issues sell for

4. "Gary Halbert Secrets From Beyond The Grave" interview

I did this interview with Doberman Dan years ago. Dan used to live with Gary, and they did a bunch of projects together. During that time, Dan learned lessons that have made him (literally) millions of bucks in sales since. This interview contains tips like:

- How to virtually guarantee you get someone's attention (i.e. potential JV partners, clients, customers, etc)
- A secret way of writing world-class ads while goofing off (how else do you think a fun-loving guy like Gary Halbert pumped out so many profitable ads?)
- Why blatantly copy & pasting Gary Halbert's copy for your promos can destroy your sales
- How to never get "writers block"
- The single most important copywriting "trick" ever created (and that can help you do all kinds of other tasks, too – like write high selling ads, find a car and accomplish just about anything else)

Retail value: \$67.00

(Doberman Dan and I agreed to never sell this for less than \$67.00 or give it away as a bonus for a product that was less than that amount)

5. The Exact Bullet Points Template I Use

Last but not least:

This document contains the bullet points template I have on my desk (it's next to my left arm now, as I type this, and is always there) that I use in emails and sales letters.

It's shortcut my writing time by a factor 10.

And, it's based on all the best bullets I've ever studied.

The only other way to get this is buying my \$297 "Copywriting Grab Bag" product. But, I'll include it in the same package with your free "Email Players" back issue and "Crypto Marketing Secrets" book when you buy the Titans DVD's.

Add 'em up and it's \$5,974.00+ in retail value bonuses.

(What people actually paid, not made up goo-roo figures.)

And that's not even including the free copy of "Breakthrough Advertising" Brian Kurtz will send you (it runs \$99.00). And yes, they are yours to *keep*, no matter what.

This way you simply cannot lose.

Only I can lose in this deal.

(Since I pay the expensive hard costs to print and mail you the "Crypto Marketing Secrets" book, free "Email Players" issue, and bullet point templates.)

Anyway, that's all I got.

The deadline?

Friday July 31st by midnight (EST)

After that, this offer vanishes like emails from Hillary's hard drive when under investigation, and you miss out on all these valuable goodies.

Here's my naked affiliate link:

www.EmailPlayers.com/titans

What This Trump-Hating Feminist Can Teach You About Making All The Money You Can Stand From Your Sales Letters!

Last year I met an A-list copywriter chick while speaking at AWAI's Copywriting Boot Camp & Job Fair. I was (admittedly) on my 3rd or 4th glass of wine. And, I immediately started barraging her with my usual misogynist jokes and gags, ribbing her feminist beliefs, and tried to get a rise out of her about Trump.

In other words:

We Hit It Off Immediately!

The next week, I spoke at Brian Kurtz's masterclass and for some reason she sat next to me.

But, this time, instead of teasing her, I said:

"You're one of the highest level A-List copywriters on the planet... The first chick to ever win a Boardroom control... one of the few copywriters to ever beat the late Jim Rutz... with a track record of controls longer than the list of deaths related to the Clinton family..."

Why Don't You Have A Copywriting Product???

Between you, me, and my Email Players Horde, I don't think she'd ever considered creating one before that moment.

Now, fast forward a few months:

She put on a small, privately held copywriting intensive training going through some of her biggest control packages with a thick-toothed brush and recorded it. And on the following pages is the sales letter for that product. If you're a freelance copywriter, someone who wants to write at A-list level, or are just a garden variety copywriting geek (like me)... I highly recommend getting it.

(And keeping the sales letter in your swipe file).

There is also a deadline to get it.

So, turn the page, read the letter, buy her product today, and apply it when it arrives.

Then, write Kim a letter telling her she is a pretty good copywriter... for a *girl*...

Your Pal,



elBenbo

Because I'm a kind, generous soul, I believe everyone deserves...

A Second Chance!

Following is an offer I made a couple months ago to my main list for Scott Haines' "Shortcut Copywriting Secrets" course. I asked Scott if I could offer it again (it comes and goes off the market) just to my "Email Players" subscribers again, and he said "yes."

And so, here's the deal:

If you buy from this letter, I will send you the following 3 unique gifts worth over \$900.00.

("For real" retail value — not fake goo-roo Internet value.)

(1) "Crypto Marketing Secrets" book:

This is the entire 30-issue run of The Crypto Marketing Newsletter. (Which ran from early 2010 through mid 2012). This book is not for sale anywhere else. Less than 50 people on the planet possess it. And, it's a "for real" \$810.00 value (the run was 30 issues, and each issue costed \$27)

NOTE:

This is a *physical* book that will be sent by mail.

(At my expense).

(2) The exact bullet points template I use

Turn to next page....

This document contains the bullet points template I have on my desk (it's next to my left arm now, as I type this, and is always there) that I use in emails and sales letters.

It's short cut my writing time by a factor 10.

And, it's based on all the best bullets I've ever studied.

The only other way to get this is buying my \$297 "Copywriting Grab Bag" product. But, I'll include it with your free "Email Players" issue (see below) and "Crypto Marketing Secrets" book.

(3) Choose any back issue of "Email Players"

Pick any issue you want out of this month's catalog and I'll send it to you (again, at my expense, anywhere in the world).

Back issues go for \$97.00 a piece.

So again, this is well over \$900.00 in real retail value.

But the deadline to get Scott's course and these gifts is January 31st. After that, this offer vanishes like a goo-roo when asked to show proof he knows what he's talking about.

Turn the page to read more about Scott's copywriting course and if it's something you want to invest in....

**After Years Of Hearing Your Cries In The Wilderness
elBenbo Finally Delivers To You This Free Training About...**

Sloppy Drunk Agency Man Reveals How To Make Out Like A Bandit With Cold Emails!

Following is an exclusive interview with “Email Players” and cold-email expert (his track record is ridiculously successful using cold emails) Jon Buchan.

I suspect it can make you a lot of money, and not just in the obvious ways.

Enjoy...

APPENDIX 3

Sub-list Opt-In Page Examples

"I did 2 weeks of prep emails, teasing all the way. I setup the VIP optin page on my website. Everything. Again, the entire list I was emailing was only 93 people. But I knew they were a very interested, very specific, very targeted 93 people. 32 of them signed up for the VIP optin. When all was said and done with this launch, 21 of the 32 VIP optins purchased the product. I know, 21 buys is not a lot. But when you consider it was from a list of 93 total people (22.6% conversion) and from a list of only 32 VIP double optins (65.6% conversion), I was very happy indeed."

Doug Pew

To make sure I cover all the bases possible in this book, I want to show you 3 examples of sub-list opt-in pages. These are the pages you put up before your launch, to create a sub-list.

As you will see, they don't need to be complicated.

But, if you want to include things like a Q&A or bullets teasing whatever they will be getting if they buy during your product launch, that is perfectly fine. If you have the time and traffic, you could even test different versions.

Sub-list Opt-In Page Sample #1

Type in your email address below and...

Download These 10 FREE Reports

**From Two Of The World's Leading
Bestselling Weight Loss Authors**

All reports are delivered in one easy-to-open file,
and in the next few minutes -- including...

- 1. How to Lose Weight Spinning in a Circle like Kids**
2. The 20-Second Bathroom Trick for a Super-Charged Metabolism and a Flood of Energy
- 3. One Tablespoon of this \$6 Supplement Detoxes 900 Yards of Toxins from Your Body**
4. Do-It-Yourself Face-Lift: How to Look 5 Years Younger in 2 Weeks – Got 5 Minutes a Day?
- 5. The 50-Cent Miracle Weight Loss Food You're Not Eating**
6. The #1 Cheap Supplement that Reverses Gray Hair & Infuses Health into Your Body
- 7. How to Get Rid of Allergies in 90 Seconds with Water**
8. The Ultimate 3-Second Fountain of Youth "Neural" Fat Loss Exercise
- 9. The 15-Second "T-Tap" for Overcoming Hypothyroidism & Sluggish Energy**
10. How to Make Healthy Ice Cream in 2 Minutes and Other Sweet Surprises!

**As well as free tips, advice, and discount offers
from Jennifer Jolan & Rich Bryda - bestselling authors on amazon.com...**

[OPT-IN BOX]

Sub-list Opt-In Page Sample #2

Crackerjack Selling CD Club Notification List

Thank you for your interest in the Crackerjack Selling CD Club.

It will be designed for anyone who wants to be better at selling -- whether it's marketing, emails, copywriting, social media, PPC, SEO, face-to-face, on the phone, setting up joint ventures, eBay and any other selling activity.

It's not going to be cheap.

And it's not going to be for everyone.

But if you give it a shot, I'll give you a FREE copy of a new book I just wrote (not for sale anywhere else). It's called "Crackerjack Selling Secrets" and it reveals 101 "battle tested" ways (used by history's most persuasive salesmen, lawyers, politicians, marketers and negotiators) to sell almost anything, to anyone (online or offline), without struggle, frustration or using any unethical "black hat" nonsense.

To be notified when it's ready, and for periodic updates, simply fill in your first name and primary email below:

OPT-IN BOX

By The Way...

Here are just a few of the secrets in the book you get free when you purchase your Crackerjack Selling CD Club subscription:

- **The pick-up artist's "instant ice-breaking" secret for getting people to like and trust you within *seconds* of meeting you. Page 116**
- A borderline "racist" (and even sexist) sales principle that instantly makes people more likely to buy from you. (Don't worry — there's nothing unethical or evil about this. In fact, people APPRECIATE it when you do it.) Page 58
- **The "nerd gets cheerleader" persuasion trick that makes it extremely hard for customers to resist buying from you. (Even if they didn't originally intend to!) Page 17**

- An almost unheard of way to use vicious gossip to sell more products. (Benjamin Franklin used this to get even hostile kings of *enemy* countries to listen to and follow his ideas while serving as a U.S. diplomat.) Page 38
- **How to "de-hype" your most powerful and outrageous product claims. (Mr. Spock often did this in the old Star Trek TV shows when persuading Captain Kirk to do something crazy.) Page 92**
- The secret of selling with your *hands*. (As far as I can tell, nobody in the history of mankind has ever been able to ignore a sales pitch by someone who does *this* with one of their hands.) Page 108
- **How to get cold prospects to EAGERLY buy even your most expensive products "sight unseen" (This was discovered years ago by a social psychologist, takes zero effort to use and is so effective, this could be the only sales "technique" you ever need!) Page 31**
- How the man once billed as "the world's greatest salesman" sold millions of dollars in products by NOT talking during his pitches. (This is PERFECT if you're introverted, shy or feel awkward when selling.) Page 43
- **A sneaky (and fun) way to "trick" your competition into doing your selling for you... and without them even knowing it! (Warning: This ONLY works for truly *valuable* products and services. Otherwise, it will backfire on you.) Page 89**
- A can't-lose way to "flip" angry prospects into your *happiest* and BEST paying customers. (One giant airline did this when a flight was delayed for several hours with people on board and had them loving the company within minutes. Just do what's described on page 71.)
- **The "bumbler's advantage" persuasion phenomenon used by some of history's most effective salesmen, politicians, negotiators and lawyers. Page 24**
- The simple trick (used all the time by professional con men) that makes it almost impossible for prospects to tell you "no." (And never fear, there's absolutely nothing even remotely unethical, illegal or immoral about doing this.) Page 46
- **The "un-sexy" secret of a trial lawyer who NEVER loses. (This man was once accused of "hypnotizing" a jury just for using this innocent, white hat tip found on page 14.)**

- A simple way to "spin" a prospect's rejection into *multiple* new sales. (Just say this when someone tells you "no" and you can potentially nab 2, 3, 5, even 10 extra sales. You'll probably even start *praying* for "no's" after reading this! See page 87.)
- **A secret "2 second" trick for selling high ticket products and services to complete strangers. Page 32**
- The "Dear Abby" persuasion formula used by a few (very rich) marketers to slip past peoples' natural sales defenses. (Even works with people who automatically delete or ignore sales pitches on *sight*!) Page 97
- **How top door-to-door salesmen used to quickly and easily "neutralize" prospect sales resistance. (Also works on the Internet, too.) Page 83**
- How the guy once called "the most persuasive man of the 20th century" *effortlessly* sold Wall Street tycoons, political power players and even U.S. presidents on his products, services and ideas. Pages 11
- **7 simple words that almost *force* "hemmers & hawers" off the fence. (And, in many cases, choose to buy what you're selling!)**

Listen, have you ever dealt with a prospective customer or client who "hems and haws"—and won't give you a "yes" or "no" answer?

Sucks, doesn't it?

Well, guess what?

Just say the 7 words found on page 39 and watch even your most *stubborn* and *procrastinating* prospects jump off the fence and, in many cases...

Buy From You Right On The Spot!

It's just incredible how reliably this works—whether you're selling a product, trying to land a new client or even if you just want someone to make a decision (about anything).

But we're just getting *warmed* up.

Here are even MORE of the secret persuasion tips in the book...

OPT-IN BOX

- A sneaky way to sell *more* products with a WEAK sales pitch. Page 54

- **The best people to study if you want to learn the art and craft of selling as fast as humanly possible. (And without spending a single penny on any books, courses or seminars.) Page 100**
- The little-known persuasion secret behind how even complete "nobodies" are elected to public office. (And how to use this secret for almost anything you want to sell, too.) Page 67
- **A sneaky (but effective) way to "recruit" other sales and marketing pros to help YOU make more money. Page 90**
- How dirty politicians and their "henchmen" persuade people of power and influence to give them their money and votes. (And how to ethically use this same secret with your legitimate products.) Page 56
- **How to make MORE money from a prospect by NOT selling them anything. (This is definitely bizarre, but it works like crazy almost every time. See page 9.)**
- When "positive thinking" can *destroy* your sales. (This is must-reading If you follow the teachings in "Think And Grow Rich" or "The Secret".) Page 105
- **A secret button on your telephone that's been proven to quickly, easily and sometimes dramatically increase sales. (This is another bizarre technique. And it works especially well for people who HATE selling by phone!) Page 45**
- How certain politicians win millions of extra votes even when nobody *trusts* or *likes* them. (If you pay attention, you can see this subtle persuasion secret used every day on the news.) Page 106
- **The "ninja question" used by a certain real estate agent to routinely outsell his competitors. (Just ask your prospects this seemingly innocent question and watch what happens!) Page 19**
- The "squirmy question" secret of one the direct selling industry's top sales trainers. (Ideal for selling *expensive* products to *cold* prospects.) Page 85
- **A truly "no brainer" (yet almost always overlooked) way to get people looking FORWARD to hearing from you. (And many times even *eager* to buy from you.) Page 33**

- How to arrange it so instead of you trying to sell to your prospects... your prospects sell YOU on "letting" them buy. (Master this and you'll never worry about selling ever again!) Page 26
- **The quickest way to "position" yourself as a trusted authority in your market — even if nobody has ever heard of you before. Page 36**
- One (very simple) way cults persuade ordinary people to join their freaky organizations. (Nothing "black hat" about it, either. In fact, this was used by one of the most respected copywriters who ever lived to sell over 100 million dollars worth of products by mail order. See page 30.)
- **How one of the world's top direct marketers uses an ordinary pocket watch to sell FAR more of his products than he would otherwise. (This may sound almost TOO simple, but it's *spooky* how easily this ramps up sales.) Page 93**
- The "Harvard" secret of easy selling. (This powerful persuasion principle was discovered by a Harvard psychologist, and makes people up to 94% more likely to buy from you!) Page 47
- **How your "expert" status can HURT your sales!**

This is *extremely* important information.

Fact is, millions of "for real" experts are broke, destitute and even *starving* today... while cons, hacks and pseudo experts are making out like *bandits*.

How is this happening?

What's going on?

The answer is pretty simple. You see, the hacks and cons are using a very powerful and cheap "tool" (NOT the Internet) the experts are not using. And if you are an expert in your niche, and want to keep yourself head and shoulders above everyone else (regardless of how much they advertise or how much money they have), then turn to page 27 and you can start using this exact same tool, too.

And guess what?

We're STILL not done. Here are some more of the easy and ethical sales tips you'll read about in your copy of Crackerjack Selling Secrets:

OPT-IN BOX

- An almost fool proof way to eliminate "sticker shock" when selling high ticket products and services. Page 88
- **Every day "magic" words that make even hypey, over-the-top claims *instantly* believable. Page 79**
- Abraham Lincoln's long lost persuasion secret you will never read about in the history books. (Lincoln was one of history's great debaters and persuaders. Here's one of his best-kept secrets for winning over his rivals in politics and business.) Page 82
- **The exact best time to begin selling. (Back in the old days, a few smart door-to-door salesmen used this knowledge to 1.) Virtually eliminate rejection and 2.) Make LOTS more sales. Also works for getting raises at a job, too. See page 28.)**
- The persuasion "mind candy" secret of the world's most respected (and *feared*) negotiator. (Works like gangbusters for persuading everyone from your neighbors or family members to big ego boardroom executives.) Page 13.
- **A 100% "no hype" way to quickly stick out like a sore thumb in competitive markets. (Boardroom Books—one of the biggest direct mail companies in the world—made a *fortune* doing this. You can use it, too—see page 42.)**
- A secret way (almost nobody knows) to make sure you NEVER bore your prospect. (This was accidentally discovered by a grade school teacher to keep her hyper active kids calm and behaved. And it virtually guarantees you keep your prospect's undivided attention when selling in person, on the phone or even in an ad or sales letter.) Page 114
- **A controversial (yet dignified and tasteful) way to increase your sales by threatening your prospects' families. See page 52.**
- The secret of getting customers to "sell themselves" on buying from you. (No arguing, gimmicks or convincing necessary.) Page 99
- **How to prove your product is better than your competitor's without showing your prospects even a *shred* of proof. (Pepsi used this to corner the soft drink market. Here's how you can use it, too.) Page 53**
- How to use your prospect's natural desire to be lazy to sell him MORE products and services. Page 91
- **How to get total strangers to trust you right out the gate. Pages 68-69**

- A blatantly "politically incorrect" persuasion secret (discovered by the late marketing genius Gary Halbert)... that reveals ALL of your prospect's unique emotional "hot buttons." Page 96
- **The single easiest way to win a prospect's trust ever invented. (Advertising legend David Ogilvy used this to dominate the super competitive advertising business in the 1960's. And it's *shocking* so few people use it today.) Page 23.**
- The right (and wrong) ways to use gut-wrenching *fear* in your sales pitches. Pages 58-59
- **A "counter intuitive" sales tip (most people never think to do) that immediately gets customers **WANTING** to buy from you and **ONLY** you. Page 15**
- How to "recruit" your best customers to do all your selling for you. (And without paying them a penny in commission.) Page 78
- **How to use your prospect's *skepticism* to your advantage when selling to them. Page 112**
- And much, much more.

There are 101 chapters in all.

And, each one can help you sell FAR more products and services no matter what kind of selling you do -- **direct response marketing, copywriting, social media, PPC, network marketing, affiliate marketing, selling on the phone, email marketing, blogging, negotiation, eBay, setting up joint ventures** and everything in between.

Plus, even though you cannot get this book anywhere else (it's not for sale) you can get it **FREE** just for trying my upcoming continuity program.

To be kept abreast of when everything is ready, simply fill in your name and email below.

I'll keep you in the "loop", so you'll be the first to know when it's ready:

OPT-IN BOX

Questions & Answers About The Program...

Q- What format is the program (membership site, etc) ?

It will be a physical CD and printed transcript of an interview with an expert in sales and marketing.

This is not a membership site.

You get a real, physical CD and transcript mailed to your doorstep each month.

Q- Who are you going to interview?

I'm going to be interviewing all kinds of experts in sales and marketing -- online, offline, phone, belly-to-belly, copywriting, selling from the platform, deal making, social media, email marketing, and everything in between.

ALL of it will be about ethical selling.

No black hat crap or tricks.

The kind of stuff that works like gangbusters without having to sell your soul.

As far as specifics...

Some of the interviewees will be well-known "gurus".

But I'm also going after "under the radar" people not in the guru business.

Frankly, I'm not easily impressed by gurus.

And I'm only going for the best of the best -- to make it like the "Top Gun" product of the industry.

So far, I have a list of 30 people I'd like to interview.

But if you have a request, just let me know.

Q - Most interviews are just some basic content & a pitch. Is yours going to be any different I hope?

This is a very good question.

And I completely understand why someone would ask it.

Here's the deal:

This is about delivering the HIGHEST quality sales and marketing training possible each month. I'm not asking them their favorite color or if they want world peace. I'm going to extract as much info from them as possible.

My "model" for this is a guy who has been paying me to consult him on copywriting.

One hour with this guy dang near *kills* me.

He drains every ounce of info as he possibly can and it feels like all the blood's been drained from my veins after each session.

And that's how I'm approaching this.

Of course, if they want to plug something, they can.

I'd be doing you a disservice by not letting them plug their product if it can help your sales.

Q- What's the time frame on when it will be ready?

It'll probably be a few months still.

I still have a few more details to iron out, write an ad for the program, and nail some interviews down before getting things rolling.

Q- When is the launch date?

Hopefully sometime in October or November. But don't quote me on that.

Q- What's it gonna cost?

Probably \$67 per month (but don't quote me on that either).

Not exactly a fortune.

But it's not cheap, either.

If you don't have the budget for this (there's certainly no crime in that), and if you're not someone who eagerly applies new sales and marketing information, you're better off not buying it.

Q- I know you said this will be a physical CD and transcript each month. Will there be a website archive to download the previous months' recordings?

Negative.

You will be able to buy previous months' CD & transcript. But it will be more expensive than the monthly Crackerjack Selling CD Club subscription rate.

Why?

Besides the obvious reason, I also want to reward long term subscribers, and not give others for free what they paid for.

Q- Can I buy the book without joining the continuity?

The book is not for sale anywhere else.

The only way to get it is to join the Crackerjack Selling CD Club.

