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Notes:



About The Author

Daniel Levis is a highly sought after direct response copywriter, consultant, and info-marketer with a rabid following.

Almost 40,000 subscribers eagerly await his marketing tips, articles, live training events, coaching programs, and home study courses.

Since 2004, he's helped both large direct marketers as well as hundreds of home-based entrepreneurs to use the Internet to sell more effectively. And also personally trained and mentored a number of up and coming info-marketers, solution providers and copywriters in his proprietary <u>Effortless</u> <u>Influence</u> and <u>EMAIL ALCHEMY</u> courses and trainings.

In the financial field, he's worked with SAFE MONEY REPORT, REAL WEALTH REPORT, Gold Newsletter, The New Orleans Investment Conference, Stealth Stocks Online, Hidden Values Alert, The Street Authority and other well known publications.

In the business opportunity, self help, and health markets he's worked extensively with companies that handle the marketing and distribution of information products headlined by high profile folks like Mark Victor Hansen, Robert Allen, Dr. Stephen Sinatra and others...

He's collaborated with other top-flight online marketing talent like Joe Vitale, Yanik Silver, John Carlton, Clayton Makepeace and Dan Kennedy to produce several highly acclaimed marketing and copywriting information products.

Daniel has been exposed to, and overseen, dozens of high traffic scientific web marketing experiments that have allowed him to witness firsthand what works online and what doesn't.

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Introduction

Your list of prospects, customers and clients is your fundamental business asset.

It is the most important aspect of your business.

And it increases in value as your contacts consume your products and services.

So it's no surprise that one of the most common questions I get at my enormously popular EMAIL ALCHEMY trainings, especially from folks who are newly arrived on "Planet Daniel" is:

"I love your EMAIL ALCHEMY training, Daniel... I understand why email is the killer marketing app... I totally get why your unique approach to email marketing works so incredibly well... but I'm just starting out and I don't have a list... where do I get a one?"

And so the first thing I tell them is that email marketing is somewhat different to postal mail marketing.

In the post you can buy or rent a list from somebody and legally send unsolicited marketing messages to people.

Online, we call this SPAM.

So this manual is NOT about buying a list.

It's about building one.

I've bundled 4 of my most popular special reports into a crash course that will help you to get started (if you're standing at ground zero)...

Or build faster if you're already started and struggling.

I call it *The 4 Pillars of List Getting*, because it walks you through the 4 essential hurdles to building a highly profitable email list that will make you fat and happy for years to come.

Notes:

- 1. NAME SQUEEZE SECRETS How to Capture Email Addresses in 3 Easy Steps will help you to build a highly effective lead catching system.
- 2. MONETIZATION MAGIC TRICK How to Fund Your List Building Operation with Other People's Money shows you how to create high-converting self-liquidating offers.
- 3. TRAFFIC TACTICS 3 Proven Ways to Flood Your Website with High Probability Prospects will show you how to drive traffic to your lead catching system.
- 4. And finally, **Under the Iceberg Where the Real List Profits Are Made** reveals how EMAIL ALCHEMY can make you rich.

This might sound like more work than you envisioned. Just give me the list you say.

Well that's not exactly how it works. Nothing of value in life comes without a little work. And a big ass email list is no different.

Regardless of what you sell, product or service, you need ALL 4 of these steps.

The execution may differ slightly — a chiropractor may use a slightly different list-getting architecture to an information marketer selling a dog training manual, as example — but the principles are the same. And I will give you plans and frameworks for both.

But before we begin, remember this:

Profitable list building is not rocket science. It's not a product of the latest whiz bang technology or web gizmo.

It's more like basketball... where the highest paid players are just very, very, VERY good at the basics.

That's what you are about to learn and perfect.

So let's get started ...



NAME SQUEEZE SECRETS

How to Capture Email Addresses in 3 Easy Steps...



Notes:

Pillar #1: Name Squeeze Secrets — How to Gather Email Addresses in 3 Easy Steps

If you want someone to do something, you have to give them a good reason for doing so.

And when it comes to getting someone to give you their email address, that reason is a piece of practical, actionable information that can help your prospect to move away from the pain they are experiencing and toward the pleasure they are envisioning.

BAIT, in other words.

Setting Your Hook

It doesn't promise to take them all the way to Nirvana. That would be over-promising and under-delivering. But it holds out a very clear and actionable step in the direction they want to go.

We call this information a lead generation magnet, or LGM for short. We'll look at exactly how to create one in the next section.

For now, the key thing is figuring out what people want to know, giving your LGM a compelling title, and writing the web page copy that gets people to trade their email address for it.

This applies equally to selling products and services. If you sell a service, you want sales inquiries that are properly qualified and that don't require a lot of personal selling, don't you?

Well this is the role of your LGM and EMAIL ALCHEMY follow ups.

They educate, pre-sell and pre-qualify, so you don't waste your time dealing with half-baked inquiries. Prospects come to you with a much better understanding of the problem they're facing, the possible solutions, and your unique

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expertise, which saves you time and skyrockets your close ratio.

For product sales, it means your prospects are much more likely to convert when they arrive at your sales letter.

So the first step is to know what's keeping your target market up at night. If you don't already know, you can easily find out by hanging around online forums or joining relevant Facebook groups. Ferret out at least a half-dozen different problems you can help with and write them down.

Then close your eyes and put yourself in the prospect's shoes for minute.

Let's play with an example:

Suppose you're a personal trainer who's decided to specialize in abdominal regimens and routines — you're going to be a gut-busting specialist.

And you've decided to further specialize by targeting your abdominal reduction programs toward the millions of type 2 diabetics and pre-diabetics who could all but cure themselves by reducing abdominal fat.

Now let's think about some of the actual pains a potential prospect like that is anxious to move away from, and some of the pleasures he or she can be motivated to pursue.

How would you feel if you went to the doctor and they told you your blood sugar was out of control and you were going to have to go on blood sugar pills and blood pressure pills and cholesterol pills and God knows what else to manage the risk of premature heart disease, stroke, kidney disease, blindness and the possible amputation of a toe, foot or leg?

Fearful. Confused. Depressed.

You're in PAIN, right?

But wait, there's more ...

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What about the side effects of the pills — skin rash, dizzy spells, sexual dysfunction, etc.

... And the diet restrictions — not being able to enjoy the foods you love?

... And the hassle of having to check your blood sugar 3 times a day?

Fear. Deprivation. Caged by routine. Abnormal.

More PAIN! Right?

So what information can you promise your potential customers or clients to help them move away from all this pain?

Let's think about this.

You can offer things that help your customers take actions that will reduce their pain.

Things. Think of these as the functional features of the product or service you are trying to sell.

In the case of a personal trainer, such things as: expert instruction on properly executing various abdominal exercises... nutritional advice... mindset and accountability coaching... and so on.

The features, the things you are selling, empower your clients to acquire certain advantages: they exercise regularly, they eat the right foods... they blast belly fat... they ace their next physical, and so on.

And these actions result in emotional states. These are the real benefits you bring to the table — the pains relieved and the pleasures gained.

When your diabetic clients have the right instruction, advice and encouragement to do what's necessary to improve their health, they acquire a much more positive outlook on life.

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Their fears are greatly reduced. Their depression lifts. And they feel much better about who they are.

Instead of feeling sorry for themselves, they are re-engaging with their careers and enjoying the rewards of winning in the workplace. They are refocusing on the needs and desires of their families and feeling important again.

Instead of feeling like they are at the mercy of a medical establishment that actually profits from the chronic nature of their condition... they feel liberated and in control of their own health — full of energy and hope for the future. And so on.

It is these feeling states that truly motivate people.

The features and advantages of what you are offering are part of the proof that says you have what it takes to lead your prospects to the emotional outcomes they're after.

Here's a powerful little three-step sales message formula to use in your enticements (the ads, endorsed mailings, article bylines etc, that appear on external web properties, I cover these in the next section) and on your squeeze pages where you actually collect a prospect's email address.

Promise, Proof and Call-to-Action

- 1) Begin with a simple, easily understood, ultra-compelling promise (promise defined as a way to move away from pain and/or toward pleasure)...
- 2) Provide proof that what you're offering can deliver on that promise (the features and advantages of your product or service, what it is and what it allows your prospects to do, are aspects of proof. Social proof is another form, testimonials, as seen in, authoritative endorsements, etc.)...
- 3) Present a singular, clearly defined, easily measurable call to action. (Tell them explicitly what to do next and a quick summary of why they should do it. And do it now.) ...

Notes:

You're going to isolate the specific pains and pleasures that are most relevant to your target audience. You're going to bring them into the foreground of consciousness. And you're going to promise a clear path away from pain and toward pleasure.

Your marketing must be prospect driven, not product or service driven. That's why you go to so much trouble to put yourself in your prospect's shoes... to understand their fears and dreams for the future... and zero in on the pain they're feeling.

I mean, look at the little scenario we're working with here. You're a personal trainer. You're all about helping people to get in shape. That's what you help them to do.

Well hey, getting in shape means different things to different people, doesn't it?

Some people in the larger target market are going to be much less concerned with all of these health problems we've been talking about here.

Some are going to be interested in getting in shape because their pain is loneliness and lack of confidence and lovability. Their potbelly makes them feel unattractive and undesirable.

You're not going to hook them with all of these horror stories about heart disease and stroke. Similarly, you're not going to hook the diabetics with an appeal to vanity. Sure, you might make some appeals to vanity at some point in your marketing... and a vanity centric personal trainer might use some health related appeals as well, but they are secondary.

The key success factor is developing and demonstrating profound empathy for the specific group of people you're committed to serve.

So go ahead now and crate an inventory of specific felt pains and desired pleasures that are relevant to your specific

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niche and target market. And that document is going to form the bedrock of your list building efforts.

Now, in order to create a compelling title and some sales copy that makes people want to request and consume your lead generation magnet, you want to communicate all three of these elements — 1) the thing you are offering... 2) what it allows the prospect to do... and 3) the feeling states those actions allow the prospect to move toward or away from.

Let's start with the thing you are offering: what is it? ... A book, a pamphlet, an ebook, a video series, a cheat sheet, an audio recording?

It's important that people know what kind of media they will be getting in exchange for their contact information, and where possible, you should have a visual representation of your LGM on your landing page to quickly make that clear. Here's a great little tool that will help you to **quickly create** those images.

The title of your LGM can make all the difference

So let's carry on with our little case study here to see how all this breaks down.

We have a target market comprised of people for whom the warning bell has been sounded by their Doctor. They are going to have to take all these pills and medications for the rest of their lives or suffer a long list of horrible consequences.

The reality is type 2-diabetes — if caught early enough — is not really a disease in the conventional sense. In most cases it doesn't require all of this bogus medication. And can be totally eradicated with diet and exercise.

But the drug companies make billions of dollars each year from the pills. So don't expect doctors to be telling people this.

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The drug companies are the enemy. And Jenny is going to be the heroine who steps in and educates the market on what they really need to do to take back their health.

This little case study I'm building here may be about type-2 diabetes, but there's always an enemy. It doesn't matter what field you happen to be operating in... people feel they are being taken advantage of by somebody.

Therefore, one of the best ways to grab attention and break into the market is to be a bold whistle-blower. What B.S. is being pushed on your market? Call the evildoers on their crap.

So Jenny can write a report about why all of these expensive drugs are unnecessary and actually harmful because they distract people from the real source of their pain — OBESITY, the result of a sedentary lifestyle and a diet that's way too high in processed carbohydrates.

And again, this is just a hypothetical example I'm building up here. I'm not a health expert or anything like that. I just want you to analogize what we're doing here in this little case study with your own niche and specialization.

And just to be clear, I've chosen a health example. But this little case study could just as easily be about money or relationships. The topic is immaterial to the discussion.