Also, there will be no refunds on this. You can cancel any time you want, of course. But all sales are final. I want to make it clear to any and all "refund-artists", they might as well not even waste their time on this.

Q- What the heck's taking so long?

That's a very good question.

Fact is, this project has been plagued by delays. But there IS light at the end of the tunnel.

So *patience*, grasshopper.

It's coming.

And the good things come to those who wait, yeah?

**To get timely updates, check back
here or simply sign up on the
notification list below:**

OPT-IN BOX

Sub-list Opt-In Page Sample #3

“Email Players”

Early Bird Discount Notification List

Type your primary email address in the box below and be notified when ***The Email Players Newsletter*** is available. "Early bird" subscribers who sign up during the launch will get a \$20 discount (\$77 per month, instead of \$97 per month) for as long as you stay subscribed:

**Type in your email address below to be notified
when the newsletter launches and get
a discount on your monthly subscription...**

Opt-in Box

APPENDIX 4

“Email Players” Product Launch And Affiliate Marketing Lesson Excerpts

“I ordered that back issue of Email Players where you spell out the emails for the affiliate offer you do once per year on a holiday. I used the strategy/emails for an affiliate offer on Dec 28, 29. With a list size much smaller than the usual top affiliates, my conversion rate was double almost every one else's and I ended up in the top 3 for sales. So in December, not only did I have the best month ever for my own products due to emailing daily, I made nearly another \$5,000 on top of that doing an affiliate promotion!”

Wardee Harmon

www.TraditionalCookingSchool.com

To give you the most well-rounded education on my ways of using email to launch products, create affiliate campaigns, and run special offers, I've curated specific excerpts from various “Email Players” issues about these subjects. Much of this information has been covered in this book. But you will likely uncover new insights and ideas along the way, plus these “zoom in” on specific parts you may have missed.

Incidentally:

Each issue these excerpts are from costed subscribers \$97.00 each (“for real” retail value), so pay close attention to what you read, and be ready to apply what you learn.

This info has made subscribers who have used it a lot of money.

It can do the same for you, too, if you apply it...

From The December 2012 Issue

Anatomy Of A Mega Successful Product Launch Using Nothing But “Lowly” Emails...

Dear Subscriber,

Okay, let's get down to bid'niz. This is the last month of 2011 and I want you to go out with a big loud BANG that can be heard 'round the world (by your customers and competitors). If there's one thing I've gotten VERY good at (if I do say so myself) over the past couple years it's launching products and holding special sales using email. I've discussed this in Street-Smart Email from a “bird's eye view.” But today I'm going to swoop down from the skies and show you, email-by-email, how to do it. Do not blatantly copy the examples, of course (I speaketh of anyone in the weight loss industry reading this). But use the structure (very important), ideas, themes, etc to your heart's content. I want you to make a LOT of money dang nab it. And the best way I can help further that goal is to show you how this works up close and personal. This is going to be a LONG issue with a lot of examples (and brief analysis of each example). So get settled in and be prepared to spend some time going through it. I would bet if you applied the info in this issue to your next launch or sale (this also works great for building a sale) you would see a tremendous surge of sales. And if you don't have a new product to launch then either adapt it for a weekend sale or take one of your products down, retool it a bit (you can never over-improve a product) and re-launch it. I have done that many times. Anyway, let's hit it, maestro...

This may sound simple, but my entire launch process comes down to 4 steps:

- Announce the product
- Drive as many people as possible on my main list to a sub-list so I have a count of people who have raised their hand and said, “*I'm interested!*”
- Spend as much time as I can tease, Tease, **TEASING** both lists (my main list and sub-list) up until launch day
- During the launch, email both lists (main list and sub-list -- although they get different emails with different frequencies, as you'll see) multiple times during a tight period of time to buy, with an “eBay” like countdown on the last day

Sounds simple, yeah?

Hey, I'm a simple guy. I hate complicated. And every other launch methodology I've seen involves way too many "moving parts" for my tastes. Not saying they don't work or that my way is best (it's probably not). But it IS simple. And most people (including clients I've had) poo-poo it because of the simplicity. And yet, the sales that come in can be just crazy high if you do it right. So, with that said, I'm going to show you a real life launch from a few months ago. I am removing the names of the product/author/URL at the request of my partners. But the ideas are all there and it won't matter as far as teaching this is concerned. What is important to note is, this launch made almost twice as many sales as any of us were expecting. (We had a screw up with the tracking software so I don't have exact conversions. But needless to say, we were all very happy campers when the dust settled and the sales counted. In fact one of my partners was reeling happy -- he'd been involved with many launches for some of the biggest names in the home business industry and hadn't seen these kinds of results before).

Anyhoo, the first step is (as outlined above) to announce the product. And what you do is you tell your main list you have a new product in the works (or if you want to re-launch a product that you're retooling it) and that people who join during the launch period will get it at a discount (or will get some other bonus or pile of bonuses -- but I prefer using discounts for this). Here's how simple it can be (**NOTE:** This email was sent to a list who hadn't been mailed in a while, normally I would not say, "it's me, so and so"):

Subject Line: The only diet that works even when you "cheat"

Hi it's ____.

I hope you're doing well!

I wanted to let you know I'm experimenting with some new diet info I've been learning from a world-class fitness expert and some professional athletes.

The things they are teaching me are incredible!

They make traditional "dieting" obsolete.

(HINT: You can "cheat" AND lose fat at the same time.)

And I'll tell you more over the next few weeks.

I know you will love it -- especially if you are someone who cannot lose weight (especially in your belly!) no matter how hard you are trying to now.

I'll send you more specific tips about this shortly.

Talk to you again soon!

- SIGNATURE

Okey dokey, a bit of explanation:

Unlike most emails, I did not have a call to action in this. And the reason why is we simply didn't have the squeeze page ready for the sub-list at this point, and I was eager to get started. Plus, this list needed to be "warmed up" a bit. Many of the people on it had not heard from us in

weeks and, in some cases, months. So this was just a warm up email, normally I would have a link to a squeeze page. But in this case they were cold and so not only did I do one... but TWO... warm up emails. If you want you can do the same thing just to perk up interest a bit before you put a squeeze page up and start building your sub-list. The second email is below. That was sent exactly one week later (again, we were warming this list up, so I didn't go daily on them just yet):

Subject line: Drop 2 sizes by "cheating" with your favorite foods

Hi it's ___ again!

If you love food (like I do!) I've got great news:

Last week I mentioned how I am experimenting with a new diet plan I've been learning from a world class fitness expert and some smart professional athletes.

At the time I was still testing it to see if it really worked.

Well, guess what?

It works!

And yes, it makes dieting as you know it obsolete.

Believe it or not, "cheating" is built in and you can literally eat your favorite foods and lose several clothes sizes at the same time. It's really like nothing else I've ever seen (and I've seen almost every diet ever created).

Anyway, I'm putting the whole plan in a book called:

(TITLE)

I'm really excited about this!

And I can't wait to show you all the details.

Talk to you again real soon!

SIGNATURE

P.S. This diet is perfect for people with diabetes, too. I believe in the next few years doctors will be telling their diabetic patients to do this diet, it's great for a whole HOST of health problems.

In fact, I'm going to be on it for the rest of my life.

(Yes it's great for KEEPING weight off too!)

See how this email teases? And how it's designed from the get-go to generate interest using curiosity and hanging out in their "world"? A world where you don't have to starve yourself to lose weight, can "cheat", and still lose size? Of course, the product really does deliver on this (which is a big help writing emails or selling anything online -- a great product will do most of the "heavy lifting" for you, it's one of the big secrets of writing money-making emails). These emails are all about the fantasy -- showing them a fantasy they did not believe was possible before. **And it's your job to show them it IS possible.** Okay, that's it for the warm up emails. Now we

get down to business. Remember, the two emails above COULD have sent them to a sub-list, but we had to warm them up first, since they hadn't been mailed in a while. Now here's the next one:

Subject Line: 10 perfect fatty diet foods

Hi!

This email is going to make a lot of people happy.

Why?

Because I was recently reading an article about so-called "danger" foods that make people gain a lot of fat. But the reality is, all of the foods on the list are completely okay for most people to eat.

Some of the foods included:

- * Wendy's Triple burger (clocking in at over 1000 calories!)
- * Salty french fries
- * Lasagna
- * Cheese cake
- * Cookies
- * Chicago-style hot dogs
- * Pizza
- * Pastries
- * Glazed doughnuts
- * Anything deep fried and SMOTHERED in chocolate...

What???

Aren't these foods all bad for you?

Won't they go right to your hips, belly and thighs?

Yes and no!

Yes, for most people these foods will make them gain fat. But for women who know about the recent discovery made by some smart professional athletes that has since been perfected for women by a world class fitness trainer friend of mine... we won't even feel those foods.

With our secret you can eat all of the above.

Never worry about gaining an ounce of fat.

And, in fact, you can lose size!

How is this possible?

Good question!

And that's why my fitness trainer friend (the one I mentioned above) and I are hard at work on a book we call (TITLE).

This book makes all other diets obsolete.

And it truly lets you eat and lose size at the same time.

We're almost finished with it.

And we're giving it away for 50% off when ready.

To get on the "VIP" notification list and get it for 50% off, go to the website at the link below and type in your email:

(LINK)

More tips tomorrow!

SIGNATURE

This was the first email telling them to join the sub-list. Or, as I liked to call it, "The VIP" list. You can call it whatever you like -- the discount list, early bird discount list, etc. The point is, they are now being told if they want the product at a discount, to join that list. This does not mean you won't mail your main list, too. But this lets you get a head count of how many people are interested in your product. If little or no people join your sub-list, then there's a good chance there's not a lot of demand for your product. Or, it might mean you need to work harder on your emails. But I like to use it to measure demand at a glance. Plus, as you will see later, this sub-list is mailed differently. Finally, notice how we're giving the fantasy here (and yes, it's all 100% true). Very important when launching -- you have to give the fantasy but also make it believable (thus, the parts about the diet being created by professional athletes and perfected by a world class fitness expert). Okay, on to the next email (they are all daily now, except weekends):

Subject line: \$3 tummy tuck?

Hello!

A lot of women get dangerous "tummy tuck" work done.

I would not recommend it, though.

For one thing, there are a lot of hidden dangers to getting tummy tuck surgery -- including blood clots in your legs & lungs, respiratory problems, heart complications and, in some rare cases, even death!

Plus... they're unnecessary.

You don't need it.

There are natural "tummy tucks" that work just fine.

In fact, the new book I'm working on called _____ shows you a special kind of tummy tuck you can do 1-3 days per week that will only cost you about \$2-3 a day.

It also lets you eat your favorite bad foods, too.

Can't do that with a regular tummy tuck.

Sure, you can get the surgery.

But if you eat bad foods, you'll go back to being heavy.

But not with _____

Anyway, the book is almost ready.

If you would like to get it for 50% off when it's released, simply go to the web page below and type in your email address:

(LINK)

See you again tomorrow!

SIGNATURE

Notice how this email (and all of them, really) is not long? They are mostly under 300 words and the point is just to kind of drop some tease and get out of Dodge -- tease and get out, tease and get out... all the while trying to persuade them to jump on the discount list. Repetition is key here... the longer you can draw this out the better (for this "Email Players" newsletter launch, it took exactly 2 months from first email to launch, that's a good time frame, but not always possible -- with this weight loss product we only had a couple weeks, so you do what you can with the time you have...) Also, the fantasy is still being spelled out. I actually swiped the subject line from a magazine cover (I forget which one). I love magazine cover headlines for using as subject line templates. If you want some great idea-starters check out Magazines.com and look at the covers of Cosmo, Mens Health and other magazines with lots of teasers. Even if you're not in the same market, the way they structure those headlines makes for great subject line "fodder." Finally, this email was an "invalidation" email -- where it invalidates a competing option to our book (in this case, surgery). As we saw in last month's "Email Players" issue, **mocking the competition is a great email technique you can go to town with** (you could do an email every day just invalidating one of your competitors as described in last month's issue). OK, let's move on to the next email. And by the way, there were something like 14 or 15 of these pre-launch emails. I'm not going to display all of them simply because this would become a 50 page newsletter and be impractical. So instead I'll show a few more, then the launch emails. This is designed to be very simple, and it's important to keep it simple the whole time. In fact, basically what you're doing is just using the email methods you got in your free "Email Players Cookbook" and are learning in these issues to write emails like you normally would... except instead of selling something, you're teasing them on to a sub-list. Okay, onward...

Subject line: What really keeps women fat

Hi!

Weight problems aren't usually "food" problems.

Or exercise problems.

Or even health problems.

They are usually ****procrastination**** problems.

It's true -- procrastination may not have caused you to gain your extra weight, but it IS what is most likely keeping that extra weight on and making sure it doesn't go anywhere.

A lot of us "plan" to do something about it.

We even get excited by the idea of doing something about it.

But in this society and time in history -- where temptation to eat is everywhere and where almost all foods are loaded with sugar (even "health" foods!) it's hard to really get started and stick with anything.

I have seen this over and over.

It makes us emotional wrecks too!

Well, I think I have a solution to this.

My new book _____ is a blueprint for a VERY simple diet plan that is easy to start, easy to stick with and easy to lose inches on (it's not unusual to lose up to 20, maybe even 30, pounds in your first month on it, while still eating your favorite "bad" foods.)

It's PERFECT for getting past procrastination.

After all, you aren't depriving yourself.

You still get to eat yummy foods!

The book is being edited now, and will be ready soon.

To get it for 50% off during the release date, just go to this web page and type in your email address:

(LINK)

See you again tomorrow!

SIGNATURE

Notice how none of these emails are really "teaching" anything? I'm just having a discussion with them in their world, about their problems and challenges. I'm not trying to sell them, I'm trying to bond with them. I'm wanting them to know I CARE about them, and that I have a solution to their problem. If you don't empathize with your market, you're going to struggle writing emails -- especially during a launch. People know when you're just going through the motions. Luckily for me there are people in this market I'm close to and so I know all about their pains and frustrations. That's what you want to do -- talk to them about their pains and frustrations, show them the fantasy of what it will be like if they use your product. and give them real, lasting hope that things can get better and that you're not some scum bag who is going to rip them off. If there's a "secret" to email it's bonding with people just like a talk show host does. Think Oprah. She's her audience's best friend because she gets down from the billionaire media diva soap box and instead becomes one with them. **It's perfect email strategy, too.** So in this case, we start with a problem/frustration, then lead into the solution. You can do this over and over if you want. Make sure you use the 30-day game plan in the "Email Players Cookbook" too

(you could do a successful launch just using those emails formats).

Subject line: Doctors refusing to treat overweight patients

Hello!

Unfortunately, this email's subject line is true.

A couple months ago, I read a news article from the South Florida Sun-Sentinel saying how a growing number of doctors are setting weight limits for new patients. Some of the doctors say the main reason is their exam tables and other equipment can't handle people over a certain weight, plus heavy women run a higher risk of complications.

Scary isn't it?

If this trend continues it could be disastrous.

A good reason to start dropping size now -- while you still can.

If you want a safe, simple and comfortable diet plan, then definitely see my new ____ book (it will be released on Thursday).

I say "comfortable" because that's what it is.

You can eat your favorite bad foods.

You don't starve.

And you lose inches very quickly.

(And safely).

To get ____ at a 50% discount, go to:

(LINK)

SIGNATURE

If memory serves, this email drove a lot of people to the sub-list. Why? Because it has a LOT of interesting things going for it like (1) News appeal (that was a real news story; are you reading news stories that affect your market...?) (2) Bonding (who else is telling their lists about this sort of thing in the weight loss world?) (3) Conversation (this is not a sales pitch -- it's a conversation, yet it does sell them on doing something). Best part? This email is VERY easy for you to model. Just find a news story that affects your market in some way and use the above as a template. This is great for launching a product or a sale, but you can use this for any kind of regular email you send out. Okay, let's do one more pre-launch email and then we'll tackle the launch process. This is the email that went out the day before the launch began:

Subject line: Diets that torment you

Hi,

Most diets torment you.

You know it as well as I do.

Take this one diet I was looking at last year.

It's based on eating a certain kind of healthy way and NEVER (ever) eating anything that actually tastes good.

In fact, it was almost funny.

The author was bragging about how you can eat toast!

Wow!

Sure, you can't have anything else you want (like desserts or burgers or french fries) but she was acting like being able to eat toast after your second week on her plan was some kind of diet breakthrough.

I don't know about you, but that doesn't excite me.

Not. at. all.

What DOES excite me is being able to eat "bad" foods and still lose extra pounds and inches off my body.

Now THAT is exciting!

And tomorrow I'm going to show you how to do it.

It's all explained in my ____ book.

It goes on sale tomorrow.

If you order during the launch you'll get it for 50% off.

To make sure you are notified when it's ready, join my discount notification list (if you haven't already) at:

(LINK)

See you tomorrow!

SIGNATURE

OK, again, very easy to model this if you want. Invalidate your competition, MOCK them even (yes, MOCK your competition like this one does, just refrain from naming names...). Show them the fantasy of what you got and how they can get it a discount. It really is this easy. And again, the more time you have for this the better. In our case, I think we had 2.5 weeks, so there were more emails, but these were some of the ones that pulled the most new subscribers on the sub-list. Now for the actual launch. It lasted from Thursday to midnight on Sunday. The main list got one email for Thursday, another on Friday and another on Saturday, then two on Sunday. Sometimes I send more than two on Sunday -- as many as three or four, just depends -- but in this case I sent two. I'll show you all 5 emails so you can see how simple this is. Then, I'll show you the emails that were sent to the sub-list, which were a bit different (and in greater numbers). But first, here is the first email to announce the product is ready on that Thursday:

Subject line: Download _____

Hi!

_____ is now ready!

Originally, I was going to let early bird buyers have it for 50% off. But I changed my mind. I want to give you an even BIGGER discount. So if you buy it before Sunday at midnight you can have it for 64% off (for even more savings!)

You can download it here:

(LINK)

SIGNATURE

P.S. Since not everyone gets their emails due to spam filters, etc, I'll be sending short reminders about this tomorrow, Saturday and Sunday, too.

Remember, the discount ends Sunday night:

(LINK)

Pretty simple, isn't it? That's because you do not need to make it fancy or long or drawn out. If you did the pre-launch emails correctly (and again you can use all the ones you've seen here as models, they're very simple) then they are **WAITING** for this email. Also, a couple more things: (1) I purposely used the word "download" in the subject line because many times (although this is not a hard and fast rule) the word "download" helps increase open rates. Not all the time, of course. But why not put your best foot forward? You can also test different subject lines during launches, which if we hadn't been so lazy we would have done. But if you have a list of over 10,000 (we didn't) I would recommend doing a quick split test (for sales, as well as open rates) before rolling out to the main list on this first email and, even, on the rest of them if you have the time and energy. And secondly, notice how we told them they're getting an even bigger discount than intended? The September "Email Players" issue went into detail on why we did that (it was half an accident and half strategic) and "ethically fibbed." So if you want a refresher on that, just pull out the September issue and you're golden. Okay, on to the next email they got on Friday:

Subject line: 2 more days for _____ discount

Hello!

Just a reminder:

_____ is now ready. And if you buy it before Sunday at midnight, you can have it for 64% off (originally it was only going to be 50% off, but I like to reward early action-takers!)

Here is where to get it for 64% off:

(URL)

SIGNATURE

Another short, sweet and to-the-point email. Again, no need for a long, droning email. You CAN do it if you want (there is no right or wrong way for any of this -- do whatever works).

But in our case I just wanted to remind them. Incidentally, when you do launches this way I'm showing you what often happens is, you get almost all of your sales on the first and last days of the launch. The two middle days (Friday and Saturday) usually yield just a trickle of sales. So don't panic if on the middle days you don't see a huge explosion of activity. That's normal. Most people by this stage are either hot to buy and respond on day one or are total procrastinators and put it off until the last minute. Here's Saturday's email (email #3 to the main list):

Subject line: Last day for _____ discount

Hi!

The 64% off _____ discount ends tomorrow.

If you buy it before the deadline, you can have the book for 64% off what it normally costs on Amazon and other major online bookstores. Go here today to get it for 64% off while you still can:

(URL)

SIGNATURE

A 3rd short and to-the-point email. Again, you don't always have to do this. In fact, often times to my BenSettle.com list I do longer more informational emails to my main list during the launch (since that is what they are used to getting from me and it is a different kind of list than this weight loss list, with different expectations). But for most products/lists what I'm showing you here is fine. Nothing real fancy about it in this case either. Finally, the last two Sunday emails -- one went out in the morning, the other before the deadline. In hindsight I should have sent more emails out to them that day, maybe one or two more that were more informational (like mini articles). But it's okay, these still got the job done. The first one went out at 12:01 am Sunday morning and the second one went out at 11:46 pm that night (right before the deadline):

Subject line: _____ discount ends today

Hello!

The _____ 64% discount ends tonight at midnight. It's the only diet I've ever seen that lets you lose inches and still eat your favorite foods at the same time.

Go here to get it for 64% off:

(URL)

SIGNATURE

Subject line: 14 minutes left to get _____ discount

Hi!

This is it - your last chance.

You have only a few minutes left to grab _____ book at 64% off from what it costs at Amazon and in other major online bookstores. Go here to get it while you can:

(URL)

Also, one more thing:

I realize some people are reading this on their smart phones.

And maybe you're stuck in an airport or somewhere where you cannot get a secure connection to the Internet. If that is the case, just email me at _____ in the next few minutes (before midnight) and I'll send you a special link to order from when you get back to your computer.

I hope to hear from you soon!