So maybe you name your LGM something like this:

What Big Pharma Doesn't Want You To Know About Normalizing Your Blood Glucose, Blood Pressure, and Cholesterol ...

Or...

3 Easy Miracle Exercises That Help Cut Your Risk of Diabetic Complications by 87% ...

Notes:

Well, heck, either of these titles is almost enough to get people to give you their email address, right? That's how it should be. The less you tell them on your squeeze page, usually the better.

Or maybe something along these lines:

What Never to Eat If You're a Type-2 Diabetic

There's the big emotionally rich promise right there. Now you add a little dash of proof, and you don't need much at this stage, we're just asking for an email address.

So maybe you add a little something to back up the promise, perhaps your credentials or the credentials of some industry expert or think tank who concurs, or some statistic — something to lend believability to the claim.

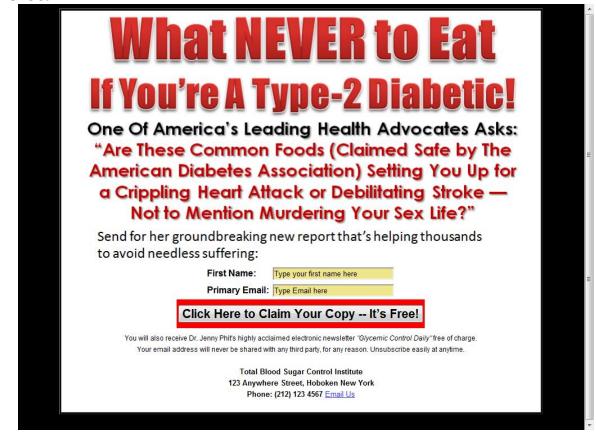
One Of America's Leading Diabetic Health Advocates Asks: Are These Common Foods (Claimed Safe by The American Diabetes Association) Setting You Up for a Crippling Heart Attack or Debilitating Stroke — Not to Mention Murdering Your Sex Life?

And then you seal the deal with the third element of the formula — the call to action. The call to action begins with a verb, go figure. It should define the deliverable — a report, ecourse, video, whatever the thing is — and reiterate the promise (away from pain or toward pleasure) in some way.

Send for her groundbreaking new report that's helping thousands to avoid needless suffering:

And that's more than enough copy to get people to sign up to your list. Here's what it might look like on the net.

Notes:



Stitch promise, proof, and call-to-action together, add data capture field for name and email address, a privacy assurance and notification of ongoing communication (set the expectation upfront that you will be in repeated contact), and voila! Instant lead capture page.

Notice how simple this lead capture page is. No distractions. You can add some branding if you like, a masthead, maybe a picture of yourself. In some cases it helps, in others it doesn't. There is no picture of the actual LGM here, but there certainly could be.

The essence of all this is promise, proof, call to action, privacy assurance, ongoing consent to receive communication from you, your contact information at the bottom, and that's it. You're done.

Now that particular example could be used to sell a product or a service. People download the LGM and the next step is

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to get them to purchase an information product. The next step could just as easily be to request a private discover session, where you would sell a service. Or the product sale could set up the discover session.

Let's look at another example: a landing page designed to build a list of folks who are on the hunt for a new kitchen. Vastly different subject matter, but the principle is the same.

What pains are people contemplating a high end new kitchen eager to move away from? What pleasures are they trying to move toward? And what kind of information can you offer them that will help facilitate these movements?

Again, you close your eyes and you imagine the person you're selling to... and you put yourself in their shoes...

For upscale kitchen remodeling, it's affluent, fifty plus, typically multi-decision maker, husband and wife, wife possibly significantly younger.

For the man of the house, that kitchen is a symbol of power, the sophisticated equivalent of a lion in the wild self-advertising its dominance through the thickness of its main or the decibels of its roar.

Getting the buyer to imagine entertaining friends and family in the kitchen triggers a pleasurable feeling of pride, of accomplishment, of mastery over others and his environment. He associates that feeling with the kitchen and it moves him closer to a purchase.

The woman of the house looks at the grandeur of the new kitchen as a statement of her reproductive success and ability to nurture and care for her children and grandchildren. She might be feeling a little marginalized as the kids leave home and wants to remain a vital part of their lives despite their growing independence.

Getting her to imagine herself orchestrating a family gathering in that new kitchen stimulates feelings of

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importance and usefulness. And those pleasurable feelings make her want to move forward with the purchase.

For both of them, the aesthetic beauty of the design and appointments, the fine foods and wines they anticipate enjoying there, even the textures of the materials under hand and foot, are all symbols of romance.

The desire for sex and the appreciation of beauty has its origins in primal mating instincts and therefore trumps all other desires. Sex is man's greatest motivating force. The hunter who excelled in prehistoric times did so out of his desire to be great in the eyes of women.

Today's "hunter" brings home no skins of wild animals, but he communicates his desire for her favor just the same by furnishing her with a fine kitchen.

Having a high-end kitchen is a demonstration of the couple's relative strength and intelligence in the community... proof of their social position and status within the pecking order of the tribe. The feeling of superiority is pleasurable and makes them want to buy the kitchen.

Or they might see that new kitchen as a sanctuary, deep in the secret recesses of their cave... a safe, silent and peaceful place where they can escape the chaos of the workaday world — a cocoon of quietude, comfort and withdrawal.

Painting them into the kitchen in this light melts their feelings of annoyance and irritation with the world and moves them toward feelings of bliss, satisfaction and contentment. They envision the purchase as a move away from pain and toward pleasure and are thus motivated to buy.

Or maybe they see it as a hive of social interaction, where friends, family and new acquaintances interact, break bread, and enjoy each other's company and fellowship. Games are played... deals are made... progeny paired off.

Putting them in that picture makes them anticipate a sense of thrill and excitement. They associate those positive emotional

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outcomes with the purchase of the kitchen, and are thus motivated to buy.

Now let's look at the pain side of the equation... A worn and dated kitchen is an embarrassment when friends and family come over.

No doubt your prospect has friends who have remodeled and updated their kitchens and they feel a little jealous.

They get annoyed with the myriad little repairs.

They're inconvenienced by the inevitable little design gaffs that they have been tolerating for years.

And they are fearful of being "ripped off" by unscrupulous or incompetent home renovation con-artists. Remember the enemy we talked about in the earlier example?

With that in mind, what kind of information can we offer them in exchange for their email address and permission to follow up?

Well one of the most reliable things you can do to build your list is to help your prospect to avoid costly mistakes.

Remember, if you want to build a list, you have to monetize that list. And making your prospect a more confident, informed and ready consumer with your LGM is a proven way to do it. It sets up the sale nicely.

And so here's how I took the insights above about the target and turned them into a productive squeeze page.

The image below is an actual page that one of my EMAIL ALCHEMY clients used to build his list.

You can see his adaptation of the EMAIL ALCHEMY templates in the member's area and the actual emails he uses to follow up on these leads.

Notes:



-- Allan McDormand, President, Kitchen Buyer's Club of America

The LGM is a free membership comprised of several member benefits. Note the monetary value assigned to the LGM.

The Buyer's Guide speaks to the pain (fear) the prospect is feeling about a botched kitchen reno. They are contemplating spending a LOT of money here, and there are a LOT of things that can go wrong.

The Savings Certificate appeals to the pleasure of getting a deal as does the homey image to the right.

The In-Showroom Design Consultation also appeals to pleasure, with reference to lifestyle and tastes.

And the In-Home Measurement addresses the fear of cost overruns, inconvenience and delays.

So there is a lot of promise and value communicated here.

Notes:

The proof element is the Kitchen Buyer's Club of America, safety in numbers. Also the image of the friendly looking older gentlemen. The specificity of the location tag is also a confidence booster, it says you are in the right place, this is for you.

And the call to action is clear and concise... enter your name and primary email address below to join now... no purchase necessary, your member benefits are 100% free!

Promise, proof and call-to-action, doesn't matter what you're selling, that's the proven formula for getting somebody's email address.

Now, you might be wondering...

How do I get this up on the web?

And how do I send my EMAIL ALCHEMY emails to those prospects?

What's the cheapest, easiest way to do it?

So I'll give you a few tips, pointers and recommendations ...

You will need webhost to serve up your squeeze page to potential prospects.

If you're on a tight budget, www.GoDaddy.com is a good option. You can get set up for less than \$20 a month. www.LiquidWeb.com is another good option for serving up your text based content on the web.

Once your domain and host are set up, you can create great looking squeeze pages with tools like www.LeadPages.net and www.LeadPages.net and www.LeadPages.net and www.LeadPages.net and www.LeadPages.net and www.lead.net and <a href

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Of course you'll need an autoresponder service for sending the emails when somebody gives you their email address on your squeeze page.

There are basic, bread and butter autoresponders, like www.Aweber.com that you can get started with for about \$20 a month.

And there are more advanced Customer Relationship Management systems like www.InfusionSoft.com that consolidate all of your customer and client data in one place. So you can target your marketing more effectively.

Hire someone on <u>www.eLance.com</u> to help you get it all set up.

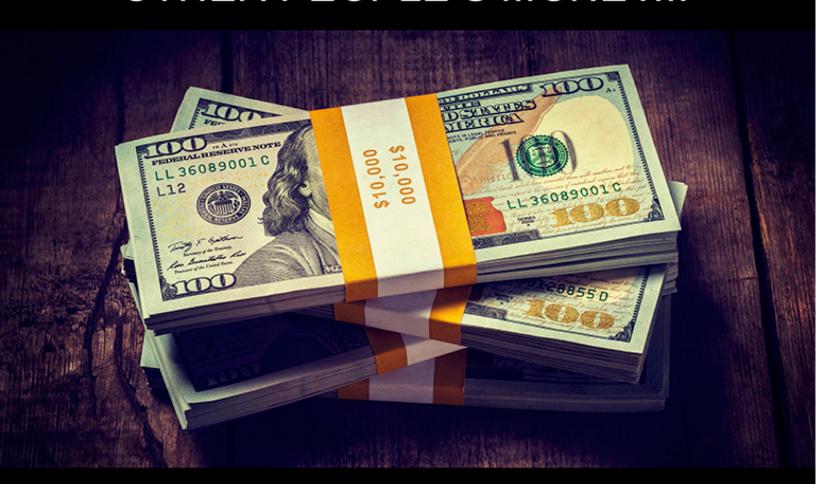
And that's it, your squeeze page is ready.

Now, let's turn our attention to fleshing out your lead generation magnet and monetizing your list building efforts.



Monetization Magic Trick!

How to Fund Your List
Building Operation with
OTHER PEOPLE'S MONEY...



Notes:

Pillar #2: Monetization Magic Trick — How to Fund Your List Building Operation with Other People's Money

"Begin with the end in mind" is the famous quote from Stephen Covey, and it is good advice for building your list. The "end" of having a list is making sales, and those sales are going to fund your list building efforts.

And so your BAIT is not just a freebie... but also a powerful pre-selling tool for making immediate sales when someone opts in to your list. Your lead generation magnet is like a "Trojan Horse" that sets up those sales. And so I'm going to carry on with our case study...

Let's break Jenny's free report down in a little bit more detail. I'll just take one of the hypothetical titles I dreamed up and that we looked at earlier, and I'll give you a step-by-step formula for assembling the actual report you will give to your subscribers. Again, the topic is irrelevant, as is the media, for this particular discussion.

The 7 Step Lead Generation Magnet Formula

This formula can be used to create an LGM about stock market investing, saving a rocky marriage, humiliating your buddies on the golf course, selling your home without a real estate agent, whatever.

And it applies to a written special report, an audio interview, a video presentation, or any other media format you care to dream up, doesn't matter. The way the various pieces are communicated will differ slightly, but the essential structure applies.

I'm going to break this down into a step-by-step process for you. The promise, proof, call-to-action formula is universally applicable to any successful presentation.