SIGNATURE

Not a whole lot to explain on these last two. The timing is important, though. They wake up and see an email and then again are reminded right towards the end. There's an almost "eBay like" effect when you do this that'll be much more obvious when I show you the sub-list emails next. Also, notice the last email -- this is for people who are reading it on their phones and cannot easily order. I like to give people a chance to buy by sending me an email like that. **It often yields a few more sales and you're doing them a service at the same time** (you might be surprised how many people are stuck in traffic or at an airport, etc -- it happens). Finally, I keep saying this, but in hindsight I should have sent a couple more out that day that were more informational and interesting and not just straight announcements. But either way, these emails got the job done. And you can model your launch emails exactly how they are here if you choose. If you do the pre-launch emails correctly, these will be more than enough to do the deed.

Okay, next up is the sub-list emails. These are slightly different and more frequent. That is because you're mailing specifically to people who raised their hand and said they were interested and wanted to be alerted when your launch started. **These are your HOTTEST prospects.** No, they won't all buy. But a lot of them will if you did the pre-launch phase correctly (and realize many of these people have also been getting your main list emails). So instead of 5 emails over the weekend, they got 10 emails (most of them on Sunday). Plus, one of the 10 is just a "it's coming tomorrow" email just to get them ready and remind them ahead of time. Here is that first "reminder" email that went out that Wednesday:

Subject line: _____ discount tomorrow

Hello,

Just a heads up:

I'm launching my new _____ book tomorrow. Since you signed up to be notified when it's ready (so you can get a 50% discount) I'll be sending frequent reminders throughout the weekend.

Talk to you tomorrow!

SIGNATURE

No bells & whistles, just a simple reminder. Pretty self explanatory, but what is worth noting is I just wanted to mail the sub-list before the launch and remind them, but also warn

them they'll be getting frequent reminders throughout the weekend. By reminding them you're serving them (many people appreciate it -- they know they're procrastinators). And also, **you're respecting them and their time**. You're telling them what to expect and that's always good when you're about to bombard them with emails (I figure it's just common courtesy). Now, for the first day of the launch (that Thursday) to the sub-list:

Subject line: The _____ is ready

Hi!

_____ is now for sale.

You can get it for 64% off (I decided to give you a 64% discount instead of just a 50% discount) at this link until Sunday at midnight:

(URL)

SIGNATURE

P.S. Since you specifically asked to be notified about this sale... and since a lot of people don't get their emails delivered anymore, I'm going to send frequent reminders throughout the weekend, especially on Sunday.

Remember, the discount ends Sunday night:

(URL)

Notice the subject line is slightly different than the main list email for day 1? That's because I wanted to switch it up a bit -- they already saw that since they are also on the main list. And I don't want them to get numb to the same verbiage. Plus, I sent this (and the other sub-list emails) out at different times. You don't want people to get all these emails at the same times. Instead, the main list got it at 12 am, and this first sub-list email went out at 5 am. These are little things, but they can add up to big impact over time. Here is the next day (Friday) email:

Subject line: _____ discount ends in 2 days

Hello!

The _____ is now ready.

It's the only diet I've ever seen that lets you safely, simply and realistically lose fat while still eating your favorite bad foods. It's based on pure science and works even for women with stubborn fat that refuses to go away.

Here is where to get it for 64% off:

(URL)

SIGNATURE

This was just a reminder email. Again, a similar but slightly altered subject line from the main list Friday email. Nothing fancy -- just a brief email showing them where to go to get the discount with a few benefits thrown in for good measure. Remember, these two days (Friday and

Saturday) usually don't yield a whole lot of sales so don't panic if they just trickle in. Thursday and Sunday tend to get the most sales (at least, that's been my experience). Here is the Saturday email (day #3):

Subject line: Last day for ____ discount

Hi!

The ____ discount ends tomorrow.

Order before the deadline and it's yours for a full 64% off.

Details at:

(URL)

SIGNATURE

Notice again, these are not long, drawn-out emails. I could (and probably should, in hindsight) have thrown one or two informational type emails in. But it's not necessary if you do the pre-launch emails correctly. Also on the Saturday emails (both for the main list and sub list) I like to use the "last day" verbiage even though it's not technically the last day. It gives the feeling of urgency but in the body it talks about how tomorrow is the last day (so you're not lying to them). Just a small, subtle thing to keep in mind. Next up is the Sunday emails. This is where the real POWER of the launch comes in. This is why you have a sub-list. And this is where you will likely make the most sales (or break even on the same number of sales you made Thursday on day one). This is where you create a count down effect -- sort of like how eBay does it -- that builds tension, motivates the procrastinators and even **persuades people to buy who normally wouldn't have**. To my knowledge this count down method was created by Michael Senoff even though you see lots of goo-roos doing it now all the sudden (and pretending like they created it in their infinite jeenius...). But this is a Senoff original and I give him credit for it. I'm going to post them all here without commentary until the last email. They are self explanatory and very simple (where people go wrong in email is trying to complicate things):

12:01 am

Subject line: ____ discount ends today

Hello!

____ 64% discount ends today.

Go here to get it for 64% off:

(URL)

SIGNATURE

12:00 pm

Subject line: Tick tock... tick tock...

Hi!

The clock is ticking on the ____ sale.

You have just 12 hours to grab it for 64% off what it normally costs at Amazon and in other major online book stores. This is the last diet you'll ever need -- it's comfortable, convenient and lets you eat your favorite bad foods while still losing inches.

Go here to get it while you can:

(URL)

SIGNATURE

5:00 pm

Subject line: 7 hours until game time

Hello!

Just a reminder:

The ____ 64% discount sale ends in 7 hours.

This book shows you a secret way to diet that is based on research from some very smart professional athletes, that has been perfected for women by a world class fitness expert friend of mine.

It's fast.

It's convenient.

And it lets you eat your favorite bad foods while still losing inches and poundage.

The discount ends at midnight.

Grab it here for 64% off while you can:

(URL)

SIGNATURE

7:00 pm

Subject line: 5 more hours to go...

Hi!

The ____ sale ends in 5 hours.

If you're interested in a safe, effective and convenient way (that is also very comfortable) to lose up to 2-5 pounds the first day you use it, and up to 20 pounds the first month... all while still eating your favorite bad foods, then this can get the job done.

But the 64% off sale ends in 5 hours.

Go here to get it while you can:

(URL)

SIGNATURE

9:00 pm

Subject line: ____ Discount ending

Hi!

Just a few hour left until the ____ sale ends.

You can still get it for 64% off if you hurry.

Just go here:

(URL)

SIGNATURE

11:15 pm

Subject line: Last call for _____ discount

Hello...

This is it - last call for _____ discount.

The sale ends in less than an hour, and if you act before then you can get it for 64% off what it normally costs. This diet lets you lose fat while also eating your favorite foods and was designed by a world class fitness expert just for women.

But this is your last chance.

After tonight the price goes up dramatically.

Here's where to get it for 64% off (while you still can):

(URL)

SIGNATURE

P.S. Also, one more thing:

I realize some people are reading this on their smart phones.

And maybe you're stuck in an airport or somewhere where you cannot get a secure connection to the Internet. If that is the case, just email me at _____ in the next few minutes (before midnight) and I'll send you a special link to order from when you get back to your computer.

I hope to hear from you soon!

See? Simple! And that's the whole point. You can model these emails exactly how I did them if you want (just insert your benefits, credibility elements, etc in where necessary). You can also play around with them however you want using whatever verbiage you want. What's important is the structure more than the actual wording. Besides that, here are some other things

to note:

- **Timing:** I timed these sub-list emails to go out throughout the day, but I also timed them to go out at times when the main list was not getting them. They were getting both the main list and sub-list emails and this helps keep that urgency going, and feels like less of a bombardment than if they got both sub-list and main list emails at the exact same time
- **Subject line:** Don't think you have to use my exact subject lines -- I've never tested any of them and, even if I had, they would not necessarily be best for your list. These are just samples, feel free to play around with them as you see fit. Same goes for the body copy. Remember, the timed structure and frequency is what's most important, not the words
- **Varied up:** Notice I don't hit them with the exact same verbiage every time -- I do use the same benefits and credibility elements, but not worded the exact same way. Keep it varied up and you'll keep people more interested
- **Countdown:** The timed "eBay-like" structure cannot be overstated here -- it's what makes this sale work
- **Relentless follow up:** Yes, you are being relentless, but don't think people do not appreciate it -- they do! I've gotten emails many times where, at the LAST hour, someone says, "Ben thank you for reminding me, I didn't see this until just now!" Not everyone checks their emails 10 times per day, and not everyone necessarily gets all your emails. Will you annoy a few people? Maybe, maybe not. That's what the delete button and "unsubscribe" link is for
- **Smart phone PS:** Don't forget to add the smart phone component for those who are not at their computers or cannot get to their computer and are reading on their smart phones. You won't get a ton more sales doing this, but you will likely get enough to be worth the effort. (Just create a sales link and send it to them -- make sure you give them a deadline to order by, though...)

And that's all there is to it.

This may seem like a lot of moving parts but really, it's not. Just use my methodology above "as is" (feel free to model and adapt the emails as you see fit, although if you're in the weight loss niche do NOT copy verbatim -- use your own words, etc). Yes, it's simple. And that's the whole point -- simplicity. **If this was complicated I would not do it, nor be able to KEEP doing it over and over.** In fact, I use this exact same methodology not just for product launches, but also for special sales of any kind of product. You can also simply take one of your products down for a few weeks and retool/improve it and then re-launch it using this methodology (a good offer is, "when it comes back the price goes up, but if you get it during the weekend I re-launch it you can get it at its original price..." I've done that many times).

From The February 2013 Issue

How To Make Out Like A Bandit Doing Special Sales With Email

What up Email Player,

Today I am going to hand you the proverbial “cash machine” all the goo-roo ads promise, but can never quite deliver on. All you need is (1) email (duh, right?) (2) a product to sell (yours or someone else’s, doesn’t matter) and (3) an irresistible offer. I think you will agree, all 3 of these ingredients are readily available to anyone and won’t “cost” you anything to acquire in most cases. And what we’re going to do is show you how to leverage these 3 components into a predictable and repeatable (i.e. you can do this over and over and over... forever) process that pays you year in, and year out for the rest of your days. To illustrate what I’m talking about I’m going to walk you through something I do every year (and will **KEEP** doing every year) on Labor Day weekend here in the US. I this with other products (as an affiliate and for my Copywriting Grab Bag product), too. But I’m gonna focus just on this one product today to keep it simple. It also helps to use what I’m about to show you in conjunction with a holiday weekend, but it’s not 100% mandatory. You could just as easily do this any time of the year. So no need to get hung up on that part. What’s important are the 3 components above. Gather them together and then come sit at my table and I’ll explain how to make a nice chunk of change while, at the same time, making your customers very (VERY) happy.

Sound good to you, boss? Then let’s get it. aaaaawn...

Okay so what I’m going to show you is not **ALL** that different than the process I use to launch new products (that we talked about in the December, 2011 “Email Players” issue). In fact, much of it overlaps. However, since we’re not launching a new product, but simply selling an existing product there are some “cosmetic” differences. And don’t worry, I’ll be showing you **ALL** the emails I use in my yearly “money machine” sale that, last year, got my JV partner and I a 30.8% clickthrough to sales response. (And that response goes up each year, even though many of the previous years’ customers are still on my list.) That way, you can use them as inspiration and, in many (not all) cases (like with the blatant reminder emails) “as is” -- just swapping out my product info with yours. (You’ll have to tell your own stories, though, of course, in those emails). My amigo, I just cannot make it any easier than this.

Let’s boogie...

Step 1: Pick the right product

No kidding, right? Well, this isn’t as obvious as it seems at first. I would, for example, not do this kind of sale with this newsletter. This special sale is not necessarily appropriate for every

product. I will do it for my Copywriting Grab Bag product sometimes. But mostly, I do this for products I am an affiliate for. That way I don't have to deal with any of the customer service, product delivery, questions or anything else. I recommend you do the same. Find a product your list will REALLY want that someone else sells. In this case, I sell Michael Senoff's Gene Schwartz copywriting product. It's extremely valuable, gets rave reviews from everyone who buys it and (as you will see) I have a personal story to talk about with it which will be important. In fact, whatever product you pick, make sure it's one you've used and had success with. It will make a huge difference in your first email to your list and sets the "tone" for the rest of the sale that you're not just pitching more of the "same old, same old" on them. You can use your own product, if you want. But my preference is to do it with other peoples' products as an affiliate purely for convenience reasons.

Step 2: Create An Irresistible Offer

Sounds almost like "marketing 101", doesn't it?

Hey, it IS marketing 101 -- but don't worry, the cool stuff will show in a minute when this all comes together. Anyway, this is extremely important. You MUST put together the best offer you can possibly arrange. In my case, Michael and I agree each year to sell his Gene Schwartz copywriting product to my list for a measly \$20 when it normally sells for \$297. That's one hellz of a discount. And makes it almost impossible for someone interested in the subject to resist buying. Plus, I take it a step further than that. I also give away another unique bonus (that I control) called the "Sales Letter Jam Session" which is this really cool round table interview I did with a couple of my droogs about the process of writing an ad (people who write ads are often very interested in others' processes). To make this simple, I arrange it with Michael so he puts my bonus on the download page with the main product. If this wasn't practical for some reason, I'd have my list send me their PayPal receipt and then manually send them the unique bonus. But I cannot see how this would be a problem with any publisher to deliver your bonus for you.

Anyway, so make your offer IRRESISTIBLE.

In my case, I do it two ways:

A gigantic discount (over 90% discount) on a valuable product, and I also toss in a unique bonus. If I was really ambitious about this, I'd have several unique bonuses. And maybe next year I'll experiment with that. But for now, just really put a lot of thought into an irresistible offer. It's so important, yet most people never put much thought into it for some reason.

Step 3: Build A Sub-list

Now we're getting to good stuff. This step is one most people are way too lazy to do. Or, they simply don't think it will be worth the 30 minutes of effort. But having a sub-list of people can make all the difference. When I do my sale, I mail TWO lists: My main list at BenSettle.com (a mix of people who are interested in email marketing, copywriting, web marketing, etc. but not all necessarily in to copywriting) and my sub-list of people who are SPECIFICALLY interested in

copywriting I build at CopywritingGrabBag.com. And I mail both lists simultaneously during the sale -- but with different emails and at different times (due to overlap of people on both lists).

If you don't already have a sub-list of people interested in the kind of product you want to do a sale for, start building one ASAP.

Today.

A fast way to do it is to throw up a squeeze page telling them they will get specialized tips about whatever the topic is, promise a great bribe, and then load that auto-responder with emails you've already written on the topic. Maybe space them 3 days apart or whatever depending on how many you have. The list at CopywritingGrabBag.com is a year's worth of emails dripped out 3 days apart. Now, you don't have to do this. You can also just tell them they'll be getting whatever irresistible offer you are giving them on the squeeze page, and to give you their email to be notified. But I like to have a pre-loaded sequence so I can make sales even after the sale is over and keep the leads "warmed up" so I can do another sale (for another product) later in the year. You can build this list by just telling your main list about it every now and again. You can also let the search engines do their thing over time, or generate other traffic for it if you want. In my case, I let people find it on their own, but also tell my main list about it every now and then so there's always a trickle of people (all year) joining it.

Step 4: Load Up Both List's Auto-responders With A Thursday-Sunday Email Sequence

And now we get to the last step. And, the step with all the manual labor. But remember, once you set this up once, you can RE-USE it over and over and over again -- for years and years, with little or no actual changes to anything. So it's like a little money machine you turn on once or twice per year (or however often you want to do it, but I would not recommend ever burning your lists out). All the emails I use are in the bonus report that come with this issue. But I'm going to do a bit of 'splaining so you realize the strategy behind everything. So, first thing is. I do not recommend mailing the same emails to both your main list and sub-list. Again, there's going to be a ton of overlap on the lists and you don't want to piss them off by lazily sending them the same emails. The power in the sub-list is those people are especially interested in the subject you are writing about. So you can get more aggressive with them than with your main list and not have much (if any, I didn't get a single complaint the last two times I did this kind of sale) fallout.

What I do is this:

- 1.) Mail my main list 1 email per day, Thursday through Saturday, and send 4 emails on Sunday (leading up to the deadline -- which I set as midnight eastern time)
- 2.) Mail my sub-list 2 emails per day Thursday-Saturday, and send 5-7 emails on Sunday. (Again, you can get more aggressive with this list.)

The exact sub-list emails are enclosed with this newsletter. You can easily model and adapt the sub-list emails (which are mostly boilerplate-friendly) however you want. But I want to give a bit of strategy behind them so you understand WHY they are written a certain way, and why you should not veer too far away from the overall structures of the first and last day emails.

OK that said, here are a couple things I recommend:

For your MAIN list I highly suggest you begin the sale with a personal story about how the product benefited you. This will not only nab you lots of sales (especially if you nail the offer and product right), but sets a nice “tone” for the rest of the sale. It’s not just perceived as you trying to line your pockets. It’s perceived as more of a MISSION you’re on. A mission of “here’s how this product solved my XYZ problem, and I REALLY want you to have it, thus I’ve arranged this awesome offer for you...” It’s a different tone and feel to it than the usual self-interest centered sale. I also recommend (as you will see in the sample emails) you don’t get real blatant to your main list. Make the emails like you would otherwise (fun, interesting, infotaining, Q&A, all the stuff taught in the “Email Players Cookbook” you got with your subscription to this newsletter), but segue strongly into talking about the sale in each email. Remember, if you pick the right product and create the right irresistible offer, you are not imposing on your list. You are doing them a FAVOR and trust me, many will even thank you for doing the sale.

Now, to your sub-list, I recommend you be more blatant.

Tell them you are having a sale!

Yes, even in the subject line.

In fact, email grand puba Matt Furey once said (and I agree with this wholeheartedly) that just putting the word “sale” in the subject line is guaranteed to get it opened by lots of people who usually ignore your emails. Make sure you tuck that little gem away for future use (don’t overdo it though, MF also says a strength overextended is no longer a strength -- and that includes constantly reusing the same subject lines too often). And remember how it says 2 emails per day for the sub-list? Well, that means on day 1 they are both short (the first saying, “hey I’m having a sale!” and the second one at night saying, “Just a reminder about the sale...”). Then, the next couple days (Friday and Saturday) you write an email like you would normally early, and at night another blatant reminder about the sale email.

On the last day you do the infamous Senoff “countdown” sequence.

Michael is the first one I know of to do this, and it’s brilliant in its simplicity.

This is where you create an almost “eBay-like” affect by reminding them throughout the day the sale is ending at midnight. I like to mix these up a bit, some content-looking, others blatant reminders. Again, you can see the enclosed emails for examples. I have done so many of these kinds of sales (for various markets) that I have it down to almost a science. Thus, I would not recommend veering too far off from what I do your first time. By all means experiment and adapt, but just realize I’ve done literally dozens of these sales.

And that's all there is to it.

Pretty simple stuff, Boss.

Plus, you can do these sales all year; too, if you want. The example enclosed with this newsletter is every Labor Day. But, for example, in weight loss, we would do 6 sales per year -- for the major holidays. Doing this let us make a LOT more sales than normal, especially during the Fall-Winter when that market is usually dead. (The Thanksgiving sale was an especially big hit). However often you do them, realize when you do these right, you can reliably expect to make more and more sales each year (as you tweak and adapt and add more names to your list). Frankly, after you do this the first time you'll probably go nutz thinking about how much MORE money you would have made if you just had a bigger list.

From The October 2014 Issue

How To Use Email To Give Your Competition “Penis Envy” (Figuratively Speaking) In Affiliate Marketing Contests

Greetings Thou Email Player,

In early July I sent out emails for my friend, business partner, and “Email Players” subscriber Ryan Levesque’s Survey Funnel product. At first, I don’t think he understood what to expect. I’d mailed for him before a couple years ago for a smaller ticket product and we kicked ass. But, this was a higher ticket product. And, competition for marketing funnel type products has definitely gotten more rabid since then. Anyway, I told him before the promotion we’d kill it and was anxious to go. And while he was shocked at the results we got, I wasn’t at all. In fact, I often do extremely well when promoting affiliate products (although, to be fair, I’m extremely picky about what I sell, and do no more than 6 or so per year; if that -- I decline all JV proposals unless I deem a product something my list wakes up thinking/worrying about each day.) Anyway, what I’m gonna do now is, show you how I did it --- so you can have similar results in YOUR affiliate marketing promotions, too. But first, following is what Ryan sent me right after, and then his “official” testimonial. That way, you will see this ain’t a typical “circle jerk” kind of testimonial like a lot of IM’ers do. All right, here is his from-the-gut reaction after the promo ended:

We did:

103 sales.

\$20,291

BOOM.

How's THAT for a finish.

Seriously - that's by FAR the best "last day" I've ever done.

We literally doubled sales.

Nice freakin' work, man.

\$20K weekend.

Best conversion rate so far (as measured like I described.)

Keep in mind, this wasn’t a “contest” officially; I simply have an ego and like to win... and was competing (without the guy knowing it heh) for the best conversion with one of the top

marketing minds on the planet when it comes to marketing funnels. Including a guy I respect a lot for his knowledge on this subject, whose list is WAY bigger than mine, and whose people are all subscribed to his stuff to learn about funnels (making his list far better prospects for Ryan's product than my list -- which is smaller and full of copywriting and email marketing people. Not "funnel" people). Okay, so that was his off-the-cuff testimonial. Here is his official one with even more info:

Ben promoted one of my information products to his list as an affiliate. Even though his list is smaller than some of the bigger "goorooos" who promoted the product... Ben had the highest conversion rate among all affiliates to date.

Prior to Ben promoting the highest conversion rate (sales vs. webinar registrants) was 21.6%.

Ben blew that number out of the freakin' water with a 28.6% conversion rate (32% better) - and 50% of those sales came on the LAST DAY when Ben sent not one... not two... but THREE emails to his list. (Heresy!)

So in other words - all that stuff Ben teaches about mailing OFTEN.... mailing MORE than you might think is prudent... and using a TONE that might make you feel uncomfortable?

It works.

I've seen the numbers first hand.

Ben generated over \$20,685 in affiliate sales for me using what he teaches - and he did those numbers in a single weekend! The man knows what he's talking about - and more importantly, he practices what he preaches.

"Okay Ben, enough of this giving yourself props -- show me how to do the same!" Patience, Grasshopper. Patience. I wanted you to see the above so you would know what I'm going to teach you here works -- despite its rank simplicity. Yes, I said simple, amigo. So if you are thinking there are some "ninja" techniques or whatever going on, you're wrong-o. In fact, here's what I had going for me (and this should help you pick the right products to sell, as well as how to sell those products):

- **Good teacher/salesman** — Ryan is an excellent teacher and sales man. For me to claim all the "credit" for all the sales we got to my small list would be dishonest. What I'm bragging about is getting the highest conversion rate of all his other affiliates (so far). But I only pick products to sell that are created by people with tons of proof, credibility, and, when possible, "celebrity" appeal. Ryan doesn't (yet) have the celebrity appeal part. But he sure as hellz has the proof and credibility going for him. And my emails wrenched on those attributes all day long. (See enclosed bonus for all the emails sent out).
- **Emails Hit Multiple Market Segments** — This is one of the things I do I hardly ever see other affiliates do in their emails. Why don't they do this? I have no idea. It's just common sense. Yet, as a wise man once said, "common sense ain't common." Anyway, one of the things I do when promoting products as an affiliate is, when it makes sense, I will write emails "to" specific market segments on my list. That is one way to open up whole new markets for products. In fact, on the Q&A part of Ryan's webinar I took the

liberty to ask questions on behalf of certain segments of my list I know exist who were too afraid to ask questions, couldn't make the live webinar to ask themselves, or who simply didn't know what they want to know (as a marketer it is your job to figure out what your list wants and needs — yes needs, as Gary Bencivenga says, it's just semantics when people drone on about the difference between wants and needs). Thus, I asked questions on behalf of freelancers who want clients. And people who want to sell continuity. And so forth. I wanted to hit multiple different aspects of my market. Why? So that when writing the emails (always begin with the end in mind, babycakes) I could custom fit some emails around those exact people, and give them that “that's for me!” feeling — because it was for them.

- **Excellent Offer** — Much like Ryan being a good teacher/salesman, I had little (actually nothing) to do with this part. But Ryan was selling for \$199 what he could easily have charged \$999 for. The offer was a complete no-brainer. This is another criterial I have when picking affiliate products, btw. If the publisher isn't willing to give my people a special deal of some kind, then they sure as hellz better have a hot offer in place already. Which Ryan did. Again, nothing to do with emails. But something to keep in mind.
- **Relentless Email** — This goes without saying, but, yeah, I mailed multiple times. Way more times than most people mail as an affiliate. In this case, I sent 7 emails (all reprinted — these are protected by international copyright, use to STUDY and be INSPIRED by, not copy and paste or plagiarize, don't be a loser) over the course of the promotion which lasted several days, with a firm DEADLINE. That deadline is mucho important. You must have a deadline if you want to give your affiliate pitches major pop. Now, compare 7 emails to the average “one-pump-chump” affiliates who send only 1 (maybe 2) email out, then move on to other things, leaving all kinds of money on the table. As Ryan noticed, more than half came on the LAST day. This was to be expected. Frankly, if I hadn't been so burned out at the time, I would have sent even more emails. Probably another 3-4 on the last day leading up to the deadline via my launch process (see December 2011 “Email Players” issue). Incidentally, if the publisher doesn't have a deadline in place then you make your own via offering special bonuses. Make sure the bonuses are “for real” valuable — ideally stuff they'd have to pay more cash for than the product you are selling if you can swing it.
- **Didn't Hide My Pitch** — I will never understand why people hide their sales pitches in emails. It makes about as much sense as a fart in study hall. The whole point of email is to SELL. Not necessarily blatantly. But look at the emails I used. Some are more blatant than others. But none of them hide the pitch. And, they all establish value before pitching. I believe that's extremely important in email unless you are specifically sending out a blatant sales pitch (and we talked about that in the July “Email Players” issue a few months ago). I still gave value, but I also clearly gave my pitch. In every email. Every time. You should too in your affiliate offers.
- **Storytelling** — This is where the rubber meets the dough. When selling something as an affiliate you should have some kind of (1) personal experience with the product and/or

(2) personal experience with the product owner. I'm not saying you can't get sales without those two assets. But with them, you almost can't lose. In Ryan's case, he and I have rapped about this stuff time and time and time again. We also teach together in our "Oceans 4" mastermind workshop (www.Oceans4Mastermind.com). I had some real life stories to tell about him and stories he's told to me about how he's used the info in his product to make so many sales that, in at least one case, his client had to shut down selling for a few months to keep up with demand. Those are the kinds of stories you can't make up, swipe, or steal. They come from real life conversations and/or product use. This is why swipers who copy & paste are such losers. They are leaving so much money on the table it's laughable, while they think they are "getting away" with something. When really, they are laughed at by those of us who know how they are stepping over dollars to pick up pennies. Why do they do it? I have no idea. But they are often the same people who only mail once instead of several times. Fact is, you can't copy a personality and real life experiences and not look like a hack. People sense it between the lines.

- **Ryan Had Excellent Follow up** — Another thing that had nothing to do with my emails. Except for the fact that, I was FAR more eager to mail more often knowing the more people I got on his sub-list, the more sales I'd make. Ryan had excellent follow up. In fact, the publishers I like to mail for best (like Ryan, and Danny Iny is another) have relentless follow up in place. **Add your relentless follow up to theirs and you will kill it in sales.** So that's another criteria I often use when deciding what products to promote.

And that's it, my fine feathered little droogling. The "how to's" of writing the emails is no different than what you've learned in "The Email Players Playbook" and in these monthly newsletters. But the strategy and execution were very specific. Hey, I told you it was simple, didn't I? Oh, and one more thing. Just to show you that doing things my way WILL give your competition penis envy (figurative speaking) about your results. Here is what hot shot marketer Keith Baxter (another guy I have nothing but respect for, a true professional and marketing badass) said publicly on Facebook after promoting Ryan's product:

Attention Ben Settle and Todd Brown.

I officially dislike you.

Much like a schoolyard dislike, but much creepier.

Ask Ryan Levesque why.

Yes, I stole his lunch money. And I stole (and continue to steal, at the time of this writing, at least) Ryan's other affiliates' lunch money. And, you will do the same when you follow my system — whether you're promoting affiliate offers or your own stuff (everything above applies to both, so if you're not an affiliate marketer it matters not).

From The August 2015 Issue

Upgrading The “Email Players” Affiliate Marketing Methodology

Dear Email Player,

I’ve written a lot in these greasy white pages about how to use email when selling products as an affiliate. Mostly, it’s a mixture of how I write emails selling any other kind of product...mixed with my method for launching products (see the December 2011 issue), and my method for doing special sales (see the February 2013 issue). But a few months ago I decided to make a few “upgrades” to the methodology when selling Brian Kurtz’s “Titans Of Direct Response” DVD’s — which are pretty high ticket, and I knew would require a much more aggressive and strategic approach in order to do it in a way where (1) I got the maximum amount of sales I could (2) not piss off my entire list in the process and (3) would “flip” people over to wanting to be buyers who ordinarily would not pay attention to such an offer. Point is, it was a tough sell on many levels. Not only did it have a high price point (\$2k), but most of the guys on the DVD’s were pretty much unknown to most of my list, and, to make matters worse, a lot of people who **WOULD** have been buyers from my affiliate link (and I know this because I heard it from them personally “Ben if I’d known you were going to offer all these bonuses I would have waited!”) had already bought the DVD’s elsewhere. So anyway, my point is, if the following upgrades worked for me under those circumstances, it should be cake to use them for other products. That said, following isn’t going to cover stuff I’ve already covered in prior issues. But, even if you don’t have those issues, you can still make out like a bandit using the following information with virtually anything you sell as an affiliate. Let’s get our affiliate marketing grooviness on:

1. The first and most obvious change I’ve done is, I increased the number of emails I sent. Specifically, I sent 17 emails over 4 days. That’s a lot even by MY standards. And probably isn’t even necessary for most offers. Before I would do 2 emails the first 3 days and 7 the last day. This time I sent 3 emails the first 3 days and 8 on the last day. (And, believe it or not, just 1 spam complain the entire weekend, more proof that when you mail my way, aggressively and daily, you get less spam complaints than people who hardly ever mail at all.)

2. Although I often do some “meaty” emails (lots of information, etc), this time I made practically all of them inherently valuable (without doing any hard teaching). Again, the odds were stacked against me due to price, etc. So I had less “quick update” type emails just to remind them there is an offer going on. Instead, I made them almost all like emails I’d send daily — you can draw value (even if just entertainment value) from them all. Also, I poured on the curiosity and infotainment in the subject lines. For example, here are all 17 subject lines, with the “themes” of each:

- **Best marketing product I’ve bought in 8 years** (first email of the weekend, where I

come out and talk about the product blatantly, the bonuses, and a build the value, I also linked to it — as a blog post — a couple times since it's all there)

- **Dark psychological thingies** (telling the story about how shady burglar alarm companies used dark manipulation to sell people alarms — and then spun that into how to do the same thing online, but without being shady)
- **Gary Bencivenga — I'm not impressed** (saw a post on Warrior Forum with a guy saying Gary had no salesmanship, what's the big deal, etc, then spun that into repulsion marketing — “if you think like this guy, don't buy...”)
- **Butt ugly design vs pretty design** (told a story about some guys I know in weight loss who I think should test ugly, and how Ken McCarthy talked about how ugly almost always wins when he tests it or sees it tested, part of his Titans talk)
- **What never to write in an email subject line** (a tribute email of sorts to the great Mel Martin, and how great his headlines were, with an example, then piggy backed off that to plug the Titans course which has some Mel Martin ads in the accompanying swipe file)
- **Billion dollar luddites** (talked about how all these old school marketers hate technology yet make a ton of the green stuff with it, segued into selling the DVD's they teach on)
- **Why Internet marketers are like flies on the same turd** (talking about how the biggest breakthroughs come from outside your market, and a part of the Titans DVD's that teach this)
- **You don't need no stinkin' joint ventures** (citing a testimonial someone sent me about the DVD's how he made a bunch of sales using the information on the DVD's to his small list without needing JV's)
- **How video sales letters manipulate your brain** (Cited studies about alpha and beta waves and how they affect your brain, then talked about how one of the top direct marketers using TV speaks on the DVD's...)
- **New squeeze page horrifies goo-roos** (story about how I learned something really cool Jay Abraham talked about on the DVD's, and it immediately applied to squeeze pages, with easy lead in to my link)
- **“I tell you my cervix is no larger than my little fingernail!”** (Story about how Gene Schwartz would get people so comfortable with him, they'd tell him anything, and how he used that info to research his markets, then segued into how Jay Abraham has

another, even more powerful way, to get info out of your markets and clients — on the DVD's for sale...)

- **“A list” copywriter niche slaps elBenbo** (I recycled this email and changed the close from last year – “about how “Email Players” subscriber and A-list copywriter David Deutsch once gave me a helluva education on writing headlines, and talked about how he and his copywriting peers are on the DVD's “round table” style spilling all kinds of cool secrets and tips)
- **King Kurtz rediscovers the book of DM law** (this email went all Biblical... telling the story of King Josiah and how his chief priest was renovating the temple in Ancient Israel... and rediscovered the book of the law that nobody had used in a few hundred years, using that as an analogy for how Brian Kurtz brought a bunch of old school direct marketers together, helping us whipper-snappers rediscover some of the best principles of direct marketing that are, in some cases, rarely used anymore)
- **Sheesh. Are all these emails I'm sending you tonight really necessary** (talked about someone complaining about me sending too many emails during the sale, turned it into a reason to buy... making the skeleton dance)
- **Twoooooo hours left on Titans DVD's and bonuses** (standard email to remind people the sale is ending soon)
- **14 minutes left to get your Titans DVD's and pile of bonuses** (last email, but even then I don't resort to the lame boring emails everyone else is using with deadlines)

I think you will agree... these are not the usual “last chance!” emails or subject lines that look like blatant pitches. Because they're not. They're meaty and (I hope) the content is interesting, regardless if you buy or not. Like this one (an example of how to take something outside your industry and tie it in to make it relevant and make people interesting in buying):

Subject line: How video sales letter manipulate your brain

If you use video sales letters, you'll love this...

I was reading about a website run by Applied Neuro Technologies titled "The Affects Of TV on Your Brain" -- about how video (specifically TV, but methinks this applies to online video, too, if done right) alters a person's state of consciousness, making you more open to suggestions (i.e. persuasion, buying, etc).

Here's how it works:

First, TV induces low alpha waves in your brain.

This puts your brain in a relaxed, meditative state, and way more open to suggestion. And although in small doses this is good since it makes you more relaxed and even more insightful... too much of it makes you unfocused, prone to daydreaming, and unable to concentrate for very long. (The analogy is, it's similar to staring

at a blank wall.)

How long does this process take?

According to a 1969 experiment by one Herbert Krugman...

Less than one minute.

That's all it takes for your brain to switch from Beta waves (active, rational, logical thinking) to Alpha waves (unfocused, suggestible, etc). In other words, watching TV shuts down the part of your brain responsible for logical thought and activates the part that makes you more prone to suggestion (persuasion).

Is it the same for online video sales letters, etc?

I have no idea.

But that might explain a little bit why people will hyper buy stuff from infomercials, videos, etc, and be more open to suggestion to buy things they wouldn't normally buy.

Anyway, food for thought, my little Droogie.

Oh, and speaking of infomercials:

One of the most well-received Titans of Direct Response trainers was Greg Renker -- the guy whose infomercials generated \$1.8 billion per year in direct response for brands like Proactiv, Principal Secret, and Tony Robbins' Personal Power. He was also in the inaugural class at the Direct Response Hall of Fame... Has received awards from Ad Age, Fortune, and Inc. Magazine, the Horatio Alger Association, and the Electronic Retailing Association... And his countless media appearances include The Wall Street Journal, People, "Good Morning America," "CBS This Morning," "NBC Nightly News," "60 Minutes," and "20/20."

i.e. he knows how to make money via marketing.

And, LOTS of it.

There are dozens of lessons you can apply directly to your business (whether you're just starting out fresh off the turnip truck, or a seasoned business owner) from Greg's talk.

But time's growing short with this.

The deadline is tonight at midnight (PST).

If you order from my affiliate link below, you not only get the Titans DVD's... but you also get \$5,974.00+ in "for real value" bonuses (i.e. people paid that much to access them, but you get them free, yours to keep forever, just for trying the Titans DVD's).

Here is the link:

3. Put more time into the subject lines. I am a big believer in that, if you do email right, the "from" line is the most important part of the email. If they know it's you, and like you, and like hearing from you, then chances are they'll open it or at least intend to look at it and not just delete on sight. With this (17 emails) I couldn't risk that. I spent far more time on the subject

lines and making them as curiosity-provoking as possible so nobody would put it off until later (after the offer was over).

4. Used complaints to my advantage. This is nothing you haven't seen me do. But I didn't even intend to send one of the emails on Sunday. But, I got a couple comments that made for a great story (one from an A list copywriter praising what I was doing, another from some mush cookie whining about it). But, I figured a lot of people were probably wondering "Why so many emails, Ben???" Thus, I pulled a page from Gary Bencivenga's teachings where you face an objection right in the headline (or, in this case, subject line):

Subject line: Sheesh. Are all these emails I'm sending you tonight really necessary

Re:

All the emails I've been sending you today:

Subscriber #1 sayseth:

"Ben too many emails.
Slow down, one a day
is plenty. Or 3 a week
would be enough..
slow down... too much of a
good thing.."

Subscriber #2 sayseth:

"This is a case study
in how to run an
effective affiliate campaign."

I admit, I have no clue who subscriber #1 is.

All I know is he's yet another bloke who makes the mistake of
assuming (assuming makes an ass out of you, not me) without
asking so much as one question first (did not even ask the numbers
before sprinkling his snowflake wisdom on me).

Subscriber #2?

Richard Armstrong.

(One of the top "A List" copywriters on the planet, a true
professional with a long list of controls to prove it.)

Anyway, I found that amusing.

As for the numbers:

So far (and we still have 4 hours left in this offer, and 2 more
emails to go) I've gotten as many sales today (Sunday) as I did the
prior 3 days *combined*. This happens every single time I do one of
these sales using my methodology. This weekend I am putting a twist
on it, which includes sending even more emails (and a different way
of writing them). And, yes, it's paying off quite nicely. We're
looking at a \$30k weekend – maybe a little more or less – to a list
of less than 10k people, selling an extremely high ticket product,
using email that took me less than 6 hours to collectively write.

The "fallout"?

So far:

Less than 150 opt-outs of people, for \$30k (give or take) in sales.

(ooh).

That's why I play to win, and don't play to not lose.

BTW, food for thought:

I teach this methodology (which works for launches, special sales, or affiliate campaigns) in one of the back issues of Email Players Back issues are for sale only to current subscribers, or, if you buy the Titans DVD's, you get one free back issue as a bonus – you could pick it, use it, and then make your money back in multiples just with that issue if you have a list and a proven converting offer.

That issue gets a lot of testimonials, too.

(Easily the highest-selling back issue.)

Including from guys who credit it with turning them into celebrities in their niches and making them a crap ton of dough.

(Ask guys like Paul Mort and my podcast producer Jonathan Rivera, for example.)

Again, one of the bonuses I am offering if you buy the Titans of Direct Response from my DVD's through my affiliate link below is a free back issue of "Email Players".

If you are so inclined you could pick that one.

Here's the link to get the DVD's and free back issue:

<http://www.EmailPlayers.com/titans>

Awright.

I wasn't even intending to send this.

But what the hay.

I got inspired by the mush cookies.

Might as well add it in to the mix.

(Got a few more emails going out tonight, batten down the hatches, my little droogie...)

5. I monitored spam complaints. I don't really worry about them all that much I get so few. And the ones I do get are often some passive-aggressive loser or someone who simply is too lazy to scroll down to the bottom of their gmail or yahoo or hotmail, and push the spam button instead. Believe it or not, I only got one the entire weekend. Still, 17 is a lot so I monitored it throughout just in case. It would not be worth it for me to get a ton of spam complaints in my

opinion to squeeze out a few sales, even with the huge profit on each sale.

6. Piggy-backed off Facebook. My Facebook advertising guy Shane Hunter (www.ShaneHunter.org) was also running Facebook ads for me the entire weekend, too, which while I can't track it very accurately, I am positive helped drag in sales. Worth testing next time you do an affiliate campaign.

7. What I will do differently next time: One thing I will be doing differently next time is, giving my list more of a warning of what's to come. Especially if I send that many emails again. It's just a courteous thing to do. It also lets them know something is coming. And, let's face it, it is a good opportunity to urge lukewarm leads on your list to either get hot and ready or go cold and leave before the mailing starts. Probably what I will do is, a day before say, "I'm going to be sending you a ton of emails this weekend, I believe in this product that much, and if it's going to be a problem I suggest opting out or just deleting them or, gasp!, reading them and checking the offer out."

Finally, how well did we do? Well, we blew right past my goal (best profit I ever made on an affiliate offer to such a small list) and even Brian Kurtz said to a mutual friend in an email he CC'd me on: "I hope our other affiliates do half as well as Ben did..." All in all, a successful venture that took about 6-8 hours to assemble.

From The March 2016 Issue

How To Combine Email With Podcasting To Nab Up To \$28 Per Click On Your Affiliate Promos

Dearest Email Player,

Over the past 9 months (give or take) my podcast Producer (and “Email Players” subscriber) Jonathan and I have been experimenting with how to combine the podcast with email to jack up response on affiliate promos. It started off as a brain fart I had when I asked the esteemed Ken McCarthy (who is basically the “founding father” of Internet marketing as we all know it — yes, there was a time when you could fit all the people who thought you could actually sell on the Internet around a small table, and they were all considered the village idiots of Silicon Valley, and he was one of them) if I could interview him on the podcast about copywriting. And, I also figured we could sell his copywriting course (one of my favorites) to boot. And, to show you I practice what I preacheth (unlike a lot of people online these days...) I will show you how I combined our podcast with the very email skills I show you each month in this rag to get what added up to \$28 per click. In fact, it was such a raging success considering our list dynamic and how hard of a sell Ken’s course was (very high ticket, and he’s not known as being a “rock star” or whatever to the shiny object chasers) Ken asked if he could license my emails for his other affiliates. Anyway, below is what I did and, if you have a podcast, what you can do, too, to make a boat load of smackola using email. Is you ready? Okay, let’s begin...

1. You should have a podcast.

This should go without saying but I’ll say it anyway, you should have a podcast to do this. If you don’t yet have a podcast you’ll still get a lot of value out of this. In fact, I pretty much did an email-only version of this when I sold Scott Haines’ copywriting course to my list last October (I’ll show you how to do it without a podcast before we’re done here). That means, I’ve now tested this little ditty 3 times with a resounding success each time, most recently selling Brian Kurtz’s “Titans Of Direct Response” product to the podcast list, and it kicked gluteus assimus too. So, the point is, this works.

2. You will want to do an interview podcast.

As many a wannabe-guest has discovered, I don’t do a lot of interview podcasts. Why? Because the podcast is for me, to sell my products, and for me to bond with my audience. It’s also very therapeutic for me to do, too. And, well, I’m a greedy bastard like that. Still, every now and then I’ll interview a guest. But, even then, that guest must be (1) entertaining (most people aren’t, at all, even if they think they are) and (2) Understand how be infotaining (not just hard teach,

which bores the crap out of people) and (3) have something unique and interesting to say (like Jim Clair who used to be a dating market copywriter, Michelle Spiva talking about the dopamine drip that BSO chasers get, or Kevin Rogers who used to be a stand up comic, Brian Kurtz who worked with all the great old school copywriters like Gene Schwartz, Mel Martin. Gary Bencivenga. etc and the list goes on).