Notes:

The series of steps for executing it that I give you here are not the only way of leveraging the formula to create a lead generation offer or value added sales presentation, but it's one of the best. I'd much prefer that you learn one proven method that you can use over and over again, and this is it.

The Promise

Step 1 — Headline:

Create a concise statement that describes the information you're going to reveal and what it helps your prospect to do that will move him or her away from pain and towards pleasure.

3 Easy Miracle Exercises That Help Cut Your Risk of Diabetic Complications by 87% ...

Do you see that?

The thing = 3 Easy Miracle Exercises.

And what it helps the prospect to do = Cut Your Risk of Diabetic Complications by 87% ...

Step 2 — If this/then that/here's why...

Next, expand on the headline statement with a paragraph or two that contextualizes the information you are about to deliver.

If [Describe a qualifying condition that makes the person consuming the information an excellent prospect for the sale you are setting up.]

Then what you are about to read, [hear, watch, experience, whatever media you happen to be using] will be [of the utmost importance, of intense interest, must reading etc.] Alternatively, you can end this sentence by telling your prospect how the information will move them toward pleasure in some way [thrill, amaze, astonish, relieve, enlighten, blow your mind, etc.]. Example ...

Notes:

If you've been warned by your doctor that your risk of heart attack and stroke are dangerously high... the result of blood pressure, blood sugars, and cholesterol levels that are spiraling out of control ...

...Then the information contained in this groundbreaking new report is the most crucial reading you'll do this year. It could literally save your life!

Here's why ...

Step 3 — Tell them what you're going to tell them

Write a paragraph or two foreshadowing what your prospect will learn by consuming your LGM. Promise a way to move away from pain and toward pleasure. Begin by referring to the media by unit — pages, minutes, etc.

In the pages of this special report I'm going to expose a series of shocking misconceptions, fallacies, and downright lies about the number three cause of death in the United States — type 2 diabetes.

You will discover why the over 20 million Americans who have been officially diagnosed with this disease, and the over 60 million more who have been declared borderline diabetic, are being fed fatal advice about their condition by the medical establishment.

Incredible as this sounds, chances are, you are doing things on the advice of your Doctor, that almost guarantee congestive heart disease, premature memory loss, depression, nerve damage, vision impairment and a host of other devastating blows to your quality of life.

The good news is these tragedies are absolutely avoidable — even reversible — with the knowledge I'm about to give you in this report.

Notes:

These first paragraphs are crucial to gaining the attention of your prospect. You must put them in pain and promise a way out. The more controversial your assertions the better.

Again, completely disregard the content of this example. Study its form and think about how you can apply this step-by-step formula to your own business.

When you're doing this, pull on the work you did earlier when you catalogued the specific pains and pleasures that are relevant to your target market and the product or service sale you are setting up with your LGM.

Step 4 — Your Story

At this stage you introduce yourself and tell your story. We're still in promise mode, but you start to weave in proof in the form of your own personal testimony and experience.

A story typically has three acts — beginning, middle, and end. You can think of it as the before your solution, the search and discovery of your solution, and the after your solution.

Your three acts do not need to appear in order. In this particular application we tell the "before story" and then the "after story", and leave the middle part for the meat of the report — the proof section.

Here's the before part of Jenny's story.

My name is Jenny Phit.

Conventional "wisdom" about diabetes care almost killed me.

I developed diabetes after the birth of my first child and for the next six and half years dutifully followed my doctor's orders.

I took my medications religiously and went on the low fat diet my dietitian prepared for me. I exercised regularly.

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And checked in with my doctor monthly to review my lab results ...

Each time I went it seemed he was prescribing something new — statins to lower my cholesterol, beta-blockers to keep my skyrocketing blood pressure in check, blood sugar lowering pills, daily aspirin, ace-inhibitors, insulin.

Several times a day I would have dizzy spells and nearly pass out from the medication. I would frequently become confused and irritable and would snap at my husband and children for no apparent reason. I was tired all the time, often depressed. And my weight ballooned.

As I turned thirty — the prime of life for most people — many of my body's systems began to deteriorate.

I had severe mid-chest burning all day long. My feet ached and seemed to be deforming. My vision became blurry and I could no longer drive at night.

Because of my chronically elevated blood sugars — and my inability to control them with the methods recommended to my Doctor by the medical establishment — I was heading for an early grave. Some days I welcomed it.

People are naturally empathetic creatures. They see themselves in the stories of others, and this triggers their pain and the desire to move away from it.

Chronologically speaking, the next thing that happens in the story is some kind of a discovery that allows the protagonist of the story to move away from pain and toward pleasure. But you're going to create intense curiosity by skipping over this part.

Leave an open loop in your prospect's mind by moving straight to the pleasure. Then come back to the solution in the proof section of the presentation.

Notes:

Today, I am the model of health. My blood sugars are normal around the clock.

After years of fatigue, depression and debilitating diabetic complications I am no longer feeling tired and washed out. My chest pains, dizzy spells, confusion and irritability are distant memories.

I've dropped over forty pounds and reduced my waist by eight inches and think nothing of prancing around the beach in a revealing bikini.

After years of sky-high readings, my cholesterol and triglyceride levels and blood pressure readings are at the low end of normal ranges.

Most of all I'm really there for my family now, giving my kids and my husband the love and nurturing they deserve and that I was simply unable to give them before.

What made the difference?

So there's the happy ending. Just as your prospect empathizes with the protagonist's pain they also empathize with the protagonist's pleasure. They see themselves walking in this person's shoes, and they want that fantasy to come true for them too. They are now fully and completely ready to pay attention to the payload of your report.

The Proof:

Just as there are aspects of proof interleaved in the promise centric introduction to your presentation, you will want to continually remind your prospect of the promise as you demonstrate the reasoning behind your solution. I'll show you how to do that as we move along...

Step 5 — The Villain

Every story needs an antagonistic force that stands in the way of the transformation. What is the source of their pain? What

Notes:

roadblocks are preventing your prospective customers and clients from moving away from pain and towards pleasure?

What misinformation, lack of information, physical or mental limitations etc. stand between them and these desires?

Also in this section, you want to knock down any objections your prospect might have to purchasing the product or service you are setting them up to buy. The best time to resolve an objection, by the way, is before it's recognized as one. Raise and rebut objections in story form as you see I've done in this section.

OK, so you've just created a picture of contrast between before and after, pain and pleasure, with your personal story. (The story could also be about someone else, perhaps someone you've helped). And you've created an intense desire to know more about the causative factor behind the transformation.

Before you reveal it, clarify the root cause of the problem and complicating factors. Part of the proof is a clear understanding of the enemy. So you tell your story of discovery.

At the same time you're working any special qualifications and experience you have for being a legitimate whistle-blower and bringing new information to the table.

So Jenny's client attraction magnet continues as follows:

First, it's important to understand the real cause of the type-2 diabetes epidemic in America today.

While working on my undergraduate degree in biochemistry at McMaster University, I began studying the results of clinical trials that dealt with the effects of different diets and exercise regimes on diabetic control.

I gained an in-depth understanding of the body's energy systems and how they work together to burn calories, metabolize carbohydrates and store fat.

Notes:

It became clear to me that contrary to all of the talk about heredity risk factors being the underlying cause of my disease, the culprit was in fact, abdominal obesity.

So I began experimenting on my own body in an effort to bring my wild blood sugar fluctuations under control.

I made drastic changes to my diet, began training my body, and kept a scrupulous diary of my blood sugar readings as I engaged in these various experiments.

My doctor was less than thrilled with my radical deviation from the accepted diabetic diet. Nor did she take to my insistence on continually adjusting my insulin shots and oral medications between visits.

She seemed to resent my taking my health into my own hands. But whose health were we talking about anyway? I had been doing everything by the book for years and I was getting sicker and sicker.

Besides, with self-testing of my blood glucose I could see immediately what was working to curb the wild swings in my blood sugar and what wasn't.

I went on to further study anatomy and physiology and obtained my doctorate degree at Palmer Chiropractic College West, in North California.

And it was there that I discovered the remarkable effectiveness of a very specific style of anaerobic exercise in reducing the hormonally active abdominal fat that I had become convinced was making me and millions of other diabetics so sick.

Simplicity is really the key here. You want to reduce the science behind what we're selling to layman's terms, while at the same time citing evidence, demonstrating cause and effect, and drawing reasoned conclusions.

Be sure to draw attention to a qualifying root cause, a condition that is resolved by what you are selling.

Notes:

Without boring you with the complicated science behind this, it's important you learn the truth about why your current diabetes care regiment is actually killing you.

When excess fat covers your intestines, not only do you begin to resemble the Buddha. Your excess abdominal fat begins releasing triglycerides into the branch of your bloodstream that feeds your liver.

According to numerous long-term clinical studies, elevated triglycerides result in a hormonal imbalance called insulin resistance — an inability of your body's cells to absorb and metabolize sugar.

The more abdominal fat you pack on relative to lean body mass (muscle), the greater the hormonal imbalance and the more severe the resistance.

Your pancreas starts working overtime, pumping additional insulin into your blood stream. And gradually, your beta cells responsible for this insulin production begin burning out.

Your blood sugar levels spike, triggering excessive insulin production your body can't use. This makes you crave carbohydrates, which in turn break down into more sugars your cells can't properly metabolize.

Your pancreas tries to pump more insulin into your bloodstream in response, causing more abdominal fat to build up on your intestines.

Eventually the pancreas begins to fail and you're a full-blown type-2 diabetic, dependent on drugs or insulin just to stay alive. It's a vicious cycle.

You also want to explain why competing alternatives haven't worked, or can't work for your prospect. It doesn't hurt to remind them of the antagonistic forces you alluded to earlier. Give the villain a motive.

Notes:

The conventional treatment is to try and control the symptoms of the disease, while ignoring the root cause. Your condition is, in fact, a goldmine for the medical establishment ...

Drug companies get to sell billions of dollars worth of maintenance drugs designed to keep blood sugars in check. And to artificially lower the skyrocketing cholesterol and blood pressure numbers that inevitably follow.

HMOs, hospitals and doctors rack up huge fees each year fighting the ever-growing epidemic.

As does the food processing industry, with its never-ending parade of fat free products targeted toward diabetics and so-called pre-diabetics.

The obvious answer to the problem is to take aim at its cause — abdominal obesity.

By dramatically decreasing the fat stored above my intestines while significantly increasing my muscle mass, I was able to ace every single blood test my doctor prescribed for me. And actually reverse the tell tale signs of diabetic complication.

Why do you have fat building up on your intestines? And how can you get rid of it? That is the real question.

The answer is diet and exercise. But not the kind of diet your diabetes dietician recommends. If you follow the typical low fat, high carbohydrate diet endorsed by the American Diabetes Association, you're actually perpetuating the abdominal obesity that is the root cause of your suffering.

I'll explain why in a moment.

The key to success when using these lead generation magnets and pre-selling tools is to provide real value that your prospect can use to take a step away from pain and

Notes:

towards pleasure. At the same time you want that step to be incomplete in some way.

In this case, Jenny can describe the exercises without providing any video instruction and emphasize how important the precise form and execution of the exercises is to busting fat from the mid-section quickly. And then sell the videos.

Or maybe she shows the exercises and then stresses how critical the diet piece is to getting results. She then sells the diet piece. Or vice versa. Or maybe she reveals both and then explains how difficult it is to actually stay on course without a coach.

After sowing the seeds of a sale, you then follow through on the promise made on your lead generation page.

For now, let's talk about these three miracle exercises that help cut your risk of diabetic complications by 87%.

Step 6 — The Payload

This section offers important additional proof of credibility. Your prospect has a chance to taste the quality of your expertise through your how-to information.

Even if they have no idea what is for sale — or if in fact there is anything for sale — they can't help but form an impression of the value you bring to the table as an expert in your field. The better the impression, the more likely it is you will make a sale.