3. You interview someone with a high ticket product to sell

In Ken McCarthy's case, he sells a \$1k product and Brian Kurtz sells a \$2k product. This is important if you are splitting sales 3 ways (like we do on my show). I'm not against a smaller ticket product necessarily. But, ideally, you want it high ticket to get the most bang for your buck.

4. Make the interview long and passionate (can I hear a "TWSS"?)

I'd say go for at least two hours. Why? Because what you're going to do is take that long interview and chop it up into 4 parts. And, you're going to run each part over 4 days starting with the first part going to your list on a Thursday and the last part going to your list on Sunday. (So part 1 on Thursday, part 2 on Friday, part 3 on Saturday, and part 4 on Sunday.) My preference is to make each part no more than 30 minutes each (hence the 2 hours) but that's just my preference.

5. Have each part end with a call to action to buy the product

In our case, Producer Jonathan's smooth, sexy ass voice comes on after each part and tells them to buy from our unique link by the deadline (Sunday at midnight) and they will get a pile of unique bonuses worth a legitimate retail value. If you can get the product owner to swing your people a special discount even better. But, the idea is to make your offer stick out like a wet fart in a library over any other affiliates. And, of course, to emphasize the deadline. Also, when I say make your bonuses legitimate retail value I mean that literally — offer bonuses people have actually paid for, and add up the retail value for them. Also, try to make them "impulse" buy type bonuses. Stuff they would want to buy from your offer just to get the bonuses.

6. Send a lot of emails out each day of that weekend

This is where the real power is. What we do is, we combine the demonstration going on in the 4 part interviews throughout the weekend, with emails using my system. If you have seen my product launch or special sale teachings (the December 2011 and February 2013 back issues, respectively), you already know how this works. If not, do this at the bare minimum: Thursday — Saturday send 2 emails: The first linking to the part of the interview live that day, and another later in the day that sells them on the product you're selling as an affiliate. Write them in the exact way I teach in Email Players. On Sunday, send at LEAST 4 emails throughout the day — one linking to the final part of the interview, and 3 more counting down to the deadline. Two of those emails can be soft teaching, but the last one make it a hard pitch.

That is the bare minimum.

If you have a bigger set of balls and want to push it farther, do this:

Thursday – Saturday: Send 3 emails (one in the am linking to the interview for that day, one in the afternoon plugging the affiliate link, and another in the evening plugging the affiliate link). That Sunday send 7-8 (or more if you can stomach it) plugging the product (in addition to the first one plugging that Final Sunday interview part), all the way up until 15 minutes before the deadline.

7. Recycle, rinse and repeat once per year

Yes, my greedy little droogling... you can now repeat this exact interview/email sequence once per year with barely any work required. And, if you are building your list (you are building your list, right?) you will have many new fresh names on your list who did not see it the year before... as well as people who did see it the year before but for whatever reason were not ready to buy but are now. Frankly, whenever I “recycle” sequences like this, I almost always make way more sales than I did the prior year. Get enough of them going and you’ll have a series of reliable offers working hard for you year in and year out.

8. Finally...

I said I’d show you how to do this if you don’t have a podcast. And it is simple. What you do is, you go and interview someone with an affiliate product you can sell, have it transcribed, and do everything above except, instead of linking to an audio podcast interview each day, chop the transcript up into 4 parts and put each part in an email (don’t link to it, put that whole part of the interview right into the email) with a call to action.

Yes, it really is that simple. And, when you do it, you’ll be well on your way to winning the Internet. (You’re welcome, my Child...)

From The September 2017 Issue

A-Zebra Look At How elBenbo Writes Emails For Last Day Affiliate Offers

Hello Dearest Email Player,

One thing I do better than the average panda bear in this crazy industry (if I do say so myself) is affiliate offers using my system. Proof? When selling Brian Kurtz's excellent Titans Of Direct Response product I had the second most sales, but highest conversions (beating out some pretty hefty names to boot). When selling Ryan Levesque's original Survey Funnel product I beat all his other affiliates in conversions (again, many big names) without even breaking a sweat. Going on memory, I beat the second closest affiliate by some 32% (give or take). When selling Danny Iny's magnificent product for creating online courses, he said I did ***"over double what our average partner does... which is already pretty good. So damn, buddy!"*** Ken McCarthy said I did \$28 per click when selling his copywriting course. Then there's Ray Higdon, Michael Senoff, Sean D'Souza, the late Scott Haines, and probably a bunch others I am forgetting. And lest you think, "Oh Ben that's nice, but what about outside your usual niche?" Okay, smart ass, there's also Shaun Hadsall — one of the highest selling affiliates in the hyper competitive weight loss niche — who (after sending him some emails to use that I had used in the weight loss niche before I sold my share in that company, and, thus, no longer needed it): ***"Dude... This email put us in 1st place on this launch and doubled our sales on day 2. unheard of in our industry. SICK :) happy to do a testimonial and/or case study to help you out any way I can... btw... all the big guys are blown away that were only sending 1x per day... hitting unopens in the afternoon and crushing them on saleezzz.... They're all sending 2-3x per day and they still can't keep up. BOOYA! appreciate you Ben!"***

Before I move on from this self-love marathon, one (actually two) more testimonials, both from Ryan Levesque who I mentioned above. After selling his product (again, against some very big name IM'ers) he said (note my list was pretty small at that time, well under 10k people, and I sent less than half the emails I usually send, due to being burned out at the time):

We did: 103 sales. \$20,291. BOOM. How's THAT for a finish. Seriously - that's by FAR the best "last day" I've ever done. We literally doubled sales. Nice freakin' work, man. \$20K weekend. Best conversion rate so far (as measured like I described.)

Then, he sent me an "official" testimonial to elaborate more on how powerful my method (especially my last day methodology) works:

Ben promoted one of my information products to his list as an affiliate. Even though his list is smaller than some of the bigger "gooroo" who promoted the product... Ben had the highest conversion rate among all affiliates to date. Prior to Ben promoting the highest

conversion rate (sales vs. webinar registrants) was 21.6%. Ben blew that number out of the freakin' water with a 28.6% conversion rate (32% better) - and 50% of those sales came on the LAST DAY when Ben sent not one... not two... but THREE emails to his list. (Heresy!) So in other words - all that stuff Ben teaches about mailing OFTEN.... mailing MORE than you might think is prudent... and using a TONE that might make you feel uncomfortable? It works. I've seen the numbers first hand. Ben generated over \$20,685 in affiliate sales for me using what he teaches - and he did those numbers in a single weekend! The man knows what he's talking about - and more importantly, he practices what he preaches.

All right, enough self-propping for my dark soul. I ain't telling you just to brag or whistle dixie. I'm telling you this because I want you to realize what you are about to see in the following pages ain't just made up fluff and blunder. It's based on real life results I've gotten. Anyway, I've written about my affiliate marketing process already in this rag (see the enclosed catalog for details). But the one thing that trips some people up is the last day. The tl;dr version is, on the rare times (very rare, prefer selling my own stuff) I do the affiliate thing, I almost always do it during the first weekend of a month — Thursday through that Sunday, with a deadline and some kind of bonus or price break (or both if I can get the publisher to agree to it). And, the last day, Sunday, I send 7+ emails. But, as you can see with Ryan, I still got great results sending only 3 on the last day. Thus, what I am going to show you here is two things:

1. A sequence of last day emails for a promo (selling one of Sean D'Souza's products) I did back in June that kicked gluteus assimus. Do not be a loser and copy or swipe these emails, obviously. But, realize, as Ryan's first testimonial said, the last day is the day where most of the sales come. And, it's because of how I sell, how often I sell, and the timing of the emails that you'll see in this issue.

2. I am going to show you the exact content I used from the product itself to create these emails. I am going to do this by copying & pasting the content from the product I used, then follow it with the email I created from that content. That way you can see the content used and the emails written side-by-side, plus the mindset behind them. You'll also see the big ideas I ran with, and how I turned the publisher's content into emails that I wrote very quickly. Most of this will be observational. But, I will chime in when I think it is relevant for you to know anything that isn't obvious.

More:

Even if you don't do affiliate promos, it doesn't matter. The exact same thing I do for non-affiliate promos (whether products or services or even if I am writing a sales letter for someone else, and not emails) is the same thing I did for these emails. Email does not have to be this long, arduous task you sweat and bleed over. If anything, it's just the opposite. It should be fast, exciting, and fun — especially when you see the sales roll in. And let me repeat: This is only the LAST day of emails. I am doing this because with my methodology, all the emails are written more or less the same way I'd write any other email, whether in the beginning and middle of the sequence, or if I was writing one-off emails selling my own products. For the complete psychology behind how I write promos for affiliate offers, stretch forth your fingers to the enclosed catalog and check out any of the issues that specifically talk about affiliate marketing.

Before reading these here are the main things to keep in mind:

- **The timing** — very tightly sent, but not too tightly sent. Although, if I was more motivated I'd probably send one every hour
- **The randomness** — while a lot of email guys are snipers I am the guy who just walks into McDonalds and starts plugging diners without rhyme or reason. You can plan yours out so they all link more strongly, but I don't bother. To me speed is most important and it's more fun for me. But that doesn't mean you can't do it the sniper way and see just as much success.
- **The build up** — never letting them forget a deadline is coming. People will procrastinate their asses off if you let them. Don't. Be relentless.
- **Expect fall out** — Yes, you will get some complaints probably. Most of mine come from pay-per-click traffic leads I have noticed. Just opt them out and don't argue with them.

All right, the rest of this issue is observational from here on out. Keep the above in mind, and see how I use the very principles and ideas you've been learning in these newsletters and in the Email Players Playbook as you read along. This affiliate sequence of emails did exceptionally well. Again, don't copy. But let this influence and inspire you. And when you're done, find a product you want to sell as an affiliate and use it. Pick a weekend (Thurs-Friday) and do as I explained above: 1-3 emails Thurs-Saturday (I usually do 1, but sometimes 2, and once I did 3, all depends on how motivated you are), and 7+ on Sunday structured like below:

All right, you ready? Then what are you waiting for? Let's do this...

SUNDAY 6:30 A.M.

THE CONTENT:

First, you need to know one thing. There was a research done on how many products were returned every single year. This research was done only in the United States. \$1 billion of products, that's stuff like your phone, TV, video, VCR, all those kinds of things, \$1 billion worth of products gets returned every single year in the United States alone. Do you know why? Because people don't know how to use them. That's not counting any of the internet. How many of us actually have downloaded PDFs that we've never read? How many of us have bought books from a store that we've never read? I could go on and your hands would just start to hurt after a while. The point is that people don't know how to use stuff. They don't know why they should use stuff, and therefore, they do not use stuff. That creates a big problem.

THE EMAIL:

Subject line: The secret reason why customers return products

True story:

There was once some research done on how many products were returned every single year. This research was done only in the United States. \$1 billion of products, that's things like your phone, TV, video, Blu-ray player, all those kinds of things — \$1 billion worth of products gets returned every single year in the United States alone. I would include informational products in this, too, although I don't think the study did.

Question is why?

Is it because the products are shoddy?

The customers are cheap skates?

We are overrun with refund artists?

No, it's far less insidious:

It's because people don't know how to use them.

Think on this:

How many people do you know (including your righteous self) have downloaded PDFs that you've never read? How many do you know have bought books from a store that were never read?

Point is people don't know how to use stuff.

And, thus, they do not use stuff.

All of which creates a big problem. In fact, if you want to instantly increase your bottom line, simply lower your refunds. And if you want to lower your refunds (besides by creating top notch products and selling them to quality leads, of course) the easiest thing in the world to do is make sure they consume the product.

Enter Sean D'Souza's magnificent trainings.

He's pretty much the only person I hear teaching consumption.

Everyone teaches attraction and conversion.

But consumption is a mystery.

That is, unless you have his System Seminar Training he'll give you free if you buy the premium version of his eBook at my affiliate link below, where this is explained in more detail.

But time is short.

You got until midnight tonight.

Here's the link:

SUNDAY 10:30 A.M.

THE CONTENT:

First is the consumption. Part one, as you saw, was why consumption is critical to sales. We're going to cover consumption. You have to understand what consumption is. Consumption is, as I said and as I said several times in conversation with you guys before, if you go to the bar, you're attracted to a beer, you order the beer. Attraction. Then, you order the beer. That's conversion. Then, the lady behind the bar gives you the beer, and you take the beer, and you place it there, and you don't drink it. That's a lack of consumption. Here's the problem. How is she going to make you drink it? How is she going to enforce that drinking? It's a big problem. How do we solve that problem? (NOTE: I ignored a bunch of other content until this part....] Second thing, it's very trackable. You don't need any Google analytics to work this out. The customer moves

from breakfast to lunch, lunch to dinner. Comes back next day for breakfast, then goes to lunch, then goes to dinner. Are you getting the idea? It's trackable. If you see the same customer in the same place buying, buying, buying, buying at regular intervals, and the intervals are important, then it's trackable.

THE EMAIL:

Subject line: The “caveman” way to track without complicated and expensive software

Let's rap more about consumption and why it's so important for making all the sales your greedy little liver desires.

Ponder this:

Let's say you go to a bar.

And, you want a beer (i.e. are attracted to the beer — attraction). Then, you order the beer (i.e. you buy it — conversion). Then, the lady behind the bar gives you the beer, and you take the beer, and you place it there, and you don't drink it. You wanted it, you paid money for it, but for whatever reason you don't drink it.

That's a lack of consumption.

Something that happens all the time to people selling online.

And, it's a big problem.

Why?

Because you can't force consumption. With the beer, how is she going to make you drink it? How is she going to enforce that drinking? She can't (outside of pulling a shot gun out from behind the bar and pointing it at you, I suppose).

And so it is with your customers.

Again, it's a big problem.

How do we solve that problem?

Well, that's exactly what Sean D'Souza teaches in his System Seminar talk I've been nattering on about all weekend. He has a very specific way of selling that has all kinds of yummy benefits embedded into it.

One of which is getting people comfortable buying from you.

Another of which is getting people to consume your product. (So they don't refund and the second product sale is already “built in” — they already want it before you even launch it in many cases.)

Another is ease of tracking.

Selling the D'Souza way (which I have been doing for years) is very trackable.

You don't need any Google analytics to work this out.

If you see the same customer in the same place buying, buying, buying, buying at regular intervals, and the intervals are important, then it's trackable.

It's one of the main reasons why I dig on this so much:

It's simple.

And daddy loves his simplicity.

If you do, too, then a warning:

The offer to get this System Seminar training by getting Sean's eBook (premium version, which is only \$3 more expensive than the regular version) expires at midnight tonight (EST).

Get your lovin' while the lovin's still good here:

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SUNDAY 1:30 P.M.

THE CONTENT:

Most of us ignore it. Most of us don't give a damn about consumption. Why is it the case? First, it's because of attraction and conversion. There are three phases to every transaction, attraction, conversion, and consumption. Then it goes again, attraction, conversion, and consumption. Why do people ignore the consumption? Because everyone is focused on attraction. Everyone is focused on conversion. How do we know this to be true? Go down to Borders. Go down to Barnes and Nobles. See how many books you can find on consumption. Go on the internet. Search for articles on consumption. You'll probably get articles from Psychotactics. Harvard Business Review has actually covered some of this stuff, but consumption is an unknown word.

THE EMAIL:

Subject line: Why your Facebook friends don't talk about consumption

More about consumption and why nobody talks about it:

For one, it ain't secksy.

Certainly not as secksy as attraction and conversion.

Thus, there are no products about it. No social media queen Flakebook live videos about it. No webinars about it. No product launches about it. No affiliate promos circulating the Warrior Forum or the lists of all the big gurus about it. In fact, go down to Barnes and Nobles. See how many books you can find on consumption. Go on the internet. Search for articles on consumption. Harvard Business Review has actually covered some of this concept once, but consumption is an unknown word.

Except, of course, to people who study the great Sean D'Souza.

He has it worked out.

He profits from it like crazy.

He has a very simple business, takes a few months off each year, and can still buy all the houses and boats and whatever he wants — without creating these crazy funnels that confuse, bore, and complicate things.

If you want to learn how he does it, then checky:

If you buy his pricing and sequential selling eBook (the premium version, not the normal

version) from my affiliate link below... and if you do it before midnight tonight (EST), you will also get his System Seminar Training where I first learned all this from.

It's all very simple and non-complicated.

Like everything I dig on.

Here's the link:

SUNDAY 3:30 P.M.

THE CONTENT:

Let's take another example. You look at the airport. Is there a sequence at the airport? Yes or no? Okay. Do the customers know the sequence? Do you know where you are at every point in time? You do, right? How? How do you know? They move you. They tell you. Are you allowed to jump the sequence? Can you actually go to security check before you go to check in? No. Are you supposed to take specific action of the sequence? Yes. Is there higher complexity as you go? Checking in is much easier than, say, security check where I have to take off my belt and my shoes. Thank goodness not my underwear.

THE EMAIL:

Subject line: The TSA probe marketing funnel

If you want to see an efficient, simple, and effective marketing funnel in action, simply book a flight, drive to the airport, and then observe the process.

For example:

There is a very specific sequence you have to go through.

You go to the ticket counter (and check your bags if you have bags) then to the TSA where you get bombarded with radiation and (if you're lucky) probed around your balls or bewbs. Then you hope all your stuff made it through the TSA belt and put your shoes back on, etc. Then you go to your gate. Then you wait for your group to be called to board. Then you board.

Again, very specific.

Very simple.

You always know where you are in the sequence, what you're supposed to do, and where you're supposed to go next.

Notice something else:

You cannot jump the sequence.

You can't go through TSA before getting your ticket. You cannot board the plane without going through TSA. You cannot go to your gate before getting your ticket and getting probed. You cannot board the plane before going to your gate. And so on, and so on.

More:

There are varying degrees of complexity.

Checking in (for example) is much easier and less complex than, say, the security check, where

you have to take off your belt and my shoes. Same with going to your gate and boarding and so on.

And you want to know what?

This is a great model for an effective, simple and profitable marketing funnel.

To see what I am yammering about with this, check out the System Seminar talk Sean D'Souza gave. You can get it by buying his eBook on pricing and sequential selling at my affiliate link below before midnight tonight (EST).

For details, use this link:

SUNDAY 5:30 P.M.

THE CONTENT:

Sean: That's what we do on a date. Low complexity, higher complexity, and then even higher complexity, right? Then we have vertical.

Audience Member: Kids.

Sean: There's other stuff that goes there. What would go there, for instance, in the second ... We're going out to dinner. First, we meet someone. We exchange numbers on our nice iPhones. Then what do we do? We go to dinner. What could we do post dinner?

Audience Member: Movies.

Audience Member: Dancing.

Audience Member: Hiking.

Sean: Roller skating. Hiking. Biking. Then we get into bed and then we do more complex stuff. Then, what could we do at that stage?

Audience Member: Get married. [crosstalk 00:47:03] Delivery room.

Sean: Okay, you're getting the idea, right? You get more and more complex. You start to have kids. Then you have school. Then you have activities. Essentially, this is your life. This is how you buy products. This is how you buy computers. This is how you do everything. Why should it be different? Why should life be different from business? This takes us to the third factor, which is the third conversion.

THE EMAIL:

Subject line: How secks can make your marketing funnels more profitable

If you want to know how to make your marketing funnels automatically more profitable, fun to buy from, and easier for your customer to navigate, then take a page out of the world of dating and secks.

Traditionally the dating game goes from low to high levels of complexity.

For example:

Man meets woman.

Does he ask her to marry him right away? No, he asks for her number, or text, or facebook, etc.

Very simple, and non-complex. So simple even a total mush cookie can do it.

Then what?

Then they “hang out” maybe. Which is a bit more complex. Then perhaps they go to dinner which is even more complex. That same night maybe they go to the movies. Then the next day hiking or dancing or biking. Or maybe they go wine tasting.

Whatever they do, it’s more and more complex.

Especially after they get to know each other.

Eventually, secks, marriage, the delivery room, raising the kid, having more kids, then putting those kids through school and taking them on vacations... more and more complex based on the comfort level.

The point is you get more and more complex.

Essentially, this is your life.

This is also how you buy products. This is how you buy computers. This is how you do everything more or less. And why should life be different from business?

Answer: It’s not.

As Sean D’Souza taught me, if it doesn’t make sense in real life it probably won’t make much sense in business. Which is why people who try to get cold leads into complicated relationships often fail hard unless they are the marketing equivalent of a cad who can meet a woman and in 20 minutes be making out with her in the bathroom.

If you don’t have those kinds of marketing skills, then hear ye:

The deadline approaches.

What deadline, you ask?

The deadline to get your hands on Sean D’Souza’s brilliant System Seminar training where he explains his wicked ways — not just with buying sequences, but also with consumption, and building a business that suits your preferences, that is simple, lets you make more with less customers, and have a lot of fun doing it.

To get it here is all you do:

- 1. Go to the link below**
- 2. Buy the *premium* version of his eBook (it costs only a couple bucks more than the normal version)**
- 3. You’ll get his System Seminar training as a bonus, along with a 23-minute video I did showing how I use some of Sean’s methods with my email methods.**

This offer ends at the stroke of midnight tonight (EST)

Here’s the link:

SUNDAY 7:30 P.M.

THE CONTENT:

Consumption is based on comfort. If they feel comfortable with you, they go naked. You have to understand this is what customers do. People don't go naked in front of other people until they're comfortable with them. Customers buying your products are going naked. They're putting their trust in you. It's not just a game that you're playing. Understand that. You've got to understand that. You look at the buffet. We go to a buffet, right? What's the first feeling you get? Intimidation, don't you? What am I going to eat first?. How do you know what you're going to eat first? The second thing is, what is really tasty? What's really important? What's not important? If you fill your plate full of gunk, and you start eating it, you don't feel like throwing it away, so then you fill yourself on gunk and then you don't go back for the really good stuff. You don't know what's important and you don't know what's not. Then you end up like a stuffed turkey. You go in there expecting, "Wow, I'm going to get all this food." Then you go, "I'm never going to go back there," at least for a year, or at least six months.

THE EMAIL:

Subject line: How to get your customers naked

One of the big mistakes people make when selling, especially to strangers online, is they don't make it comfortable for people to get "naked." They know all the traffic & offer hacks to create attraction. And they know all the super copywriting tricks for conversion. But, they don't do know jack about consumption.

Taking the dating analogy:

Consumption is based on comfort.

If they feel comfortable with you, they go naked.

If not, they don't.

This is what customers do, too. People don't go naked in front of other people until they're comfortable with them. Customers buying your products are going naked. They're putting their trust in you. It's not just a game that you're playing.

What?

The dating/secks analogy offends your delicate psyche?

Okay, then look at the buffet.

If you've been to a buffet you've never been to, what's the first feeling you get?

Intimidation, probably.

"What am I going to eat first?"

"Where do I start? The salad bar? The dessert tray? What is really tasty? What's really important? What's not important? What...?" Obviously, if you fill your plate full of gunk, and you start eating it, you don't feel like throwing it away, so then you fill yourself on gunk and then you don't go back for the really good stuff.

You don't know what's important and you don't know what's not.

Then you end up like a stuffed turkey.

You go in there expecting, "Wow, I'm going to get all this food." Then you go, "I'm never going to go back there," at least for a year, or at least six months.

Something else about buffets:

Notice they are almost always cheap and all you can eat.

All that food for a low price.

Yet, most people have a much better experience, paying a lot more money, for a lot less food, at a regular restaurant where they're taken through a *sequence* (seated, appetizer, main course, dessert, coffee, drinks, etc).

So much psychology to this.

Most of it never talked about — especially by online goo-roos.

And that is why I'm so passionate (and have been for almost 10 years) about the System Seminar talk Sean D'Souza gave and his eBooks on pricing and sequential selling. There just ain't anything else like it that has had such a dramatic impact on what I sell and how I sell.

If you want this forbidden knowledge, here's the drill:

- 1. Go to the link below**
- 2. Buy the *premium* version of his eBook (it costs only a couple bucks more than the normal version)**
- 3. You'll get his System Seminar training as a bonus, along with a 23-minute video I did showing how I use some of Sean's methods with my email methods.**

This offer ends at the stroke of midnight tonight (EST)

(Less than 90 minutes from the time I am sending you this.)

So if you want it, best hurry.

Here's the link:

SUNDAY 8:45 P.M.

THE CONTENT:

None — didn't need it for the last email

THE EMAIL:

Last call for Sean-o-hol

Last call for Sean-o-hol

That offer I been yapping about since Thursday ends in less than 15 minutes.

tl;dr version:

If you buy Sean D'Souza's eBook on strategic pricing with my affiliate link below, you'll get a copy of his 2008 System Seminar training (which hardly anyone possesses, even Sean didn't, I had to send it to him) which is what taught me how to create a funnel and business that lets me work only 15 minutes per day, if I choose.

Everyone is all about having a so-called “lifestyle business.”

Well, Sean’s training shows you how.

And, it’s a lot easier and more simple than you think.

You also get (as another bonus) a copy of my Freedymfest event talk called:

**“How to earn six figures per year
by sending just one email per day”**

I got a lot of great feedback on that talk.

And, the attendees paid \$795 to be in the room, plus lodging, food, transportation, etc. But you can get a copy of my presentation (it’s only 23 minutes — pure meat) if you buy Sean’s eBook before midnight pacific time (just a few minutes at the time of this writing) with my affiliate link below.

Anyway, game time, my pet.

Here’s where to go to get it all:

And there you have it. All the last day emails for an insanely profitable affiliate promo. Read the examples and the content/fodder carefully. When doing affiliate offers, most of the emails are 80% written for you if you train yourself (by observing how I do it and then doing it) to take it right out of the content you are selling, without hard teaching (which is where using the info in The Email Players Playbook comes in).

APPENDIX 5

The Affiliate Launch Copynomicon Outline

"...I followed your 'last day affiliate promo' strategy...and brought in \$22,500 in the final 24 hours - which was more than ANY other day in the entire 18 days we promoted the product. All this from a list of under 6,000 subscribers."

Addison Rice

Even though my product launch and affiliate methods are simple, they still have a lot of "moving parts." To help you absorb all the info easier, below is the outline I used to write this book.

It's not so much a cheat sheet as it is a guide.

In fact, I ended up adding quite a bit more content than what is shown in this outline (as well as removing some for various reasons) so you'll still need to read this book for all the context.

But, I have found outlines like this can help when it comes to referencing information inside, or when you want to find something quickly without flipping through the entire book.

Enjoy...

Intro

* Probably the most profitable skill for making fast cashflow you can have is launching and doing affiliate marketing/special sales on demand — especially with a small list

* Examples:

- Titans, outsold everyone but GKIC. few years later doubled what they did
- EP Launch — 83 subscribers, liberated from client work
- Stefanie launch — super small list. makes enough to live on
- Villains book — zero to a best-seller on Amazon
- elBenbo's Apprentice — \$27 per subscriber selling a \$7 product
- Ken McCarthy \$28 per click selling his copywriting course
- \$5 buyers for golf on soft launch
- Just a few examples, more in examples & analysis section

* What you're learn:

- How to launch products and do affiliate offers and special sales
- Based on simplicity and speed, for people who value time, no team needed
- 22 real-life case studies spanning multiple businesses

* What you will need:

- offer (duh)
- List (doesn't have to be big)
- ability to email aggressively and in the right way
- EP highly recommended
- See appendix for how to basics
- Follow instructions and resist getting "creative"
- You won't need a team, social media, affiliates, hype, tons of freebies, etc

* Fast to learn: foundational and set up is different on each, but the execution is same

- So much will seem like repetition in each part
- See the bonus case studies for in-depth analysis

Product launches

* Just four non-complicated steps

- Based on simplicity and speed
- No affiliates, JV's, social media drama queening, or blog necessary
- 100% email based — all you need is a list
- Inspired by how Marvel sells movie tickets

* Announce Your Upcoming Product To Your List

- Do as far in advance as possible
- As soon as you know you're going to sell the product
- Don't worry if you've created your product yet or not
- Good chance to gauge demand

- * Create A Sub-list
 - Optional — depends on how hard you want to work and other dynamics
 - Minimalist — all above the fold
 - Promise them a discount or bonus if they buy during the launch
 - Keep it as simple as possible
 - Optional: Include a Q&A
 - Optional: Include teaser chapter titles
- * Be An Obnoxious Tease
 - Works in Vegas...
 - Send a daily email pushing your main list to the sub-list
 - Get ‘em to raise their hands
 - Do all the way up until launch day
- * Release The “Kraken”
 - Pick a Thursday-Sunday night to launch
 - Thursday, Friday, Saturday send 1-2 emails per day to your main list
 - Thursday, Friday, Saturday send 1-2 different aggressive emails to sub-list
 - Sunday send at least 4 emails (more is better) to your main list
 - Sunday send at least 8 emails to your sub-list
 - Segment buyers off (don’t copy me)
 - Don’t hide pitch in PS or whatever, be aggressive and clear
 - Make sure they go at different times
 - Perform the eBay countdown on both lists on Sunday
- * Product Launch Odds & Ends
 - Write the pre-launch & launch emails just like you would if selling the product
 - Burr of singularity is mandatory
 - Curiosity overpowers programming (Stan Billue)
 - Can recycle offers (i.e. same emails for multiple copywriting products, etc)
 - Toss in a few blatant sales pitches — short, above the fold
 - Judo-flip complaints into sales
 - Warn both lists beforehand, invite them to opt out
 - Always respect their time
 - Smart phone PS
 - Vary up the content
 - Play to win, not to not lose
 - See examples & analysis for more
- * Put upsells in place
 - have 1 click upsells in place
 - can potentially make more off upsells (elBenbo’s Apprentice)
 - Easy money
 - You already have them there, ask if they want fries

- * Piggy back off of Facebook (Shane)

Affiliate Marketing

- * Give yourself “House Odds”
 - Pick product with great story behind it
 - Product creator has lots of built-in proof and credibility
 - Great product you actually use and believe in
 - Write emails telling stories about how you personally benefited
 - Don’t be a one pump chump (Kurtz example)
 - Negotiate better deals for your list than others
 - Bribe the hell out of them — with for real retail value products (physical)
 - Don’t mail during launches, evergreen only to get skeptics
 - Pick great marketers who follow up (Ryan, Levis, Iny, etc)
- * Make your emails target multiple segments (list all the problems, etc)
- * Ridiculous for-real value bonuses (what Kurtz said)
- * Almost exact email strategy as launch
- * If possible, interview product creator
 - Make 4 emails morning daily emails
 - Have each end on a cliffhanger
 - See examples & analysis for more
- * Mail over 4 day weekend — 2, 2, 2, 7+, countdown, or 3, 3, 3, 7+
 - Not a hard and fast rule, depends on how much money you want to make
 - Sometimes I do more and sometimes quite a bit less
 - Use complaints to your advantage (wing chun — Richard Armstrong example)
- * Don’t apologize
- * Give one day warning
- * Edit welcome email to tell new people they joined during
- * Monitor spam complaints
- * Piggy back off Facebook (Shane Hunter)
- * Disclosure email if you have not used the product
 - use forums (read it 11/15) ED email
 - make sure it’s something you trust
 - if you wouldn’t recommend it to someone you know, don’t sell it

- * Combine with podcast
 - Ken McCarthy example
 - Interview product creator
 - Make long interview, ask lots of questions on behalf of your list segments
 - Divide into 4 parts, play one per day as one of the weekend emails
 - End each on a cliffhanger (asking a hot question)
 - Have each part end with a CTA
 - If you don't have podcast, just record and send to your list
 - See appendix bonus issue plus example & analysis
- * Recycle them each year
 - Senoff example first time \$4k, last year almost \$10k
 - keep growing list and you have predictable cash flow all year w/minimum work
- * How to write a blatant affiliate email pitch and have your list love you for it

Special sales events

- * Do everything you would with affiliate marketing except sell your own product
 - at a discount
 - with unique bonuses
 - great for quick cash flow
 - segment buyers off if possible
 - sell those buyers something else during that time (affiliate product)
 - recycle at will each year
 - don't have to be as detailed (1 or 2 emails, whatever you want)
 - base around holidays (Krampus sale)
- * Can do it to raise money for charities
 - Orin Hudson, Sabin, dog shelter
 - Offer to match for even more
 - 48 laws of power # 13: When Asking for Help Appeal to People's Self-Interest Never To Their Mercy or Gratitude (bonuses)
 - have them send you their receipt to get the bonuses
 - offer something physical to people who donate a lot
 - include an offer for something else with the thing you send
 - see example & analysis, bonus podcast
 - link to podcast episode

Fast Track Game Plan

- * Review this book at least 9 more times
- * Immediately implement next weekend via a launch, affiliate offer, or special sale
- * Do it fast — avoid analysis paralysis

* Those emails aren't going to write themselves

* For consulting & coaching options contact my office at www.BenSettle.com

APPENDIX 6

The Email Players “Crash Course”

“...14 sales out of 500 clicks for a \$1000 product isn't bad at all for our list. All is well. \$28 a click. Not bad at all. Thanks again for the opportunity. I appreciate it! Any way, we can license the promotion to other list holders? List owners get half. You and I split the rest. \$28 a click is nothing to sneeze at...”

Ken McCarthy

Founding Father of Internet Marketing

www.KenMcCarthy.com

(from email correspondence after selling his product as an affiliate)

The glue that holds all the information you've read in this book together is, of course, emails. Even writing the usual, boring, plain vanilla emails most people write can make you sales if you follow everything I've prescribed in this book. But, if you understand some key principles and ideas behind my Email Players system, you can multiply your sales many times over, and with less effort, work, and frustration.

Enter the Email Players “crash course” in this Appendix.

It's a transcript of a talk I gave outlining the basics of my system. If you're already an “Email Players” subscriber, this will only make your emails better, and also be a great review (and you will also pick up some new tips and ideas).

If you're not already an “Email Players” subscriber (subscription info is at [**www.EmailPlayers.com**](http://www.EmailPlayers.com)), I believe this will help make whatever response you get from emails now (whether for clients, yourself, launches, affiliate offers, your own products, anything else) far higher.

My monthly newsletter goes much deeper than this crash course does.

(And will make you way more sales, with way less effort.)

But, if you stubbornly refuse to subscribe, this will at least make your emails better than anyone you're likely to compete against. And, also, make whatever

sales you would normally get much higher.

[BEGIN]

Next time, you guys don't have to stop clapping so quickly. We're in America, and you have the right to worship, so it's all good. [Audience Laughter]

You guys like that? I stole that from Johnny Carson, in full disclosure. In fact, here's your first tip. You want to be good at email, you want to be good at Facebook ads, you want to be good at videos, if you're doing videos... go to YouTube and just start watching Johnny Carson monologues, and you'll get the best education in how to sell, how to be persuasive, how to be entertaining naturally, how to deliver lines and all that. He was the best.

But that's a different subject for a different time. Before we go further, I was having a conversation earlier this morning and we were talking about lazy versus slacker. I'm not a big fan of lazy. I hate lazy. I hate lazy people, I hate anything that's lazy because I don't think anything gets accomplished by laziness. But slackership... all the great innovations of Western civilization have come about by people who wanted to be slackers.

Computers, machines that get lots of hard work done in a very short amount of time. That's all because they wanted to slack off.

And that's pretty much what I want to teach you guys how to do. You will start writing emails, and you'll be done in 10 minutes a day, 15 minutes a day, and now you can go slack off the rest of the day, like I do every day.

Alright, so, before we begin, I'm gonna give you the obligatory why you should even listen to me, other than the fact that Greg was so gracious to call me only a world class copywriter. It's more like galaxy class. But I'm too humble to ever talk about stuff like that.

The convict versus the copywriter. So, I actually got started in MLM. I'm not in MLM anymore, not because I don't think it's a great industry, it is. It was 1998, I was about two days from graduating college, and I didn't want to have a job or anything back then, I knew I'd have to get one temporarily, but I hate authority, I hate people telling me what to do, I don't like people putting their thumb on me, "Do this, do that." I hate it.

So, I was watching this infomercial on TV from this guy named Kevin Trudeau. Alright. He's in prison right now, so I'm not endorsing his methods, necessarily. For doing the things that Greg was just talking about, actually, with compliance.

So, what he was doing, he was in MLM. He was a distributor, just like you guys are, just distributors, but he was very cleverly and ingeniously, I would say, he was getting his leads, not through Facebook, because that didn't exist or anything like that. He was running infomercials to get his leads, and I was one of his victims.

Willing victim. I was not an innocent victim. I knew the guy was full of crap, but it sounded so good, I got to do it anyway.

So, I got into his business, spent \$800, I shouldn't have put that on a credit card, but I did it anyway, plus, in that company, you had to spend \$100 a month or sell \$100 a month to stay qualified or whatever, so I couldn't sell anything and for two years, I was doing this, and I was just racking up debt buying leads and products and all this.

I didn't like doing the business at all. They wanted you to do things like the three foot rule, where you go find someone at the post office, you're standing in line, you go up to them, like some kind of creeper and you say, "Do you keep your options open for ways to make money?"

I still have marks on my face from where I got backhanded, you know? But anyway, I did that for a few years, I got in so much debt, I was so broke that I could not afford a place to live, I couldn't afford an apartment. I had to live in a two room office for like \$200 a month or something like that. It was kind of embarrassing. I was trying to hide it from my family. Everybody wanted to come over and see the new unit, and I would be like, "Uh, not today."

It had a bathroom, and the bathroom just had a toilet and a sink, there was no shower. So, the landlord did not want me living there for obvious reasons. It doesn't look good in a small town, people living in their offices, like a hobo or something. And his office door was conjoined to mine, and since I had the bathroom, he would rush through every morning at about 6 AM, he was on 16 or 17 different prescription medications, so you guys with your essential oils and all that, you guys have a field day with this guy.

So, he had to use the bathroom, like every morning, so I had to get up about 4 or 5 AM and I had to put my blankets away, I slept on the ground, put everything away, make it look like no one's living there, run out the door, go down the street to the gym, play basketball, then take a shower, come back in around 7 AM like I'm all crisp and starting the day and all chipper, and not depressed, feeling like an idiot, and I did that for about five or six months. It was not a fun time.

But one night, I was just lying there, I realized after two years of this, because I don't like talking to a lot of people. I really don't. I like talking to you guys, of course, but I don't like talking to people at the post office and trying to recruit them and all that.

I was actually handing out these cassette tapes, door to door to businesses, that's how desperate I was getting, getting laughed at, yelled at, people kind of patting me on the ass, saying, "Go get them, but I have no desire to do what you're doing."

And that was just the existence. I just laid there one night and I was like, "God you obviously do not want me doing MLM." I'm every sponsor's worst nightmare. I'm like the Grinch. I want to be up there on the hill yelling at the WHO's all day. I don't want to be down there trying to sell them.

So, I got up, it was like 3 AM, I knew I needed to get up in an hour anyway, went into the other office, the other room in the office, my little book shelf, full of book of the months that the MLM company was sending me, which was actually pretty useful.

One of the books I had read a couple times over the last year or two, called the Seven Lost Secrets of Success by this guy named Joe Vitale who was a pretty well-known copywriter. And the book was about this old school advertising guy named Bruce Barton.

Now, most people have no clue who Bruce Barton is. Even in the advertising, copywriting world that I'm in, unless they heard me tell this story, they probably don't know who he is. He's just this old school, obscure advertising guy.

But, in the early to mid-1900s, this guy was a household name. Not just in the advertising world, but everywhere. The joke was, you can't go anywhere without hearing Bruce Barton's name. Nowadays, nobody knows who he is. He died an unknown guy back in the 60s, but this was 1919. I just turned to this page in the book, and I was just reading through it, and I read this story.

It was right after World War I, the economy was in shambles, everything was bad. This out of work sales guy comes to Bruce Barton. Now, understand that Bruce Barton was a business giant. There's an advertising company called BBDO, it's one of the biggest in the world. He's one of the B's in there. He used to advise people on Wall Street, he was running for Congress, he was an open enemy of FDR, because FDR was this socialist, and he was this pro-business guy, and they openly clashed.

Well, that's why this sales guy came to him. He says, "I need help. I can't find a job in this economy. This is terrible. Bruce, help me." So, Bruce takes him to the window in his office, overlooking New York or Chicago, whatever city it was, and he found out, this guy had a knack, he was a sales manager, but his specialty was writing sales letters.

And he goes, "Look, you're supposed to be good at writing sales letters. Why don't you write a letter to one of these companies out here and sell them on hiring you?" And I read that, and it was like time stopped. I'm like, "Whoa, whoa, whoa, everybody stop," it was just me in there, but, "everybody stop. Nobody breathe."

I can make a living writing letters? I don't have to talk to somebody, I don't have to go do the three foot rule? I mean, it was like the Grinch's wet dream. I don't have to talk to anybody. I can actually be mad and I can just do my thing.

And so, I started looking up sales letters and copywriting at the time, I thought it was the little copyright thing that they put on books and stuff. And whatever, I looked into it, it was like a rabbit hole. I found out the names in our industry, you guys may or may not be aware of guys like Dan Kennedy and Gary Halbert, brilliant people. A guy named John Carlton. Jay Abraham. These people are the reason we're doing what we're doing online. These are the guys that paved the way for all of us.

So, I got into copywriting. I was terrible at first. In fact, I had clients laugh at me, literally, they laughed at me, my ads were so bad. I remember this one lady was cackling with her little team, they were giggling at me while reading one of my sales letters. So, everybody starts somewhere. I guarantee you, none of your ads are ever going to be that bad where people are actually laughing at them.

The platinum members, I might have been a little abusive to them the other day, but I wasn't laughing at them. I wouldn't be that mean, not that cruel.

So, anyway, since the last almost 20 years, I've been in that. I try to get into very cutthroat markets. I like that. I like a lot of overheated competition. I like it. Some of you guys are in really cool little markets where you don't really have much competition, which is going to give you a huge advantage. We were talking about that yesterday.

Golf, MLM, of course, I wrote a whole bunch of ads for the MLM industry. I'm very familiar with all these things, home business, internet marketing, self defense, the dating niche, prostate problem niche, male health. I've written many, many, many multi-million dollar email campaigns and sales letters.

So, what you're going to hear from me is not theory. It's not. "Oh, I just read this in a \$7 eBook from some internet marketing forum, that was regurgitated by some other guy who wrote a \$3 eBook, then regurgitated that from something he read from some newbie who just came on the scene.

There's a lot of that going on. It's called marketing incest. I mean, this is a term that you'll hear going around. I first heard Dan Kennedy describe it. This is where everything just gets dumbed down, it works just like real incest until it comes to a grinding halt, and then people are going on Facebook listening to people who have no idea what they're talking about, just because they either have a pretty face or they have a charismatic personality, suddenly, they're "expert" but they don't even know what they're talking about.

You always want to go for people who have a track record, and hopefully I've proven that I have one here. In that time, I've also received fan mail from some people that may be familiar to you guys, like this guy Greg Gomez. He's kind of a newbie, but you know. Mike Dillard. Tim Erway. these are names, Ray Higdon, Aaron Parkinson, great guy. These guys are giants in the direct selling industry, in the network marketing industry.

And I also have consulted seven, eight, and nine figure businesses as part of a team of these other three guys, called Oceans 4, and we had \$200 million companies come to us and say, "Okay, put my emails on the hot seat. Ben, and rip them apart."