It's a good idea to name the LGM deliverables if possible. Make them proprietary. Show your prospect why they are designed specifically to solve his or her pressing problem.

We talked about this earlier as it applies to naming products, but it also applies here. So Jenny delivers her payload.

Notes:

The Insulin Resistance Buster — This first miracle exercise gently targets the upper and lower rectus abdominus muscles with surgical precision. When performed properly, it pinpoints almost 100% of your workout directly to these key muscles. Feels incredible.

Laser targeted exertion in this specific area of the torso burns the hormonally active visceral fat located over your lower intestine.

This in turn naturally reverses your resistance to insulin. And allows your cells to metabolize sugar as God intended.

Here's how it works:

At this stage you share one of your secrets, mistakes, procedures, whatever your deliverable happens to be.

Jenny can describe the specific exercise, stressing how important it is to execute the move in exactly the right fashion, thereby gaining maximum fat burn.

And having revealed part one of her payload, she sows it up like a button with a nice little summation statement that once again frames the deliverable around her unique area of specialization.

I've learnt, perfected and tested the health impact of literally dozens of different abdominal exercises over the years.

The result is this proprietary hybrid exercise specifically for type-2 diabetics that tightens, firms and builds muscle mass strategically to quickly and gently reduce the hormonally active belly fat that is the root cause of your insulin resistance.

Whatever your payload deliverables happen to be, customize their presentation so as to address the specific pains and problems of your target market.

Notes:

3 exercises, 4 strategies, 5 secrets, 7 mistakes, 9 blunders, whatever it happens to be.

Jenny would carry on with the remaining two exercises, each time tying things back to her point of specialization and superiority.

The Call to Action

Step 7 — The Summary

Now that you've proved and demonstrated your competence, caring and affinity for the people you are selling to, it's time to call for action.

Restate your promise and your proof and tell them what to do next and why they should do it now.

Miracle exercises like these, combined with the low carbohydrate diet and blood sugar monitoring strategies detailed in my *Total Glycemic Control* program, have given many of my clients a whole new lease on life.

This time instead of presenting the contrast between pain and pleasure in series, as demonstrated in step 4, here you present your contrasts in parallel. Instead of this pain, you will have that pleasure.

Instead of dreading your next trip to the doctor, you'll be looking forward to watching his or her jaw drop to the floor when you go over the numbers ...

Instead of feeling fatigued, irritable and guilty about not being able to give your family the love and nurturing they deserve... you'll be full of energy and enthusiasm for life, happily caring for them.

Instead of living in terror at the thought of your next insulin reaction, you'll be bounding through the day with total confidence — your lean, muscular body ready for every challenge.

Notes:

I know from personal experience... and from the experience of my clients... that this is what awaits you when you minimize your dependence on the powerful drugs and medications that perpetuate the roller coaster blood sugar fluctuations that are literally killing you.

And at this stage Jenny can introduce her product. If this were a special report, she could link to a sales video or whatever and walk the prospect through the promise, proof, call to action cycle again to sell the actual product.

<u>Click here</u> to learn more about my *Total Glycemic Control* program. Take back you're your health now, before it is forever too late.

OK, so there's the lead generation magnet fleshed out. You've collected an email address and you've given your brand new prospect something of value that pre-sells them on taking the next step with you.

They are now much more likely to inquire about your services or buy an information product that takes them one step further away from pain and toward pleasure. And of course, your **EMAIL ALCHEMY** emails are following up... selling them on consuming the material and taking this next step.

That step could be to fill out a form and inquire about your services, or it could be to purchase an information product that delivers more in-depth information, thus pre-qualifying your prospect still further.

Or it could even be an affiliate offer, in which case, at this stage, your job is done. You just hand your prospect off to that affiliate offer in your LGM.

Affiliate offers are great, but I highly encourage you to develop your own info-products. So here's a quick 7 step formula for selling them once you've warmed your prospects up with your LGM.

Notes:

You shift smoothly from editorial copy to selling copy. The two are linked together at the hip. In fact, if you follow the template I gave you, your prospect will be thoroughly presold on doing business with you when it comes time to transition to the sales copy that introduces the product or service.

The 7-Step "Money Page" Formula

And in the sales copy we follow the same promise, proof, call to action approach all over again. Except this time we are not selling engagement with the LGM, and concurrence with the ideas it puts forward, but rather the purchase of your product or service.

You are creating reciprocity and then collecting on it. And if you're not familiar with this word: reciprocity is the social glue that binds us together as human beings. It's hard wired into all of our brains. It's the grease upon which civilization rolls. We are, at core, a co-operative animal.

Ever seen or been involved in what I call the door dance?

You're walking along in some social setting, perhaps an office building or a shopping mall or something like that. You hold a door open for some total stranger. Then there's another door and they rush to hold the door open for you.

It's just assumed that if somebody does something for you, you'll return the favor. You smile at somebody. They smile back. That's what you do if you want to be part of the human tribe.

So here's the sales page template, and we'll just pick up where we left off with our case study — Jenny Phit, gut buster extraordinaire, hero to type 2 diabetics far and wide.

Jenny has earned the right to pitch with the helpful information she's provided freely in the lead generation magnet deliverable. Now she's inviting her prospect to reciprocate by taking the next logical step.

Notes:

And this graduated process is the magic that allows you to get other people to fund your list building efforts. When they buy these products, it covers your advertising costs, or affiliate commission costs, or the manual labor in writing guest blog posts. We'll talk about all these traffic generating strategies in the next section.

The Promise

Step 1 — Headline:

So you want a concise statement, a headline, that describes the information you're offering for sale and what it helps your prospect to do that will move him or her away from pain and towards pleasure.

Introducing, *Total Glycemic Control* — The World's First and Only Integrated Diet and Exercise Regimen Designed to Normalize Blood Sugar For Borderline and Type-2 Diabetics.

Introducing, ULTIMATE SEO BOOTCAMP, The World's First and Only Traffic Getting Formula for Dummies Guaranteed to Attract a Flood of Ready-To-Buy Visitors to Your Website Now

So whatever is you're selling, isolate its uniqueness, its newness, its superiority, and communicate that in your headline.

Now, that kind of a headline, if used earlier in the sales cycle — with people who do not know what you're about, who have not consumed your lead generation magnet — is going to scare a good deal of them away. Why?

Because people are wary of being sold. And this is a selling headline. You need to warm them up before going into sales mode.

That's why in the LGM section of this case study, we focus on building rapport and trust. You must have these things in place before moving to the pitch. The more money you're asking for, the more you will need it.

Notes:

Step 2 — Opening

Next, expand on the headline statement with a paragraph or two that contextualizes the information you are about to deliver.

Finally, here's the [Describe a qualifying condition that makes the information you are offering uniquely beneficial to the prospect.]

Finally, here's the all-in-one program of diet and exercise specifically designed to radically reduce or eliminate your reliance on life-long maintenance drugs.

Finally, here's the step-by-step, easy to understand SEO blueprint, specifically designed to liberate non-technical business owners from the heartbreak of a website that just sits there and does nothing.

Follow on with a paragraph of stuff to move away from (felt pain relieved).

Say good-bye to the wild blood sugar swings, desperate depression, and outright insulin shock that's wreaking havoc on your life...

Say good-bye to disappointing sales and cash-flow woes and that are keeping you awake at night worrying about money.

Another paragraph of things to move toward (pleasures gained.)

...And get ready to enjoy the vibrant energy, superb mental clarity, and buoyant confidence in the future you dream about.

And get ready to enjoy the steadily increasing sales, robust cash-flow and buoyant confidence in the future you got into business for in the first place.

Fourth paragraph, re-vilify the antagonist.

Notes:

You are about to discover the safe, common sense approach to total glycemic control the medical establishment hopes you never discover.

You are about to discover the proven, common sense approach to total marketplace dominance that SEO companies hope you never discover.

Proven formula, just fill in the blanks for whatever you're selling.

The Proof

Step 3 — Fascinations

Here in this section you want to show your prospect what they're getting. What is this miracle you're asking me to buy and how does it work?

You want to do this in a way that gives them enough information to feel confident in buying your product. At the same time you want to raise curiosity that can only be slaked by purchasing the product.

Tell them what they are buying, physically (an EBook, video, binder, whatever). Tell them what it will do for them and something about how it will do it, but not exactly how it will do it. Tease them in other words.

Here's just a small sampling of what's inside this 187 page step-by-step E-guide plus 8 hours of video instruction for safeguarding your body from diabetic complications — even reversing them:

Now, these fascinations come in a number of different varieties and are typically reverse engineered from the content of the product or deliverable you are selling. Or you can even write the fascinations first, and use them as an outline for the actual product.

Notes:

These fascinations are incredibly important to making the sale. You want to drive a sliver of curiosity into your prospect's brain that can only be removed by buying your product.

Each fascination focuses your prospect's attention on an action that promises to move him or her away from pain or toward pleasure — and raises a question. The fascination also implies that the secret — the answer to the question posed — is inside the product.

I like to think of this is as a sort of jeopardy exercise. What are the big questions being answered in the product?

The reaction you want to create is, "Oh, I've got to have that! Obviously this book (or video or whatever it is you're selling) has the secret. I just have to know what it is."

Find the compelling questions answered in the product and you've got your fascinations.

So a passage inside Jenny's product reads:

Most anaerobic exercise regimens recommend sets of repetitions — 10 muscle contractions (reps) followed by rest, 10 more reps, another rest, 10 more reps, rest, and so on.

The rest between each set allows your heart to slow, replenishes oxygen to your muscles, and thereby defeats our central goal, which is to maximize glucose uptake into the muscles.

Instead, you are going to count minutes instead of reps, executing each rep as slowly as you possibly can. Your routine will consist of one long set per muscle group. You'll burn abdominal fat faster and your workout will actually take less time to complete as a result.

As your body becomes accustomed to these extended periods of anaerobic stress, and your abdominal muscles develop in size and strength, glucose transporters will

Notes:

greatly increase in number on those muscles. Glucose transporters will also increase in number in your liver.

As a result, your cells will become much less resistant to insulin. You will need less of it to maintain optimal blood sugar.

And the overall drop in insulin in your bloodstream will reduce your body's tendency to store fat, thus lowering your insulin resistance still further.

When combined with the changes in diet recommended in chapter 4, the specialized exercises you are about to learn can effectively normalize your blood sugar.

Your circulation will improve and your immune system will become stronger day by day. And any damage to your heart and kidneys will gradually reverse.

So a fascination for this particularly bit of prose might take the following forms:

The "Why" fascination:

Is there a "why" jeopardy answer somewhere in here?

Turns out there is, right here in the first couple of paragraphs:

Most anaerobic exercise regimens recommend sets of repetitions — 10 muscle contractions (reps) followed by rest, 10 more reps, another rest, 10 more reps, rest, and so on.

The rest between each set allows your heart to slow, replenishes oxygen to your muscles, and thereby defeats our central goal, which is to maximize glucose uptake into the muscles.

 Why conventional workouts are basically useless for dispatching the hormonally active blubber hanging around your mid-section...

Notes:

The "How to" fascination:

Is there a "how to" jeopardy answer in here?

Turns out there is, in the next few paragraphs here:

Instead, you are going to count minutes instead of reps, executing each rep as slowly as you possibly can. Your routine will consist of one long set per muscle group. You'll burn abdominal fat faster and your workout will actually take less time to complete as a result.

As your body becomes accustomed to these extended periods of anaerobic stress, and your abdominal muscles develop in size and strength, glucose transporters will greatly increase in number on those muscles. Glucose transporters will also increase in number in your liver.

As a result, your cells will become much less resistant to insulin. You will need less of it to maintain optimal blood sugar.

 How to increase the number of glucose transporters in your muscle tissue and liver, so insulin can enter the cells and mop up the dangerous excess sugar floating around in your blood ...

Simplify what's in the product. Sex it up with colorful language.

The "What to do (or never to do)" fascination:

 What never to do during a workout if you want swift and dramatic improvements in insulin receptivity ...

The "Where" fascination:

 Where to cut reps from your exercise regimen. This shortens your workout time by one-third while actually increasing the diabetic benefits of your routine ...

Notes:

The "Numbered" fascination:

The surprising secret to rapid abdominal fat burn ...

Now obviously there is just one such secret in the prose we're looking at but throughout the product there will be more, so a numbered fascination would typically say 3 underground strategies for... 5 little known ways to... 7 common myths about... and so on, followed by a desired action those secrets make possible.

The "Superlative" fascination:

 The fastest way to reactivate your body's ability to metabolize sugar ...

The fastest, the safest, the surest, the most durable, the least costly, unmatched in some way that is uniquely desirable to your chosen target.

The "Irony" fascination:

 A weird physiological trick that allows you to build more lean muscle mass by pumping less weight...

You build irony by putting opposites in your fascination. You'd think it would do this but it does that.

And finally, the "giveaway" fascination:

With this one you actually tell them the secret. You give it away.

 How starving the muscles of oxygen with gruelingly slow reps breaks down insulin resistance much more effectively than the traditional 10 rep sets recommended by most trainers ...

And the idea here is to reward them periodically for reading in order to keep them reading. So there are 8 different proven fascination templates for you to model.

Notes:

Try it yourself. Find an info-product on your hard drive and pull some fascinations out of the text.

Other things you can do to jazz up your fascinations...

Show experts in agreement:

• Eight reasons why secret clinical trials conducted by the U.S. Food and Drug Administration prove this unusual diet is your best bet for diabetic health ...

Counter potential objections that may cause your prospect to reject your appeal:

 A sneaky (totally pleasant and enjoyable) way to completely eradicate carbohydrate cravings...

Qualify statements to make them more believable:

 How to use a secret "food preparation" technique (works on most vegetables, but not all) to minimize glycemic content...

And if you want to have great conversion results you don't want to skimp on fascinations. You want lots and lots of quality fascinations in your pitch. You never know which one is going to hit pay dirt for somebody consuming the copy.

Break them up a little here and there with statements that differentiate your process from competing alternatives.

Insert something along the following lines every once in a while:

What you'll discover in this one-of-a-kind guide to total glycemic control is the result of over 25 years of carefully controlled studies with over 175 type-2 diabetics.

And then carry on with another rack of fascinations. The higher the ticket on what you're selling, the more fascinations

Notes:

you'll need to sell it effectively. And the more compelling those fascinations will need to be.

Another use for these fascination templates: They make great sub-headings. If your sales page is delivered as text, you want to be breaking that text up into easy to read chunks, because people are going to be skimming and scanning it. And every once in a while you want a sub-head that sucks them into the copy and gets them reading.

And you do this by writing a fascination, not about the thing you are selling, but about the text that follows.

So you've written some text. Go through the text just like we've done here. Write a killer fascination about that text. And then stick the fascination above the text in large type. And that is your sub-head. Not the only way to write a sub-head, mind you, but a damn good one.

You should have a sub-head every 150 words or so.

Step 4 — The Offer

Having done a thorough job of pulling every last juicy fascination out of your product, you want to start getting to the price. You can blurt it out, like this:

My Total Glycemic Control program is \$397. But if you do, you'll sell far less than you could.

Before you reveal price, you need to prove value. So you write a sub-head: "Why *Total Glycemic Control* is Essentially FREE ..." for example, or "Three Reasons Why This Program is The Deal of The Century"... or "How to Normalize Your Blood Sugar for Just \$.81 a Day" or something like that.

And you prove value.

Can you put a price on your health? I don't think so.

Notes:

Thankfully you don't have to, because my Total Glycemic Control program will actually save you thousands of dollars each year.

Imagine going to the doctor and getting a clean bill of health. No more expensive meds to buy. No more trips to the pharmacy every five minutes to stock up. No more sick days where you lose pay and piss off your boss.

Think of it. I'm giving you the exact same life saving secrets and strategies in this program the world's most respected private diabetologists charge \$10,000 and up for. Plus travel expenses to get there. They don't make house calls.

But you don't pay that. Not even close. And you can have them without ever leaving the comfort or convenience of your home.

Now, you may find yourself resisting these sorts of apples to oranges comparisons, as a consumer, or as a marketer, because you don't believe it when you hear marketers telling you how something is really worth \$10,000 but you're getting it for just \$1,000. Hype you say.

And this may be because you've seen it done poorly, or you've been exposed to a lot of sales pitches and you recognize the value build up part of the pitch and you think you're immune to it. And if you're immune to it... then other people will be immune to it too.

Well guess what? You're not immune to it. Nobody is immune to it.

We're all susceptible to these comparisons, whether we recognize what's happening or not. Our brains are hard wired to respond to comparison and contrast.

When you demonstrate the value of what you're selling through comparison and contrast before revealing the price the price always seems lower — always.

Notes:

The human mind operates in relative terms. Without comparison and contrast, there is no meaning.

In the dark and dangerous rain forests and caves of prehistory our forefathers and foremothers were on constant watch for the tiniest little contrast in their surroundings that signaled potential danger. Everything was suspect until it could be compared with something known to be harmless.

All human cognition and decision making begins with an implicit point of reference.

That point of reference acts like an anchor against which all other thoughts required to form an opinion or make a new decision are compared and contrasted.

To be rich has far more meaning to someone who's been poor. We don't really appreciate our health until we get sick. And we don't know how much we love someone until they're gone.

If I were to ask you the following question: "Do you believe the average Canadian earns more than \$25,000 a year, or less? More or less?"

You're probably sitting there thinking about what you know of life in Canada, maybe you're comparing the standard of living in your own country, and perhaps making a quick currency adjustment to come up with your answer.

OK, now how much do you think the average Canadian actually makes in a year: Write that number down on a piece of paper. Got a number written down? Good.

Now, what if I were to rephrase the first question ever so slightly? What if I were to ask you whether you believed the average Canadian earned more or less than \$50,000 a year? Would it alter your opinion of what the actual average Canadian income might be? It probably would. In all likelihood, your estimate would be higher.

Why?

Notes:

By giving your mind a different anchor to latch onto, by priming you differently, I am in effect leading you to a different conclusion.

Do you see the enormous application this has to the presentation of price?

You can influence a person's beliefs and expectations indirectly and imperceptibly, simply by switching their point of reference. You have a great deal of control over the things that person compares and contrasts against when considering your sales proposition.

You can increase your prospects appreciation of your solution by magnifying the problem.

You can increase their perception of value by breaking your price down over time and comparing the result with trivial items... and by contrasting its price with items that are far more significant.

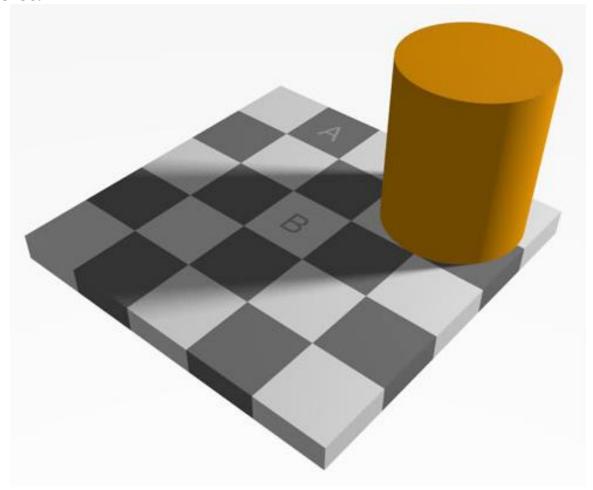
Human beings are defenseless against this.

And I'm going to prove it to you...

Which square on the below image is darker: square A or square B?

Please take a good look and make your decision. Which square is darker, square A or square B?

Notes:



You're not going to believe this but these two squares are exactly the same color. If we isolate them from their point of reference, we can see that. Look.



Never just blurt out the price, unless the price is so low that it's perceived as a benefit. If you do, you'll lose. Special thanks to LateralAction.com for putting together that image. Revealing, isn't it?

OK, so you've built the value of your offering sky-high. Your prospect is expecting the price to be higher than it really is.

Notes:

Now you reveal it, and you pull out the compare and contrast gun again.

This time you trivialize.

My Total Glycemic Control program is just \$397. A pittance when you consider the enormous health benefits.

Bring it down still more by introducing a special offer.

And because I'm serious about winning the war against this epidemic, I'm going to slash \$100 off that price for the next 48 hours only.

Take back your health for just \$297.

Trivialize again.

That's less than a dollar a day over the next year, about the cost of a pack of gum.

Is your health worth \$.81 a day?

Step 5 — Special Incentives

We talked about reciprocity earlier as being a powerful psychological trigger. Another one is basic human greed — the desire to get something for nothing.

All of us have an innate compulsion to own, collect, and hoard items of interest in quantities beyond our immediate needs.

And this is completely natural considering human history. For thousands of years, food, shelter, and essential commodities for living were exceedingly difficult to come by.

We're thus highly motivated by freebies. In a sense, if something is free it's actually worth more than if it were simply part of something we're thinking of purchasing. Sound strange?

Notes:

Simply by taking something out of your product, giving it a great name, and offering it for free, you instantly increase the perceived value of your overall offer. Exact same deliverable, packaged differently.

An even more powerful approach is to take the piece you carve out of your product and sell it somewhere else. That way you can legitimately put a price tag on it.

It should go without saying that special incentives should make sense. They must be related to your product and provide additional utility to the prospect.

And there should be some reasoning behind why they are being offered for free, just as there should be reasoning behind the special nature of your primary offer.

Sell your freebies just as you do your product. Pile them on thick. Explain how they help your prospect to escape or avoid pain and obtain pleasure. Tease them with more fascinations. Tie them back to your points of superiority.

Step 6 — Risk Relief and Reversal

When it comes to proof, a good deal of it is taken care of in the lead generation magnet.

When it comes to the sales pitch, fascinations and value build up also contribute, plus we have testimonials from satisfied clients, statements of merit from recognized authority figures and the guarantee — risk relief and reversal.

I can tell you from direct experience that a solid guarantee can absolutely skyrocket your response. This is especially true in markets where guarantees are not commonplace.

But even in markets where guarantees are stock in trade, they are still an integral part of your promotion.

Notes:

So what makes a response-rocketing guarantee? And what are the tried and true word choices and phraseologies that will make your guarantee a winner?

Guarantees are all about eliminating risk of loss. They are a powerful tool for neutralizing the excuses your prospect has for not buying or delaying the purchase of your product. And they are yet another way for you to demonstrate benefits and your absolute confidence and enthusiasm in the solution you are offering.

Implicit in your guarantee are the answers to two fundamental questions:

1 — How likely is the solution to perform as promised?

2 — Will it work for me?

This second point (will it work for me?) reveals the concept behind risk reversal. The vendor reverses the risk associated with the transaction, essentially betting money on the prospect's ability to obtain the promised results. He guarantees it will work FOR YOU.

This may seem like a silly thing to do. But from a psychological perspective it is very powerful. If you have built trust and rapport with your prospect, and given proof your solution works in the LGM, it's not that big a leap of faith for him to accept that you, as a seller, will deliver the product features you have promised.

But it is much more difficult for your prospect to come to grips with his own fears and insecurities about whether HE has what it takes to realize the intended outcomes your product promises to give him.

A guarantee that strongly addresses those fears and insecurities can therefore increase your sales dramatically. This is what a great risk reversal guarantee does. It is not so

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much about you and your product as it is about your prospect. It is about breathing confidence into insecure people, giving them that winning feeling that "Wow, even I can do this."