So, I do it for them, too. And, I have a newsletter that's just devoted to email, it's called E mail Players. It's kind of a high ticket, it's \$100 a month, almost, read by people in over 30 countries. So, hopefully that gives you enough confidence that I might have a little something to share with you that can help you guys make more sales with email.

What you're going to learn. I'm going to show you how to write emails people look forward to reading and buying from. You are not going to be an imposition on anybody. You're not going to be the person that they're like, "Oh, spam, spam, spam, delete, delete, delete." The opposite. You will be the only one they read. They will tell you this.

When you do this right, and you will, this is not rocket science, I can do it. you guys can do it. people will create their own little folder in their email program just for you. Which is a good and bad thing. It's kind of bad because I want them to read my emails, not just automatically send them somewhere, but it's better than deleting it.

I'm going to show you how to write emails fast, maybe even in as little as four minutes, and I'll show you exactly how I do that, and how anybody can do the same thing. You're going to be able to make sales and create traffic on demand. When you push that send button to your list of people on your email, you're creating a stampede of traffic, whether it's 100 people, or a 1000 people or however many people on your list, you are creating instant traffic, and that's good. It's free. That's free traffic, and it's traffic that already knows who you are. there's no compliance problems, as long as you're not breaking any laws or anything.

I also, I have this product called the 10 minute work day, because I had gotten my work day down to that. where I just wake up, write an email, and I'm done. And, if that's the lifestyle you want, this is going to be perfect for you. There's a guy named Gary V.. I'm not going to try to butcher his last name, I respect him, I respect his accomplishments, I don't know much about him. I'm not a big fanboy of his or anything. but I'm like the anti-him, because apparently he works 100 hours, and sleeps four hours a night.

I guess that's freedom. I don't know. To me, waking up, writing an email. push send. make money, that's freedom. I can go out and goof off and do whatever I want. A street bum rattling a dirty cup of sticky pennies works harder than you do when you do what I'm going to show you. In fact. that's what I tell people when they ask, "What do you do?" I never knew how to answer that question, "What do you do?" I write emails, I write spam, I don't know. I say, "I'm like a bum, but who gets paid." because that's basically what it is. So, time freedom, money freedom, if you're doing client stuff and you don't want to do it anymore. client freedom. This is going to show you how to do all of that.

We're going to start with subject lines, and we're going to work our way down to the bottom of the email. so you will know exactly how to structure an email. This is not hard. In fact, I'm going to tell you. I'm the most simple-minded person in this room. I guarantee it. I defy any of you to be more simple than me, and that's good. because if I can do this, that means you can do it.

We'll start with subject lines. There are thousands and thousands and millions, probably, ways to write subjects lines. I teach, I don't know how much, several hundred that I've taught over the years. I've narrowed it down to ten that will work for just about anyone. for any kind of product. any kind of market. we're going to go over those 10, and you'll pick one or two that you kind of resonate with, and that's all you got to do, and just use that kind of subject line. Very simple.

If you listen to a lot of email ex-spurts. and when I say ex-spurts. I'm spelling it e-x-s-p-u-r-t-s, when I say that. because I think most people who set themselves up as email experts don't know what they're doing. You know how you can tell if someone's a fake email expert or one who really knows what they're doing? If all they do is talk about open rates, like, "My open rates were this and that and that," but they never talk about sales or anything like that, it's a poser. They don't know what they're talking about. They think it's a video game in that business.

It doesn't mean someone's a bad person if they do that, it just means they're not really that deeply entrenched in this. They are the second most important part. The most important part is your name. Do they know you? Do you have a relationship with them? They see your name, that gets you not deleted.

The subject line then gets you read, in my experience. So, this is a very important part. So, beware of tests. You can test opens if you want, just realize that with smartphones especially, that already have HTML turned off by default, like Android phones, like I have, it's not registering. It's not even registering they're opens. You could be getting more or less opens, you don't know.

There's this term I like to use called rack the shotgun with subject lines. I have a friend, his name's Doberman Dan, a good friend of mine, old school marketer, brilliant guy. A few years ago, he was telling me a story where him and his wife woke up to a man standing over their bed. How's that for a nice way to wake up? And, him being a cop for 15 years, he just went into automatic badass mode, reached under the bed for his shotgun, had the guy on the floor racking it in the guy's face.

You know, I make him sound like he was some kind of badass. He would say, "No, Ben, I still have problems and nightmares from this," but he handled it like a champ. And he said, "Ben, there's nothing scarier to the human psyche than having a shotgun racked in your face."

Imagine this. You're strolling along in a park, minding your own business. Maybe you're on Facebook or Twitter or whatever, on the phone, Skype, your mind is on something completely different, nothing to do with anything, birds are singing, the sun is out, everything's fine. Suddenly, you hear a shotgun rack in the back of your head. Everything stops. Time stops. That's all you care about.

That is what you want your subject lines to do to people when they see it, that they have to stop whatever they're doing and whatever they're thinking, and they have to at least acknowledge you exist. And that's what I'm going to show you how to do.

So, the first, I call the shock effect subject line. This is what it is. I write these because I want to shock people out of their complacency. I want them to be mad at me or laugh or whatever. It doesn't matter what they do, I want an emotion out of them. I don't want them to be indifferent. Indifference will kill you in marketing, in all kinds of marketing. By writing a shock effect subject line, like, for example, "I think about you in the shower." Can you imagine getting a subject line like that? Or, "What are you wearing?" It's like, "Whoa, who's this guy?"

But it works. Now, I'm warning you, okay? This is just to get a reading. You need to pay these off fast, so you see that one up there, "Talk dirty to me, Greg," for example. I paid that off in the first paragraph. I still got yelled at and stuff. And it was funny, because only guys yelled at me and the girls, they all seemed to be okay with it. I don't know. Whatever.

But, I paid it off right away, because the subject was some guy wrote me a question asking, "What do you think about profanity in emails?" And I just said, "Well dirty talk can sometimes work." So, it had nothing to do with a sexual thing, but that's what it looked like in the subject line. Again, you got to be careful about these. If you have a weak stomach, or you don't like people yelling at you, I thrive on it, honestly. I feed off it. I want hate mail, I love hate mail, and I'll show you later how to profit from trolls.

But if you're not there yet, don't worry about doing these. Just skip on to one of these other ones. But if you have the stomach for it, I suggest testing it.

Curiosity. This is probably the only subject line you'll ever need. Word for word, this is the best kind of subject line I've ever used, where you just say something that makes people curious. The whole click bait industry is run on curiosity.

I mentioned the guy Gary Halbert, one of the most brilliant copywriting and marketing minds who ever graced us on the face of the Earth. He died like 10 years ago. One of his best students, he didn't take very many personal students on, but one of the guys he took on as a personal student was the late Scott Haines. Now, Scott Haines was a friend of mine, I had a chance to hang out with him and then talk to him and stuff. Brilliant copywriter.

Scott was telling me once that Gary took him out on a boat. Gary liked to do all of his copywriting, apparently, the day before it was due. He'd get an assignment six months earlier, he wouldn't write it until the day before. He'd spend six months thinking about it, and he'd go on his boat and just get ideas.

One day, he took Scott Haines out on the boat, and he goes, now remember, this is one of the best copywriters who ever lived saying this, not me, Gary Halbert, he asked Scott, he goes, "What do you think the most important part of advertising is? What's the most important appeal you can make?"

And Scott goes, "That's easy. It's self-interest." He goes, "You're wrong. It's not self-interest. It's curiosity." People, and I've seen this happen many times, people will buy very expensive products they didn't even know existed five minutes ago, because some bullet point on page 17 of a sales letter just got them. One of the best bullets, for example, and bullets and subject lines are pretty much the same thing, one of those bullets that Gary wrote was for some product sold in Entrepreneur Magazine, and it was fake cocaine, saying it works just the same.

And he said, for a year after that ad stopped running, they were still getting calls for that ad, because of that. People wanted to know what the fake cocaine was. Tells you something about the 70s I guess, but anyway.

So, curiosity, so, for example, "Prostate pills that can turn you into a girl." I wrote that for the prostate thing. It's curiosity. It's, "What's that going to do?" "Exercises that age you faster." How does exercise age you faster? It's just meant to get curiosity. So, get good at curiosity and you'll never have to worry about subject lines ever again.

Sometimes, you can just give a straight benefit. I mean, if you know that your market has a burning problem, like, for example, when I was selling in the weight loss biz, cellulite was a burning bad problem. People obsessed over it. Sometimes, just, "How to get rid of cellulite." And it did well.

I don't use these very often, but when your list really gets to know you and like you, you can do more of these and get away with it. Otherwise, you kind of got to do more of the curiosity and the shock effect, and all that stuff, but it's simple. You just give a straight benefit, and it's pretty self-explanatory.

The bizarre subject line is one of my favorites. The bizarre stands out, right? Psychologically, if something is bizarre and weird, it stands out in our minds. It's going to. How many people do you think, in the prostate niche ever got a subject line, other than from me, about Big Foot's healthy prostate? I mean, really. How could you?

They had to read it. No matter how dumb it sounded. "I got to know does Big Foot have a prostate? I don't know. Does he go in for prostate exams? I don't know."

I bet you guys want to read that email now, don't you? So, those are some more examples. "Phantom pooping prospects" got me a lot of sales. The story behind that was I had just gotten my dog, and I live in Oregon, where it rains all the time, constantly, and she liked to waste my time out in the rain. She would sniff around like she has to go to the bathroom, and I'd be out there for 10 minutes getting drenched. She'd get in the position like she's going to go number two, and then she'd stop and go sniff around some more.

And I called that phantom poops. I'm like, "What is wrong with this dog?" And then I related it to sales. She would do that. She would act like she was going to do it, and then she'd sniff around, and then eventually, she would do it. I said, "Isn't that how people are in selling? They act like they're going to buy, they go sniff around some more, and then they whatever?" That was my email.

And then I realized that if I just waited until she really has to go, so it's like a periscope coming out, she has to go bad, and take her then, she goes right away. It's like in selling. The best time to really try to close someone is when they're ready to buy, and not try to sell them when they're not even in that mindset.

But that's an example of how you can turn stuff into emails. That's why I told that story. Plus, I wanted to make the corner people over here laugh a little. Because they're not looking like they're having fun here.

Alright, the next line, forget all that stuff. Just forget I talked about phantom pooping prospects and Big Foot's prostate. Just forget I said it. You didn't hear it here. It's just blazed in your mind forever now.

You can play on popular phrases, terms, and quotes for subject lines. These things are already in people's psyches, and there's a nice rhythm, that people are used to hearing. So, for example, "You can lead a goo-roo fanboy to knowledge, but you can't make him think." You can lead a horse to water, but you can't make him drink."

"Go thou and swipe no more." I just took that from Jesus, "Go thou and sin no more," right? There's a certain structure there that we're used to hearing, and they make great subject lines, so that's another way, and they're practically written for you. You don't have to bust your head on this.

Contrast. Contrast is very, very powerful for getting attention. Your brain doesn't like it. It doesn't like contrast. It needs to make sense of things, and when you have contrasting ideas in a subject line, or a headline of any kind, like when Greg talks about how he recruited so many people he got kicked out, there's a contrast there. It bothers your brain. It's like, "How is that even? That doesn't make sense." So, you have to figure it out, and you're gonna have to keep reading.

So, for example, "Zap belly fat with french fries and a shake." It's total contrast. "Why drinking heavily can help your prostate." Anyone with prostate problems knows that drinking alcohol is going to murder your prostate, so they have to read it. There's something going on there.

So, use contrast, and I'm going to talk more about contrast and the actual, how to structure the body of your emails that makes it easier for people to read. But this is just for the subject line.

Play on book, song, and movie titles, kind of like the quote thing. So, "50 Shades of Ben," right? I bet you guys are wondering what was in that email, huh? Everybody in here should do a 50 Shades subject line. I challenge you. Whatever your name is, whatever the name of your product is, it could be that. "50 Shades of Essential Oils". I don't know, whatever.

Because that book title, as dorky as that series probably is, from what I understand, it's a bestselling book, why not use it? It just plays right into, it's curiosity, but it plays right into a phrase that the people are used to hearing.

How to Make Enemies and Anger People. I simply just reversed How to Make Friend and Influence People. "Interview with a Time Vampire", instead of Interview with a Vampire. You can have fun with this stuff. I hope you guys are seeing that this stuff can be fun. This whole email thing should not be hard. You should have fun while you're making money and only working 10 minutes a day, the way I see it. Maybe I'm crazy, but that's the way I look at it.

TV and movie characters. I love doing, these are some of my favorites. So, "Why Mr. Furley was a marketing pimp." He was from Three's Company. I don't see many Millennials in here, so I think you guys are getting some of the pop culture, but you know, you can take TV characters and build an email around them. Why would this TV character be good at what you do? Or maybe what mistakes was that TV character making in their life?

"George Costanza school of selling", just like everyone needs a 50 Shades subject line, this is not a tip, this is a prescription. I want you guys to all do a George Costanza school of whatever it is you sell. Okay? It doesn't matter what it is, and anyone who's seen Seinfeld is going to eat that email up, just because of your subject line, and you will have a blast writing it.

"Skeletor's billion dollar." Skeletor. I always thought that Skeletor, I don't know if you guys are familiar with He-Man. I used to watch these movies. The Masters of the Universe characters all sound like prescription drug names. Zoloft. I just thought, what if there was something in weight loss called Skeletor or something like that. To me, that would just be kind of funny.

Tip the sacred cows. I don't know how many of you guys have tipped cows. I've never tipped a cow. I've hunted snipes, but I've never tipped a cow. People get very attached. They learn something, they get attached to it, and if their personality is sort of wrapped up in an idea or a concept or something, and you come and say, "No, that's wrong." They have to read your email. They have to see.

For no other reason, so they can write you a nasty email back and tell you how wrong you are. So, for example, "how jogging keeps women fat." I did that in the weight loss emails. It's like, "Wait a minute. That doesn't make sense. Shouldn't jogging help you?"

Or, "The case against saw palmetto." In the prostate niche, everybody thinks that is the wonder herb of everything, and I don't think it works at all, personally, so I did an email about it. The thing is, if you're going to do these, you have to logically make your case. You can't just say it. You really have to make a good case, but I would say most of everybody in here, whatever it is you're selling, you know your products pretty well, you could do this all day long.

"Get back on that couch," was actually a sales letter headline someone else wrote that ran for many years. Instead of exercising and eat right, get back on that couch. You need to lose weight, you need to get back on the couch, and it's like, "Whoa. Doesn't make sense until you read it."

Now, mix and match. The more of these you do, you're going to start mixing and matching these things. "Yoda's sex drive secret." This little green, wrinkled thing, he's got a secret. But, I got to read it. I'm just mixing bizarre with a movie character and curiosity.

"Fifty Shades of Gay", it's like, oh that got me in trouble, by the way, but made sales. But it's shock effect and book title.

"Beat the spam filters with spam", in fact, that one, I tried to use as an article headline, and the article editors, they all rejected it. They thought I was trying to promote spam. But that's why it's good to have your own email list. You don't have these idiots telling you what to say.

So, these are some examples of mix and match. The more you do these, the more this just happens. You're mixing and matching them naturally, and so those 10 ways, the only subject lines you really need. I'm not saying don't experiment with more or anything like that, but if you just find one or two of those that you resonate with and you like doing, do them. You'll be fine.

Now, the next part after the subject line is actually writing the email. I told you, I'm the most simple minded guy here, so I say "7 'Newbie Proof' Ways", they're newbie proof, but I've been doing these for 15 years. I still use these ways, primarily.

So, these will work for you, they work for me, they'll work for anybody. They're very simple, as you'll see. And they work. I have not seen a market where these don't work. I'm not saying a

market exists that it won't work at, but I've worked in many markets, many different products. these all pretty much work universally for writing emails.

And they're very user friendly. We're going to do the application thing after this. and I'm telling you, you guys will be able to just pick one of these and just do it, picking one of those subject lines, and you're going to be fine, and I see everybody taking pictures of the slides and all that. so you have no excuse not to be able to do that without me having to send you the slides.

So, the most important rule, and this goes against probably anything anybody's teaching you in the MLM world, I would guess, is never hard teach. Don't hard teach. Don't. if it's an informational product, don't give away stuff that's in your information product. I know there are people who disagree with that, it's not against the law for them to be wrong. It's all good. But I'm telling you, you want to use infotainment instead.

What is infotainment? Infotainment is merging information with entertainment. People want to be educated, but they want to be entertained. When people go home at night, most people turn the TV on, they're not picking a textbook up to read something. This makes it very easy. The best analogy I've heard from this was the TV show 60 Minutes.

This was back in 2009, the founder, Don Hewitt I think his name was, died, and one of his best friends was the guy who played Hawkeye in M*A*S*H, Allen Alda. And they asked Allen Alda, "Why do you think 60 Minutes was such a profound thing?" Because it was so popular, and nowadays, all the cable news networks do this, it's just not as obvious, but that built everything that we're seeing today, in CNN, Fox, and all that. They're all doing this now.

He said, "It's because it's like they give you a hot dog that nourishes you like broccoli. It's fun, it looks fun to eat, it doesn't even look like it's healthy for you, but it's still going to give you just that little bit of nourishment, where it's like, "Wow, I could eat another one of those, and I want more tomorrow." And that's basically what infotainment is.

This is the key to how I write emails, is infotainment. I know that there are serious subjects that people write about. I'm not saying you have to be funny and all this, but infotainment can be, as you see, as easy as telling a story. That's entertainment.

You also should bait the hook. So, one of the best copywriters on this planet, his name is David Deutsch. I think he may be the best direct mail guy, I don't know. At that level, it's so subjective who the best is, but these are the best of the best guys.

I remember hearing him say how he writes his bullet points, but it applies to email, too. He goes, "I like to bait the hook 90%, but I still leave that 10% off where they can't execute whatever it is that you're talking about without buying the product. This obviously goes mostly with informational products and that sort of thing, which you can still do with any other kind of product.

And that leads me to tease, tease, tease. How many of you guys have actually been in Las Vegas, but I think it's kind of a shady town. I don't really like going there, but people, guys, lots and lots of guys, go there and places like there, and they pay money to be teased. They go to the strip

clubs, and they're paying money to be teased. Why? I'll never understand it. They like to be teased.

Girls, you're not off the hook. In elementary school, who was the boy the girls all liked? The boy that teased the crap out of them. Alright? Nobody will admit they like being teased. I'll never admit it. Well, I'll admit it now, but I like being teased. There's something about being teased. I think it's because it's like a cat. When you're holding the toy back, and they want to play with it, bat it around, but once they catch it, they lose interest. Well, that's how you send your emails. You tease, tease, tease. Be an awful, obnoxious tease and you will make lots more sales.

You will never run out of ideas for emails if you simply follow this prescription here. Write about your market's problems, their fears, desires, challenges, and, best of all, my favorite, as the platinum group found out the other day, insecurities. I love rubbing on insecurities. Take that thing that they are insecure about, and talk about it, put it right in their face, and don't let them forget about it, and then they need a solution.

The example I used, is you guys all know Donald Trump, as I assume. I mean, you're not all living in a seminar all the time. Well, he was in the news last year, well, he's in the news all the time, but I guess he dated some supermodel, I forget which one, and he said, "Yeah, she's no longer a 10." And her response was incoherent babble. She was so rattled by this.

I don't know why she cares, but she did. I'm not saying what he did was right or nice or anything like that, but what I'm saying is that insecurity rattles people. It's like we all have them, and when someone takes our insecurity, doesn't let us put it to the side and forget about it, but actually holds it up and damn near puts it in our mouth to eat it, we are then looking for a solution, and that's where your product comes in.

Write like you talk. Okay? This will make writing very easy on everybody. Don't try to be a copywriter. We were doing the platinum hot seats the other day, where I was just abusing the hell out of them as much as I could. The people who really did the best were not the copywriters. Who's the French lady, the lady who spoke French? You! And you. I told you this last night. I said, "You guys were probably the best ones, because you weren't trying to be copywriters. You were just telling your stories. And that's how you should do it."

And, you know, there's nothing wrong. Warts and all. Nobody's expecting perfection in an email. It's okay to be unokay. It's actually a good way. People are very comfortable with other humans who are not perfect. And so, just write like you talk.

Use figures of speech and slang. I love Australian slang. That's my favorite slang to use in emails. Useless as tits on a bull, things like that. Poo tickets that they use that for toilet paper. I just love Australian people as a whole. I think there's like one Australian I met I don't like. The rest I just loved them all. They're just the coolest people. But I love their slang the best.

One of them even gave me a swipe file of Australian slang. It's great. You don't have to use that. I'm just saying use slang and figures of speech. Your emails should be personality driven. I am anti-swipe file when it comes to emails. You can't swipe a personality for very long. I mean, you

can do it for short term, but your personality is what they're buying. They're not buying your product, they're buying you, and the relationship you make with them, and that comes from your personality.

So, don't try to hide your personality. I forget who I was telling this to yesterday. You, I was telling you about that, I remember now. I was like, "Just take your personality and exaggerate it a notch or two," and that's your personality for emails. I mean, you don't see me hiding the fact that I'm a crotchety, miserable guy. I come out and say, "The Grinch". That's my avatar, okay? You want to sell me something, just watch The Grinch movies. You'll be fine.

But your personality is everything when it comes to emails, and really, it should bleed over into all your marketing, not just your emails, like if you're doing videos and that sort of thing.

Stories, metaphors, and analogies. Stories, if you just write stories, you are going to be fine with email. People love stories, it's natural entertainment, it feels like you're teaching somebody something, but you're not. The highest selling emails I've ever written have all told a story, gave no instruction, gave nothing, no meat, and yet people said, "Man, that was valuable." It's just a story about someone had a problem, and it is valuable. This is something I learned from the great Matt Furey, everyone should study his emails.