Factors that give your guarantee this "wow factor" are the length of coverage ... any penalties you're bold enough to put yourself on the line for ... and the specificity and strength of the functional and emotional benefits guaranteed.

Here's the formula:

Emotional Benefit Statements: For copy to be successful it has to quicken the reader's pulse. Your guarantee is no exception. Don't make it a dry dissertation.

Consumption Command: Show your prospect interacting with the product, taking it for a test drive, trying it out, interacting with it in a variety of ways, as if he already owns it.

Functional Benefit Statements: For your guarantee to be perceived as a reversal of risk, you must guarantee results. This is the aspect of risk reversal that does the heavy lifting, taking the onus of performance off of your prospect's shoulders. You are taking square aim at the nagging question: "Yes, but will it work for me?" This question probably kills more sales if left unaddressed than anything else.

Recourse: This is just a formal statement of the terms of the guarantee. If it doesn't live up to the promise, here is your recourse. Notify us of your dissatisfaction within xx days, maybe return the product if it's a physical product, and if you do those things, we'll do this: give you your money back, give some of it back, give double your money back, whatever it is.

Go Ahead:

"Make Me <u>PROVE</u> My Total Glycemic Control Program Can Give YOU a Whole New Lease On Life..."

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Go Ahead:

"Make Me <u>PROVE</u> My *ULTIMATE SEO BOOTCAMP* Can Give YOU More Website Traffic That You Can Handle..."

The title of Jenny's product is a functional benefit. This metaphor here "a whole new lease on life" is an emotional benefit.

If realizing how vibrant and alive you'll feel with the normal blood sugars my program can give you doesn't have you crackling with energy and excitement, better check for a pulse.

If realizing how rich and stress free you'll feel with cash in hand buyers swarming all over your website, calling, inquiring and buying doesn't have you cracking with breathless expectation and excitement, better check for a pulse.

Emotional benefits "how vibrant and alive you'll feel... cracking with energy and excitement."

There is simply no other way to rid yourself of the crazy mood swings... the dizziness... the tiredness... and the depression. Not to mention the inevitable long term health complications that are manifesting themselves inside you like a ticking time bomb.

There's simply no faster, less costly and more proven way to finally get your website producing. Not to mention the pain and frustration of lackluster sales and profits if you leave your SEO to chance.

Functional benefits.

If you have the slightest bit of doubt or hesitation, let me put it to rest, right now.

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"Doubt or hesitation relieved", emotional benefit. People want to believe, they have a need to believe, they really do.

Get Total Glycemic Control and put it to the test. Try the simple to follow diet and exercise routines. Check your blood sugars regularly as I instruct. And enjoy your newfound poise and enthusiasm for the future.

Enroll in my TOTAL SEO BOOTCAMP and put it to the test. Try the simple to follow exercises and instructions. Check how many more people are coming to your website each day, Watch the increase in inquiries, calls, booking and sales. And enjoy your newfound confidence and optimism for the future.

Consumption commands. This last one serves double duty. It's both a consumption command and an emotional benefit statement.

You should see a dramatic reduction in your blood sugar fluctuations almost immediately. So you'll know — with readings for proof — just how amazing this program really is.

You should see a dramatic improvement in your business results almost immediately. So you'll know—with money in the bank as proof—just how amazing this program really is.

More functional benefit.

And the recourse at the very end here... you do this or I'll do that.

You must be convinced my Total Glycemic Control program is heaven sent, or return it for a fast, no-questions-asked refund for up to 180 days.

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You must be convinced my ULTIMATE SEO BOOTCAMP is heaven sent, or get a no-questions-asked refund for up to 30 days.

With this particular guarantee and with this template we not only reverse risk, we remove the burden of decision entirely. If you can make the decision tentative, or delay the decision in some way, your conversion will go up.

The Call-to-Action

Step 7 — The Close

You wrap everything up by summarizing all of the reasons your prospect should go ahead, and go ahead now.

Remember — the things they're getting, the actions they'll be empowered to take, and the positive feelings they'll be able to enjoy as a result.

Then tell them explicitly what do next to complete the transaction.

So Jenny's close might sound something like this:

This should be one of the easiest decisions you've made in years!

- You've seen the real science behind the type-2 diabetes epidemic today... and why the accepted treatments are a goldmine for the medical establishment... and a long-term sentence of misery and slow decay for millions of Americans...
- You've seen the miraculous cures that are possible when the root cause of your condition is addressed with simple diet and exercise changes... instead of trying to whitewash over the problem with expensive maintenance drugs that rob you of your vitality ...
- You've seen how economically you can put your health nightmares and heartaches to an end...

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saving yourself thousands on meds... re-engaging with your career... reclaiming the one-the-job performance you once enjoyed...

- You've seen that by acting now, you're saving an additional \$100, plus getting four valuable hand-picked gifts, to feel better... to have more energy... to live longer... to care for and nurture your loved ones the way you wish you could an additional \$197 value, yours free!
- And you've seen how this truly is a totally risk free opportunity — I'm literally challenging you to put this incredible program to the test entirely at my risk for a full 180 days.

So you've summarized all of the reasoning for them, refocused them on the promise and the proof... and now, before you call for action, you need to put all of the power in their hands...

Now it's up to you. Only you can decide.

Will you let me rush you my complete system on a "try it and then decide" basis?

What have you got to lose?

<u>Click here</u> to put *Total Glycemic Control* to the test. Will there ever be a better time to take back your health?

And finally, point out to the prospect what they stand to lose by inaction.

There's an old selling axiom that says the fear of loss is greater than the desire for gain.

Allow me to ask you a question. Which of the following sounds more attractive to you?

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A guaranteed gain of \$1,000, OR a 50/50 shot at \$2,500 ... heads you get the \$2,500, tails you get nothing?

Now here's another choice.

A guaranteed \$1,000 loss, OR a 50/50 shot at no loss ... heads you're off the hook, tails you owe me \$2,500?

Nobel Prize winning psychologist Daniel Kahneman posed both of these exact questions to large numbers of people in a controlled scientific study, and discovered that the majority of people chose to play it safe and lock in the \$1,000 gain, while gambling to avoid the \$1,000 loss. That is, they were risk averse in seeking gain, and risk seeking in trying to avoid loss.

So it makes a lot of sense to make the very last thing you say to someone an appeal to aversion to loss. Make it the very last thing you say. Put it in the P.S. if you're formatting your piece like a letter, because people tend to remember the first and last things that they experience.

So what does an appeal to the aversion to loss look like?

P.S. You can, of course, make the unfortunate decision to turn your back on my offer, and continue to watch your health slowly deteriorate. Or delay your decision, and miss out on the special offer I'm making you here today.

Or you can simply say "maybe", and begin putting my program to the test.

Now, obviously there is a lot more nuances to copywriting than I've given you here. There are plenty of different ways to go about it. But honestly, this template covers all of the basics and it's proven to work. It's made me a lot of money.

If you've got a good lead generation magnet to warm people up with, and good **EMAIL ALCHEMY** style follow up,

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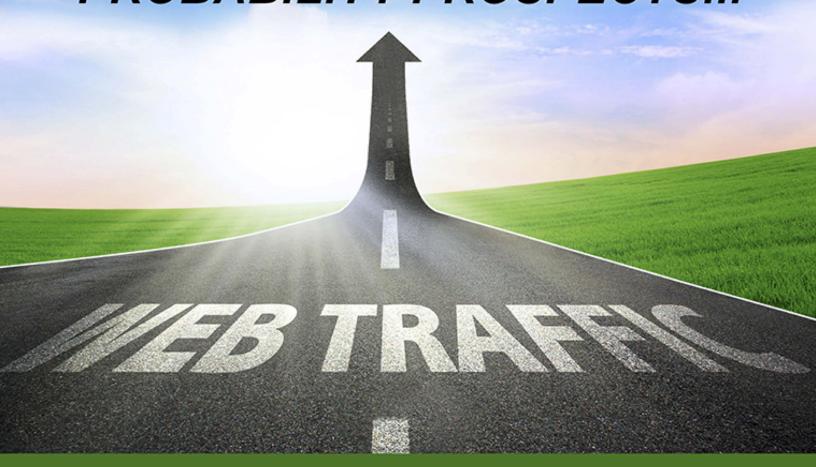
you don't need a lot of fancy copy ninja to get people on board with you.

You'll be loaded for bear and ready to bring on the traffic... which brings us to our next section...



TRAFFIG TACIS

3 Proven Ways to Flood Your Website with High PROBABILITY PROSPECTS...



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Pillar #3: Three Proven Ways to Flood Your Website with High Probability Prospects

Now it's time to go out and find some traffic to run through your funnel to see how it works.

There are umpteen different ways to drive traffic to a website. I'm going to give you the three that I've found to work best, namely Joint Venture Marketing, Article and Book Marketing, and Facebook Advertising. I'm not saying other traffic generation methods don't work. I'm just giving you what I know.

Joint Venture Marketing

So joint venture marketing, what is it?

This is the art and craft of approaching somebody with a list of excellent prospects for your business and convincing them to send you traffic. Prospects become excellent by taking some action that proves their proclivity to consume the products and services you're selling.

Either they've purchased something similar. Or they have expressed an interest in doing so. Or they have purchased something that goes along with what you're selling. They've bought a bucket of peanut butter, now they're going to need some jelly.

Why would somebody in possession of such a list share it with you?

Here are a few key reasons:

They want to monetize their list. Building an email list takes work. That said... most lists are under exploited. If the list owner is not mailing that list every single day, and mailing it well, they're probably leaving money on the table.

So if you come along with something cool to mail the list that looks like it may make the list owner some money, the

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chances are good that he or she will at least listen to what you have to say.

Another reason: List owners want to build goodwill with their lists. In order to monetize their list, they must provide ongoing value. If they don't feed their email list it grows cold and unresponsive. And coming up with a steady stream of value costs time and money.

So once again, if you come along with some interesting new piece of content the list will find useful or entertaining, you may just get the list owner's attention.

Other reasons a list owner may want to share the love? Money. You could buy your way in. I would only do this in exchange for an endorsement. Don't buy solo ads.

Barter your way in. What's your skill? Maybe you trade copy for traffic. Or design services for traffic. Trade anything you have that the list owner wants for traffic.

And then build your list with that traffic.

Now, if you did your homework thus far and you have begun creating strategic content that appeals directly to these first two items on our list here, you are already well on your way. You will have the building blocks of an almost impossible to resist JV pitch.

You should also have a list of JV targets to approach. You need to get on their lists and see what they're sending out — monitoring the wires in your niche so to speak.

Create an email folder for each potential partner. Put all of their emails in there. And pretty soon you'll have a chronological record of their behavior.

You'll know how often they mail. You'll know what they're selling and how they're trying to sell it. And you'll know who they're already in bed with.

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Even more importantly, you'll get a sense of who this person is and how they think. You'll begin to understand their values and beliefs. And you will soon discover exactly how to get their attention.

Now, depending on your current state of development within the niche, you will approach this task differently. Obviously, if you are already a somewhat known quantity, you will have an advantage. You can take a much more direct approach.

But don't tune out here if you're a beginner. I'll show you how to get off the ground in a minute.

So the direct approach ...

Either the party you want to JV with already knows you. Or they can look you up online and see evidence of your influence in the marketplace.

All of your marketing activities contribute to this evidence. If you have articles posted on various authority sites... if you have a book on Amazon... if you've successfully done other joint ventures... there will be a trail in the search engines that this person will see. Another big factor will be your blog and its Alexa ranking.

In either case, they just might consider an offer should you put one in front of them, provided you've made a positive impression when they check you out.

As you can see, JV marketing, article and book marketing, and even Facebook advertising, all feed on each other.

If you already have a list, you will have another important advantage. Believe it or not, there are people out there who've been planking the pavement for decades who never bothered to build a list. Never bothered to build a list! Can you imagine? Saddest thing I've ever seen.

Anyway. The fact that you're reading this means you're not going to make that mistake. You can use that list as leverage.

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You can propose a reciprocal joint venture. You promote me and I'll promote you.

This dramatically increases your odds of success in securing a mailing from a potential partner, especially if you can drive a commensurate amount of traffic their way. Traffic begets traffic.

If this is your situation, here's what I would do to open up new JVs and generate traffic.

Have your VA manually send out customized JV offers by email to people you can see yourself working with.

The subject line that seems to work best is simply, "Publicity Opportunity!" Vague enough that it evokes curiosity, and specific enough to communicate a nice benefit.

Always use the person's name in the body of the email and introduce your VA in the first paragraph. Give him or her a professional sounding title. Use your company name in the first paragraph as well. And I'll show the exact email I've used to bring in dozens of these JVs.

Hi Tom,

My name is <my Virtual Assistant's name>.

I am the partner relations manager for Levis International Marketing, Daniel Levis' direct response marketing company.

The person receiving your JV proposal doesn't know you're running your business off of your kitchen table and they don't know the person writing is a \$2 an hour contract worker in the Philippines.

They're going to do a transderivational search in the old memory bank. And it's going to bring back a traditional office environment with Mr. or Mrs. BIG sitting in a fancy corner office with guys and gals in suits and skirts walking around.

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This frames your communication as being important.

Then in the second paragraph, you want to compliment them in some way.

Daniel is really impressed with your success. And he has asked me to contact you to see if you would be interested in a reciprocal Joint Venture with our company.

And saying "Daniel is impressed with your success" is kind of a lame compliment. If you have time give your potential JV partner a more specific compliment.

Daniel was totally blown away when he saw your recent dissection of Tony Robbin's stagecraft and anchoring techniques in NLP Times and he immediately pulled me aside to get in touch with you ...

Now that right there can spell the difference between failure and success. It says this isn't just some canned approach.

It proves you're paying attention. And that's gold. But then again, it takes time.

You could of course train your VA to come up with a plausible compliment. Daniel was really impressed with your latest blog post about ______. I don't do this. I think it's disingenuous, but it would most certainly work better than "impressed with your success."

The less awareness you enjoy in the marketplace the more important it is you take the extra time to come up with a sincere and ultra-specific compliment.

Then cut straight to the chase and tell them you're looking to JV. Tell them what you've got and why you think it's a great fit for their business. State in general terms what you're asking them to do, and what you're prepared to do in return.

We have an active and responsive list of around 40,000 email newsletter subscribers. Many of them are

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customers who have purchased products ranging in price from \$19 to \$5,000 that deal with info-marketing and web marketing related topics.

Daniel believes this list may benefit greatly from your training.

And you have a list of customers and prospects who are probably quite eager to improve their online conversion and make more sales. Many of them could most certainly benefit from our *5R Web Conversion System*. (Currently selling for \$1,497 through select JV partners). See testimonials below.

I like to plant the idea of promoting them to my list first. And then follow on immediately with what I want to promote to their list.

Play the social proof card early by pointing to any partner testimonials you may be able to provide. They're going to be influenced by who else has already been down this road with you and what they have to say about it. If nothing else they're going to look and see who else is flogging this thing. Be sure to collect such testimonials every time you secure a prized JV.

Give potential partners some past results if you have them. And project those results forward, so they can see the potential monetary benefits of doing business with you.

> We are constantly improving our sales process and are now rewarding some partners with as much as \$7 in sales commission per unique visitor referred.

Pay close attention to how I've expressed this result. Don't just say our offer is converting at 2% or 5% or 10% or something to that effect because it's meaningless. Sales conversion is a silly stat to throw around because it begs all kinds of questions.

5% percent of what? Opt-ins? Webinar attendees? What? And it lacks context. A 5% conversion rate is great if you're

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selling a high ticket item and not so good if you're selling a low-ticket item. It doesn't say squat about anything that really matters.

Express your results as a dollar value per unit. The most common expression being earnings per click, or EPC for short.

Instantly your potential JV partner is going to be able to extrapolate his or her commission. They know roughly how many visits they're going to be able to generate. Instantly they make the calculation in their head and begin visualizing what that money means to them. There's little room for ambiguity or interpretation of the metric.

You're not guaranteeing that result, of course, but the fact that you are articulating it proves you are focused on giving them a great result. It helps to get their greed glands glowing, especially if they are struggling to find good content and offers to send out to their list.

It also helps them to prioritize any competing offers that come in. Definitely not an exact science, but all things being equal, if one offer demonstrates a track record of \$7 dollars a click in commission, and another boasts \$3 a click, or has no track record to demonstrate, who are they more likely to want to work with?

Tell them something about your sales process and offer to send them a free review copy of your product.

Daniel is available to deliver a free conversion training webinar to your subscribers and make exclusive 5R System discounts and bonuses available to them.

We would be happy to send you a digital copy of the 5R Web Conversion System for your review.

Give them a link to where they can see your sales process in action.

This could look like the squeeze page, LGM and sales page

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we just looked at in Jenny's case study. Or some other kind of sales process, such as a webinar...

And here is a link to a recent webinar Daniel did with David Frey where you can see part of our sales process in action.

--> http://www.daniellevis.com/webinarreplay.html

Or if you prefer a portable file you can listen to, check out this teleseminar Daniel put on for Glazer-Kennedy Webstore subscribers. The event closed 25% of participants, yielding a very healthy \$124.25 in revenue per attendee.

--> http://www.daniellevis.com/GKICmp3

Had this been your event, you would have earned \$55.91 (40%) per attendee in sales commission.

Here's another way of looking at the numbers that's going to be very meaningful to a lot of marketers. Oh really, I usually get 300 people on a webinar. So hey, what's that, (300 x \$55.91), that's \$15,000? It's a kind of future pacing. They're visualizing the cash, because you're making it very easy for them to calculate.

And this doesn't have to be a webinar or a teleseminar, it could be a special report or a video or a sales letter of some kind. But it has to be good. The person has to come away from looking at it or listening to it with the perception that "wow" that was killer content.

Or man, that was really engaging and persuasive. I can see where those numbers come from. My people will buy that.

A killer sales process will make or break your JV getting campaign. That's why it's so important to have a great hook or angle for your lead generation magnet and your sales copy firing on all cylinders.

Show them some evidence that potential customers will see value in your sales process. This is important. Marketers with

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responsive lists are sensitive to providing a mix of valuable free content and also stuff that makes them money, so cover both of these angles in the email. If you follow the strategies I teach, your sales process will already have this quality.

Right in the email here you can put a link to some end-user testimonials.

And everyone who shows up for your event will love you for giving them such great free content. Check out this blog post: over 300 rave reviews from prior attendees.

And in the last paragraph or two you just close on next steps. "Please reply to this email and let me know if you're interested. If so, I can set up a time for you to talk to Daniel on the telephone or on Skype." And that's it.

In the P.S., I'll usually explain how easy the whole process is and provide some testimonials from other partners who have previously said YES to the invitation. A simple little email like this can be incredibly effective at creating reciprocal mailings.

The challenge is finding credible partners who have genuinely useful products, who have efficient sales processes, and who are capable of complimenting the positioning you've established with your list. You're really killing two birds with one stone. You're generating traffic, leads, and revenue. And you're also lining up content and product offers to deliver to your list.

If you get a positive reply, you then negotiate a time to talk on the phone or via Skype and you attempt to hammer out some dates and times for your promotions.

To speed things along you can send your potential partner access to your program. Perhaps a hard copy sent in the mail, or a user name and password to your product online. And you ask the same of them.

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When you get on the phone, be ready to explain your promotional process. Important: Proactively walk them through roles and responsibilities. If your plan is to do a webinar for their people, tell them that you will be handling all of the details.

"Here's how it works. This is totally turnkey for you. We'll host the webinar on our gotowebinar account. I'll give you pre-written invites to send out with your affiliate link. Feel free to edit the copy any way you like, inject some of your own personal flair.

"As soon as they click through on your affiliate link to register for the webinar, (doesn't have to be a webinar, could be a free report, whatever) your people will be cookied in our system and you'll be paid for anything they buy through our cart for as long as they remain cookied.

"And we'll follow up with them on this offer for x number of days and try to get you as much commission for you as we possibly can."

It's crucial you spell this out for your potential partner on the telephone. You want to give them an opportunity to balk at this right at the outset. They rarely do, if you frame your language as I have here. Note how I'm loading my speech with benefits.

You don't want them to say, "No, I'd rather just host your event on my system". Or, "Can't you just give me your content and I'll host it on our servers." You want to be able to opt their people into your list.

Of course, if your potential partner is smart, they'll want to skim your list too. That's fine. Let them. In about half of the cases, they won't even think of it.

Typically, I pay a 50% commission to the partner on digital products. For physical products, I pay 40%. And the

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percentage is rarely a big deal. I'm sure I could reduce it to 35% and few would object.

Again, these are reciprocal arrangements, so any leverage you try to negotiate for yourself, your partner is likely to ask the same concession from you. And I'm good with that. I would rather work with a lower commission both ways. Or even no commission both ways.

Now, what if you're just starting out? What if you don't have a track record? What if when the person Google's your name nothing comes up?

Well you'll be busy doing something about that, getting published all over the place, but in the meantime, you need to take a different approach. You can't be nearly so direct.

You have to sneak up on your partner and gradually reel them in.

I do this all the time. I see somebody with a list I want to exploit. But for some reason they're unresponsive to the standard approach.

Well, I'm on their list, remember... stalking their every move. And when they send something that reveals a little bit about their personality, I'll reply to their email personally with something designed to strike up a conversation.

I'll give you an example:

Bob Jenkins sent me an email with this subject line: Koyaanisqati (coyaniscatsi)

The body copy read:

Huh?

If you know what Koyaanisqatsi is, you get a gold star!

Otherwise, let me explain...

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When I was still in high school (as a student, not as a teacher), I was introduced to a movie that had a profound impact on me.

I still remember how Ms. Huba told us to simply watch, listen, and write whatever came to mind.

The film was called Koyaanisqatsi, and it has no dialogue. Simply a riveting score over a collage of scenes around the industrialized and industrializing world.

Trying to explain it here by email would not do it justice (you can get the DVD on Netflix).

Anyway, it had a big impact on me.

The film's composer Philip Glass instantly became my favorite, and I've since devoured anything else he's composed. My own students said I was obsessed when I shared him in class.

And the rest of the email goes on to explain what Koyaanisqatsi (coyaniscotzi) means and why it's important to him. It's a Hopi Indian word that means: Life out of balance.

Well it just so turns out more than one of this guy Philip Glass' albums are titled with one word. I know this because I just happen to have one in my closet.

So here's the message I send to Bob. Now remember, he doesn't know me from Adam.

"Satyagraha "truth force"
I have a pristine vinyl copy circa 1984

That's it. That's all I wrote.

Took me two minutes to look in the closet to see what the title of the album was. And another two minutes to hop online and see what the word meant.

No mention of wanting to do a JV. Just a provocative couple

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of lines that could not be ignored — that demanded a reply. And reply Bob did.

Here's what he wrote back:

"Sweet! I have a copy of Akhenaten (akenatin) on vinyl, but not in pristine condition.

Bob

Sent from my iPhone"

We ended up doing a JV.

Do you think you could do something like that to gain the attention of someone with access to your market?

Of course you can. Your chances of making a connection this way are much better than if you cut straight to the chase.

Once you get their attention you can then shift smoothly to the topic at hand.

Here's how I did it with Bob.

Yeah, I'm a big fan of avant-garde music. Another of my favorites is *East Meets West* with Ravi Shankar and Yehudi Menuhin. Killer.