In a way, it is valuable to them. You're showing them that they're not alone and that there's a solution out there. That is valuable to people. It lets you sell without hard pitching. I don't know how many of you guys have seen the movie Top Gun. I'm a Top Gun fan boy. I've probably seen it 10, 15, 20 times, alright?

Do you know that movie was so good at selling people on wanting to join the Navy and the Air force, that they put recruiting booths in the theaters. Nowhere in that movie that I ever saw, unless there's some hidden, subliminal thing in there, tells us, "Hey, you need to join the Navy." There's nothing for sale, and yet they sold it.

I'm not saying to follow that. You tell them a story, give them a call to action, but I'm just saying a story. And the sunglasses Tom Cruise wore, sales went up like 30-40%. I don't even know how you know what they were, but apparently, they were RayBans or something. But that's an example of how stories can do the selling for you.

The four minute forum secret. I told you I was going to show you how to write emails really quick, okay? This is so idiotically easy. I can figure this out, anybody can. Go to forums where your market hangs out. Just go to Google, type in the problem that your product solves and forum. Chances are, there's a forum for it.

Start looking at the threads. In fact, a lot of the forums will have a function where you can sort the threads by number of views. So, let's say you do that, and you see a thread that's got 2 million views as opposed to just 10000 views. They probably wrote your subject line, whatever the title of that thread is, or gave you the idea for one, and then you just read that thread. You'll have people telling stories about that problem, then you just say, "I heard about someone had this

problem...", and then just retell exactly what they said in your own words, don't violate copyright laws.

Then, just kind of segue down to, "Look, if you have that problem and want to do something about it, just check out my product." I have written so many emails like that, no instruction in it, it's just the story, and it's from the market, it's their words, it's their way of describing the problem, which is key.

We all come from a product side, usually. You want to look at everything from a market side. How do they describe that problem? What words do they use? And forums will let you do this. I literally time myself. I've gotten it down to like two or three minute emails doing this, and the more painful the problem you solve, the better. This isn't as easy if you're selling internet marketing. It's not quite as easy, but you can do it.

Some people to study for stories, Jerry Seinfeld, watch every episode of Seinfeld. That's another prescription. It's not a tip, it's not a suggestion, I am prescribing this to you, to watch every episode of Seinfeld, all eight or nine seasons, and they will give you all the stories and analogies that you want.

I've written emails, for example, I wrote an email about George Costanza's mother. She is getting a divorce, and Jerry was dating this girl named Donna Chang, and George's mom thought she was Chinese, because of her last name. She never saw her, but she talked to her on the phone, and she talked her out of getting a divorce, and then she finds out Donna Chang's not Chinese, and she's like, "Oh, the divorce is back on. She's not Chinese. I thought the information was actually good."

But, I used that because people believe the exotic or what's different. If you live in America. American secrets aren't as cool as Chinese secrets, or any other secrets of anywhere else. It's just how it is. And there's another example of how you can turn something into an email.

But, Michael Savage, right wing talk radio guy, you don't have to like any of his politics, you don't need to like him. He is one of the greatest story tellers that I have ever heard in my entire life. He can make a story out of something as obscure as the onion soup he ate at a restaurant, and it's just fascinating. And he's not doing politics.

He has a book. I think it's called Psychological Nudity. He's got a lot of books. But there's one, I believe it's Psychological Nudity, where it's just a transcript of stories he's sold on his show, and most of them had nothing to do with politics. Get that book, you will get the best educational storytelling you can ever find.

And then Gary Halbert, who I keep mentioning, great story teller. If you go to thegaryhalbertletter.com, you can read a bunch of his newsletters when he was writing newsletters and some of his sales letters. They're very story based. And you just get sucked into his stories. These are free education. Free. Although, I guess you have to pay Hulu.com to watch Seinfeld or whatever, but basically, it's free.

Inspire people. Inspirational emails can be the most profitable emails you'll ever write. Everybody's looking for inspiration. Everybody, especially people with a problem. They need inspiration to feel like they can keep going on. There's some people that have had some pretty bad things happen to them in your market, and they're looking for inspiration. It doesn't feel like you're being sold anything, either. It doesn't feel like a sales pitch when you're trying to tell an inspirational story about something that happened to someone, and then relate it to your product.

I'll give you an example. I wrote an email that got me one of the highest conversions of this affiliate thing I was selling just a couple months ago. It was selling a copywriting product for this company called AWAI, and I was talking about my background in copywriting, and how I really sucked. When I first started, I sucked, how people were laughing at my ads. It doesn't get any worse than that.

But then, I remember this, it was in 2004 or something, there was this concert on PBS by Yanni, the musician Yanni, who I'm not even a fan of. But they were doing a song, a rendition of Vivaldi's, I think it's called "The Storm" or something like that. And I love Vivaldi, I love the classical music, and they did a better job than Vivaldi, and I said, "Man, that makes me realize. These guys were the best, and they can still be beaten." Even the copywriters that I was in awe of, was like, "These guys are human, they can be beaten."

I told that story, and I led it into a copywriting product. Here's how you can get good at this, and it just inspired people, and it sold in droves.

So, when you inspire someone, they are looking. You've just gotten them dressed up. Give them somewhere to go, give them a link. Give them a link. Don't be scared of selling, give them a link, and I'm going to talk about this in a second, that all of you people in here who are not selling, and you all know who you are, because I've lectured many of you this weekend, you are being very selfish, not letting the world know your product exists.

I'm just telling you. Oh, I got more to say on this. You guys are, you're all just holding onto your hats. We're just getting started on that. I'm going to lecture the hell out of you guys on this. But what inspires you? If something inspires you, even if it has nothing to do with what you're selling, you can relate it to what you're selling. I'm telling you, this is some of the best emails you'll ever write.

Q&A emails. This is probably my favorite kind to write. I don't know. Maybe it's because I get so much hate mail. I don't know. I like to take a question that comes in and then, I like to address it. You see a lot of ads are done this way in magazines and Men's Health and that sort of thing. Dear Abby. Dear Abby makes a lot of money. I think that might be one of the most read parts of newspapers, after the comic section. People love advice. They love to listen in and be a fly on the wall.

They like that, and that's what a Q&A email does. Somebody asks you a question, or maybe you see a question posed somewhere on the internet, you simply reprint it in your email, and then you answer it, and then you lead them into your product. Very simple. Using the methods we've already talked about.

It looks like content, too. That's why a lot of these magazine ads do this, even though it has the advertisement slug at the top, they look so much like helpful articles that it just slips right by the sales radar. Very easy to do.

Checklist emails. This is another one. People love lists. When you go to the grocery store, do you write a grocery story? "I'm gonna drive to the grocery store. I'm going to go to aisle one, then I'm going to avoid that person in aisle two, then I'm going to go to the poultry section." You just write a checklist. "I need this, this, this, and this."

And it's a very easy way for people to read emails, they love it, so one of the best checklist emails you can do is a checklist of things people are doing wrong that they think they're doing right, and then you're telling them, it goes back to the tip the sacred cow thing. You're telling them, "You're doing all this stuff wrong. Here's how to do it right." And then they find you.

It creates curiosity, just natural curiosity. Again, valuable in its way. You're not wasting anyone's time. Never waste anyone's time with an email. Ken McCarthy, the founding father of internet marketing as we know it, the man is the reason we are all selling online. He was the first guy to actually put a conference on, like 1993, saying, "How do we sell with this thing called the Internet?" And him and his five other friends were considered the village idiots of Silicon Valley, because everybody thought you couldn't do it.

He said something once in one of his books called *The Systems Club Letters*, which is one of my favorite business books. He said, "Every time I'm about to send an email to my list, I ask myself, 'Does this warrant interrupting their day for two or three minutes?'" And if you can't say yes to that, then don't send it. You're probably doing something wrong.

Controversy. This is the one that I probably do more, even though I prefer the Q&A one, but this one just seems to find me all the time. People love controversial stuff. That's what this whole political stuff is about, it's all controversy. People eat it up, they thrive on controversy. It gets attention. You know how rare it is for someone to be controversial? Everybody's so scared. always tip toeing around, not offending people and all that.

You say screw it. Don't tip toe around people, don't dance on the egg shells, smash the egg shells, that's what I always say with the email, and here's the interesting thing. The people who agree with you will become bigger fans of you, and they will be better buyers. They will buy from you just because they agree with whatever you're, it doesn't have to be politics. You can be controversial about whatever it is in your industry that is controversial to talk about.

They'll agree with you. Everybody knows who the Hulk is, Marvel comics. Back in the 80s, when child Ben used to read a whole bunch of comic books back in the day, they changed the Hulk from green to gray. Greg Gomez probably knows all about this, the whole Hulk thing. He probably read more comics than I did.

And they turned him gray, and they decided to keep him, he was smaller, he was gray, and he was intelligent. He could talk. But everybody wanted the rampaging green Hulk back, and the Marvel editors noticed that they were getting all this hate mail from people, "Bring back the green hulk, we're never going to read again," but they found that sales actually went up, and the same people, month after month, kept complaining, saying they're going to leave.

No, the people you make mad are actually the ones who are going to stick around probably even more than anyone else. Real life example, and when you get intellectually honest with people who disagree with you, a lot of them will become your buyers, believe it or not.

I'll give an example. Are you guys familiar with who Russel Brunson is? You guys don't? Okay. Brilliant guy, brilliant marketer. One of my favorite people, I love that guy. I love talking to him, he's just like a fountain of knowledge with this stuff. I think he literally eats marketing books for breakfast.

He came to one of our Oceans 4 things, where we did the consulting, and I never met him before that. and he goes, "Ben, I used to," we had dinner together back then, he goes, "Ben, I used to hate you." Just comes out and says it. like we're sitting here having a friendly dinner. He's just like, "I hate you."

Then he goes, "Then I just started reading your stuff over and now I like you. You're kind of the reason I came here, I just wanted to meet you."

I was like, "Whoa." This is an example. I've heard this story from other people, too. It's not because, obviously, I'm not the friendliest guy in the world, so it's not my sparkling personality, it's just that I say things and I make people challenged. I like to give people options for thinking differently, that goes against the grain of what's popularly taught.

So, be controversial. You just got to do it righteously. You got to really believe in something, and write about it and don't worry about getting yelled at. Believe me, that goes away quick. That's like the Thai fighters, they kick banana trees until their shin breaks, and then they let it heal, and the bone gets stronger, and then they do it again, and they keep doing it until their shins are just rock hard. That's how it is getting hate mail. Eventually, you laugh at it. You do it just to see how much more mad you can make people. It's fine.

So, very easy to do. Just pick something controversial in your market. You could talk about politics if you want. I know people who'll do that all day long. You could just talk about something, bad information that's being spread in your market that you know is bad and it's wrong. Write about it and don't be afraid of conflict, because nothing gets done without some conflict. No change of thinking happens unless people are challenged.

Okay, so never, ever, ever fear unsubscribes unless you're not building your list. then you kind of have to fear them, because you're not going to have a business for very long. As long as you're building your list and you're adding names to your list, don't fear unsubscribes. Unsubscribes are your friend.

I like to play to win, not to play not to lose. And people are just worried about opt outs. I don't even look at my opt outs. I don't ask them why they left. I don't care why they left. Why they left is irrelevant to me. I come in, I do my thing because it's what I'm going to do. They don't like it, don't let the opt out link hit you in the butt is basically my attitude with that.

Here's another reason you should. You should want unsubscribes. The platinum people, you guys all know, I like to get a no from people when I'm selling. I go for a no. I want them to tell me no. I want them to unsubscribe when I write an email. I'll tell you why.

You will get less spam complaints, because if they're pushing the unsubscribe link, that means they're not accusing you of spam. This is a good thing. This is a reason why you want to mail daily, by the way. This is something I think I might have neglected to even put in my presentation. You want to be mailing every day, seven days a week. Very important. It will practically eliminate spam complaints if you do it right.

People who mail once a month, they get all the spam complaints. The book of opt out revelations. So, here's another little analogy for you. For those of you who get scared when you hear the word God or whatever, just plug your ears or whatever. Book of Revelation, in Chapter Three, Jesus is very angry at some churches. There's seven churches. He's happy with two, he's mad at five of them.

One of the ones he's mad at, he's like, you guys do a good job, you're doing good works and all this, but you're lukewarm. I would rather you be hot or cold, and because you're lukewarm, I'm spewing you out. This is the exact attitude to have with your list. If they are indifferent to you, if they're lukewarm to you, if they don't hate you or love you, you want them to leave. They are doing nothing but clogging up your bandwidth, basically.

Those, the indifferent, lukewarm ones, they are the ones that are clicking the spam link, which can get you in trouble with your auto-responder company. That's why you don't want them doing that. You don't want them. You want either them hot or cold. By writing controversial emails, by being infotaining, by writing daily, you're going to build such a relationship with the people you want, and you're going to turn off the people you don't.

You want cold people gone. They will leave peacefully in almost all cases. They will leave peacefully, and it's fine. It's the lukewarm ones that give you the trouble. They're the ones that want to throw f-bombs at you and all that. It's not the cold ones. People just don't have the problem you're solving, let them go. You don't want them. But don't worry about unsubscribes. That's the whole moral of the story here.

Always plug something. Okay? So, I was just saying, it's very selfish not to sell. First of all, if you plug something, let's say you don't have a product yet. You still want to plug something, because it bonds people to you. On the internet, and this is straight from Ken McCarthy, who I mentioned earlier, founding father of Internet marketing as we know it.

He says, every day, that you should have them click on a link that gives them a good experience, and it bonds just a little more. It's like a snowball effect, it compounds on itself. That's why daily is so powerful. You want to do that. You will scare the freebie seekers away, which I think freebie seekers are the nastiest, most vile people on the face of the planet.

And not because they want free, that's not the reason why, it's because of the reaction when you try to sell them something. It's like they go insane or something. I remember the first time I sold something. I had not sold something for three years. I thought, I was listening to all the bad

advice, and I was like, "Well, I'll sell when I have something to sell, and I'll build up all this good will with them for three years, and then, when I have something to sell, they'll really buy."

No. I mean, no, that didn't happen. There were sales, but there was some nasty, vile stuff. F-bombs and all that. I was like, "What is wrong with these people? Some of them need help, mental help, because there's something wrong with this mentality that does something to people."

You also want to show that you're a real business and not a charity. You are a business, you are worthy of being paid for what you have. If you have something that's improving people's lives, it is your moral and ethical duty to sell them that solution, or to at least let them know it exists. If you're not letting them know it exists, Deb, I told Greg I was going to call her out a little.

You have to let them know it exists. You don't have to hard pitch, you don't have to sit there and throw it in their face like, "Buy this." Just let them know at the end, you have a solution that can help them. That's it. It could just be a link at the end saying, "Look. If you want help with x, y, z problem, check this out. It might help you."

That's it. It doesn't have to be blatant like I do. I'm very blatant. but you don't have to do that. Just let them know it exists. That's all I'm saying. Otherwise, you are being very selfish, because they are in pain, and they need your help.

Also, I'm not a big fan of sending my list to social media and all this other stuff. I do it once in a while, like maybe I want to get people in a Facebook group or something. There's very strategic reasons to do it, but 99% of the time, you should be sending them to your cash register and not somebody else's. Otherwise, you're kind of like the store owner who, someone gets up to your cash register, you say, "Wait. before you buy this, go across the street and buy their product first, and then come back." Doesn't happen. But that's basically what happens online with a lot of people.

Length and look of your emails. How long should an email be? This is the question that everybody asks, and those of you reading the first bullet, you already know the answer. Like a woman's skirt, short enough to get attention, long enough to cover the details. That goes for all your ads, not just email.

200-300 words is, for me, personally, ideal. It doesn't have to be that short. I've written 100 word emails. I've written 2000 word emails. You just do it for as long as it needs to be. You just want to cut the fluff out. One little trick for writing anything, it doesn't matter if it's emails or anything else, challenge yourself. Say, "I'm going to cut 50 words out of this email or this Facebook post." whatever you're writing. "I'm going to cut 50 words out." It'll force your brain to find ways of saying things with fewer words, and is just a good writing exercise.

Oh, I'll also talk about contrasting. We talk about contrast with subject lines and ideas. Contrast your paragraphs in your emails. It's easier to read. It's hard for me to show you this on a power point, but I'm going to give you my website at the end, and you just look at my blog. I do this very deliberately. There'll be a fat paragraph and maybe a one sentence paragraph, maybe a two

word paragraph, and then maybe a medium sized paragraph. It's just easier on the eye, and it's short, choppy.

You don't want to go too many big paragraphs, but you don't want to do just little small ones either. That gets hard to read, too. But you'll see examples on my blog.

A pile versus B pile. This is something, Gary Halbert, who I mentioned, he was a big fan of this with direct mail. His theory was, everybody sorts their mail over a waste basket. You've got this pile of mail, you're trying to get rid of the junk mail. "This looks like obvious junk, obvious junk. It's pretty." Pretty mail, you know it's junk. You already know it's junk. It's not personal.

Then you have the personal letters, you have the letter from the IRS, and all that. Those are your A pile. Those are the ones you have to read.

This is why I use, now, there's a lot of people who don't do what I'm about to say, and that's fine. I like plain text emails. I don't even use HTML to my main list, because I want that illusion at a glance, just at a glance, this could be a personal email.

And it drives people crazy. It's the tease thing, too. "Oh, is this a real? Is this personal?" That's what gets you the reading. Doesn't mean you should not use HTML, if you want to track things, you have to. But try to make it look personal, don't put a bunch of pretty graphics.

I have to say something else. There are people who have told me the opposite works for them. So, test it if you want, but in every case I've ever seen, I've always seen something that looks personal at a glance, even though they know they're on a list, but that personal, one split second where it could be from you to them can be enough to get them to start reading, but if it's obviously not personal, they're much more likely just to delete you or save you to later, which means they're going to delete you, because they just get busy.

More million dollar email strategies. So, maybe you want to use auto-responders. I like to just send daily broadcast emails. It's like talk radio. I really do, but I learned this from Matt Furey, too, who I think is the email king. He treats his emails like talk radio, like a talk radio segment. You're going to go in, you're going to talk about a topic, and then you're going to go to commercial, i.e., give them your link.

Well, by doing daily emails like that, you become like a celebrity in their inbox. They start feeling like they know you. They know you personally. They'll start telling you personal stuff, they'll start giving you content ideas. They'll start giving you testimonials, all that stuff.

So, put them in an autoresponder if you don't want to do daily. Just start writing them real fast and put them in an autoresponder.

Trolls. You want to profit from trolls? Wing Chun them. Any of you guys seen the movie Ip Man? The Ip Man movies? Great movies right? They're doing Wing Chun kung fu, it's all about taking energy coming at you and redirecting it back at them, and hitting them 10 times harder.

When a troll emails you, take that thing and turn it into a Q&A email, take all that energy. It's like a third baseman. he gets a shot hit to him, he takes that energy and uses it to throw the ball faster. You're doing that with this, too. I've done it many times. People leave me a one-star review, and I'll reprint it in the next day's email, and then I'll tell him why he's wrong, and then, in one case, someone changed the review to four stars, because I used Wing Chun on them.

Make the skeleton dance. This is something I learned from the sales trainer Barry Maher, one of the most brilliant sales trainers out there. This is bragging about the negative. Every product has a flaw. We all have flaws. Your products have flaws. You want to turn those into reasons to buy from you, which is very easy to do.

"Oh, I got the most customer service complaints in the world," and you brag about it. Say, "I got the most customer service complaints in my industry, but you know why? Because we have the most sales, we deal with the most people. We also have the highest ratings, too... Blah. blah. blah."

You turn it into a reason to buy. It takes some thought, but once you do this, you are going to be invulnerable. Nobody will be able to beat you. "Your price is too high." "You're darn right. my stuff's the most expensive, and here's why. Look what it did for these people. Of course, it's going to be expensive. It's the highest quality ingredients." Whatever.

Always be building a relationship. It's more important than anything. By doing what we've been showing you here. you're building a relationship automatically.

And finally, don't be selfish. Quit being selfish by not putting a link to your product in every email. You're not helping anybody, you're not helping the world, you're not helping anyone with the problems you solve.

30 Day Get Great at Email Game Plan. This is your homework now. For the next 30 days, every day, do a different kind of email we've talked about, different kind of subject line, one of the different seven types of emails, one per day. Maybe Monday, you do a story email, maybe Tuesday you do a checklist. You'll find out which ones you like doing the most, and then just stick with those, what you're comfortable with.

Tell your list first, that you're going to start mailing them daily. Don't just start mailing them daily, let them know. Say, "Look, I have neglected you, I have done bad. I have so much I want to share with you. I'm going to start mailing you daily from now on. If you don't like it, please feel free to unsubscribe." Don't be a jerk about it, but just say it as a courtesy.

Remember that money is attracted to speed. You're not going to make, probably any more money spending three hours writing an email than if you spend 30 minutes, in my case. Fast almost always works better.

Be a greatist, not a perfectionist. The great film maker James Cameron, two of the highest grossing movies ever done, I have a book of interviews with him, and they asked him, "Why are

you such a perfectionist?" He goes, "I'm not a perfectionist." The interviewer goes, "Well, yeah. what about Titanic and Avatar? The actors are all, you make them cry and stuff."

He's like, "I'm just trying to be great. I'm not trying to be perfect. Nobody's perfect." Do that with your emails, just strive to be great at this by writing every day and you will be.

Finally, if you want more information from me, you want to see examples of my emails, go to bensettle.com. If you opt into my list, I'll give you a PDF of the first issue of my \$97 a month "Email Players" newsletter. It gives 24 ways of making sales with email starting today. I've had people tell me they've made tens of thousands of dollars just with that free issue. It's totally free. I have the George Costanza thing in there, if you want to see an example of that.

If you don't give me your email, that's fine. You can just click through to the blog. There's like 2000 pages of articles. All kinds of audio and video — probably 100 hours of it literally. It's all free on there, and you'll see demonstrations of this all day long. So, that's all I got. Thank you.

[END]