I see here on my JV manager's log sheet she contacted you about a potential JV a while back.

Is that something you might entertain?

If so, I'd love to chat about whether we'd make a good fit. For background, I'll just paste her initial outreach to you below with various facts and figures.

Take a look and drop me a line back if you're interested in taking a few minutes to talk and get acquainted.

Cheers!

Notes:

Daniel Levis

And underneath I just pasted the standard pitch that my VA had already sent him.

Of course, when Bob checked me out he found I'd make a very nice low risk partner and it was easy for him to go ahead.

Find something to say to the person that simply cannot be ignored. Engage them in conversation about something they're passionate about. And then gradually transition to talking about how you can make them some money and help them to build good will with their list.

And again, you frame this in a way t	hat proves you really
know them and their list. "You know	I love your
and as I was going through the prog	gram I couldn't help but
think how cool it would be if	Have any of your
people ever expressed an interest in	that?"

If they say yes, then you show them how you're ready to make it happen. And chances are they'll give you a shot.

What if they say no?

Chances are they won't.

More likely they'll give you some kind of tentative answer like: "Sounds great, let's talk about doing this in the fall" or some other excuse that allows them to put you off.

What do you do then?

Don't give up. Keep working them. Here's how.

Let's say you pull the same stunt with half a dozen other potential partners. You've picked up on something they've sent out to their list and used it to strike up a conversation. Now start introducing them to each other.

Broker a JV between them. I send these emails out all the time. Here's one I sent just last week:

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Subject line: Jared meet Jack... Jack meet Jared

I figured you two might hit it off.

Jared is Kenrick Cleveland's partner in MaxPersuasion Jack.

Jack has some awesome products Jared, and works closely with Perry Marshall.

Cheers! Daniel

That's it. Now the next time I need a favor from Jared or Jack, guess what? So you do some of these brokering type activities where you take the goodwill you've built up with a couple of different parties and leverage them by making valuable introductions.

Then you come back to your potential partner, the one who was putting you off, and you re-broach the subject. This time with some perfunctory new information that might cause them to reprioritize your project.

Of course, all of this gets easier if you're spending money with these people too. Buy their products before you approach.

The more you're spending with them the easier it will be to get them to promote you. Do you see how this works? The hardest JV you'll ever do is your first.

Believe it or not, these kinds of activities are absolutely the most profitable activities you can possibly do. If you discipline yourself to send one email like this daily, I guarantee that sooner or later you will see a big jump in business. Pretty soon you'll be part of the underground, a member of the secret society of profit alchemists who build fortunes from nothing.

Few people will do this kind of proactive outreach because they're afraid of rejection. Which only makes it more effective for those who do.

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Asking for what you want is such a powerful strategy, and this applies to more than just asking people to drive traffic to your website. No matter what challenges you face in your business, there is always an answer. Somebody has it, and will give it to you... if you ask for it ...

Your willingness to ask is far more important than talent, skill, or money. The world is full of brilliant, privileged people who bow at the feet of people who know how to ask for what they want.

Just the other day somebody asked me, "How on Earth do you get clients to pay you \$17,500 plus royalties just to write a couple of web pages and a few email messages? How do you get them to pay you \$1.350 just to tell them how much you're going to charge them to write their copy?" A big part of it is simply asking for the money.

It seems the more we want something, the shyer we become about asking for it. Have you ever noticed how people who want to be with each other seem afraid to simply say "I want to be with you tonight"?

Instead, they spend the whole night talking about everything else and end up sleeping alone. They are paralyzed by the fear of rejection.

Get over this fear, and you'll be virtually unstoppable ...

All of the limitations you currently struggle with, every roadblock you must overcome, every lack that stands in your way, can be vanquished with a single three-letter verb ... ASK!

If you need money, all you need do is to ask for it. If you require knowledge, ask for it. If you require skills, they are there for the asking.

Traffic to build your list? All you need do is "ask".

Most people will not do it, because they've afraid of losing face. They're cowering in their boots at the thought of rejection. They don't have the winning stance.

Notes:

Think of it this way. There are two people in a room who are about to put on a play. One will play the part of the hero. The other will play the part of the victim. Which part will you play? The choice is entirely yours.

You too can cast yourself in the role of the winner, the loser, the hero, the victim, the victorious, or the vanquished. This is not a question of conceit, but of choice.

Think about this for a moment: Right now, there is someone that has something you want. You have thought of asking them to help you, but you are hesitating. Why?

Perhaps you don't think you have anything to offer in return? Perhaps you feel they would be too difficult to get in touch with? Perhaps you feel you don't know how to approach them? Perhaps you feel you're not ready?

Maybe you're right. More probably, you've given this person the power to make you feel small and worthless if they reject you. Shame on you!

Contact them tomorrow and ask for what you want. If you don't, the answer will always be "No"!

As soon as you stop looking outside of yourself for approval, you become practically superhuman. Each "No" makes you more determined to ask until you get a "YES"! You just adjust your approach and try again.

I get maybe three or four pitch letters with books sent to my office each month and nobody follows up.

One guy sent me a book. I read it from cover to cover. And I waited for them to follow up so I could tell them I loved the book. Nothing happened. No email. Not even a phone call.

Finally I emailed them and set up a reciprocal mailing. I skimmed their list and they were so damn disorganized they never got around to skimming mine. And my list is ten times the size. Incredible!

Notes:

The level of incompetence and the lack of follow through out there are simply astounding. They could have easily generated four or five hundred fresh new leads with the traffic I was ready to send them.

Another variation of the joint venture model is the product launch. So much has been written about that I'm not going to cover it. A product launch is basically a whole bunch of partners mailing for you at the same time.

I've done a few of them for my clients but I'm not fussy on the model for building my own list — too many moving parts, too many things to keep track of all at the same time.

I'd much rather take a product and do the rounds with private little JVs that are custom tailored to the host and their audience.

I do like the multi-partner event approach however, kind of a hybrid model. Otherwise known as a tele-summit.

When used intelligently it can also be a product creation engine that allows you to use other people's creativity and energy to dramatically reduce the amount of work and time required to get new products into your sales pipeline.

It's also a powerful revenue generator that allows you to quickly monetize traffic and sell mid ticket, high margin products much more easily and cost effectively than you otherwise could.

And if done right it's also an excellent vehicle for building precious rapport and relationship with your list and thereby inspiring increased frequency of purchase.

The multi-partner event model is basically a theme based quest interview series.

You just pick a hot problem or opportunity in your niche and invite a select group of partners to deliver their own unique solutions to that problem or opportunity. You interview them, typically via teleseminar. And you monetize the event every way you can.

Notes:

Who else interacts with your target market? Think about all of the things your customers buy before, during, and after they buy whatever it is you're selling... and you'll quickly come up with a long list of potential partners who can bring additional view points, perspectives, and assets to the table.

When it comes to creating a successful series, it's critical you choose a topic of intense interest to your target market. It's also critical that you come up with some kind of a hook to hang that topic on — a way to dramatize it, and make it immediately intriguing to both the market as well as to potential joint venture partners.

Several years back Russell Brunson did one of these multipartner events. And his hook was *Internet Marketer of the Year*.

Russell made a competition out of it. The theme was basically this: Let's see which marketing guru can give away the best money-making information, as voted by the event attendees, and we'll crown that person *Internet Marketer of The Year*. Brilliant.

These BIG IDEAS are in and of themselves "ASSETS" that you as a series organizer bring to the table. They are ready made promotional opportunities for your partners.

Doesn't even have to be terribly original. You could take Russell's theme and wrap it in football metaphor or wrestling metaphor or mixed martial arts metaphor and it would have a whole new flavor.

And it translates to all kinds of different topics. It doesn't have to be about marketing. It could be about anything. Who has the best exercise tips or who has the best self-development tips or who has the best employee motivation tips, whatever.

The metaphors are going to be softer, maybe you call it a challenge instead of a smack down or a cage match, but the essential idea is the same.

Notes:

Next, you'll want to look at your niche and see who's a good fit for this specific theme that you've put together. They all need to be selling products that make sense... that "fit in" with your theme in other words.

And it's a numbers game...

Depending on your niche, there may be hundreds of potential businesses you could partner with to create your event.

In looking at a potential partner's web presence, does it look like they know how to sell? Does it look like they have a quality product? Are there any consumer complaints registered against this company or person?

Once you've got a nice shortlist put together you can begin pitching these folks on partnering up with you to create your event. Here's the revenue model that makes it work.

Break up your theme into a series of weekly educational teleseminars or webinars. If you're a relatively unknown quantity I recommend teleseminars over webinars... because they lend themselves to a conversation rather than a lecture.

You want to insert your personality into the event as much as possible, as a host and interviewer. Build your authority by engaging actively in dialog with people with more recognition and authority than you have and some of their mojo will rub off on you.

So each partner will get a turn to be interviewed and to pitch a product at the end of the interview.

Before the first teleseminar in the series, have each one of your partners promote the event to their list. The combined audience will be much larger than any one of the partners could muster on their own, thus giving them incentive to join in your little co-operative.

To attend the teleseminars is free. All anyone has to do to gain access to the event is opt in to your list.

Notes:

As soon as somebody opts in to your list, present them with a sales page making a deeply discounted offer on the recordings and transcripts of all of the teleseminars in the series. Offer to pay commission on these sales to your partners as additional incentive to bring them onboard.

You can front end load your recording and transcript sales with a one-time only offer. Or you can back end load with an offer deadline at the end of the series.

So you are growing your list very quickly... collecting leads that you can sell to again and again, each one worth \$5, \$10, \$20 or more, depending on your skill at selling to them. I have an excellent course on the subject. And on top of that you're collecting money immediately for a product that has not even been created yet.

It gets even better. On each call, your partners each sell a mid ticket product, ideally in the \$200-\$500 range and pay you a sales commission.

This \$200 to \$500 figure is important.

Don't bother selling low-ticket products on a teleseminar or webinar. I mean think about it. If you're selling a \$500 product, and you've got 100 people on your call, and you sell just 15% of the virtual room, that's what, \$7,500? Keep in mind, to get 100 people on a call we have to register three or four hundred.

Well if you're selling a low-ticket product for say \$97, and you've got 100 people on the call, how many of them do you have to close to get your \$7,500? You'd need a 75% close ratio. Not going to happen.

So we've got this rush of sales of the recordings and transcripts at the beginning of the event. You're earning commission from partner sales at the end of each call.

You're making a steady stream of recording and transcript sales each week while you're inviting people to the individual calls. You're making deadline driven sales of your partner products as well.

Notes:

Toward the end of the series, you can have another rush of recording and transcript sales because the price is going way up when the series is over. Then, you can rip the best calls out of the series and sell those individually as lower ticket offers.

OK, so back to the planning stage. After you've whittled down the broad field of potential partners to a short list, based on the assets they may be able to bring to the table – appropriate products, sales ability, list etc., you reach out to them with your plan.

When you're showing other business people how to grow their businesses, by laying out a well-thought out, common sense promotional plan that they can plug right into to generate sales... that won't cost them a darn thing other than a little bit of their time... you're almost sure to get a response.

Just about every business owner with a clue already knows they need publicity, and is actively pursuing it. And here you are offering to give it to them on a silver platter.

The key thing is to plan your event far in advance. If you ask me to commit to doing a teleseminar for you next week, I'll probably say no, no matter who you are. If you ask me to commit to one 6 months from now, I'm exponentially more likely to say yes.

When the expressions of interest come in from the field, get on the phone with each one of your potential partners. If there's a good chemistry, just give them a couple of potential dates and ask them which one they want. Use the assumptive close.

The other crucial thing is to assume all of the work. Tell your potential partners that you've already done all of the work and that you'll be sending them a promotional package they can just email out to their list with their affiliate tracking link already embedded.

These promotional materials are critical to your success. Stress over your copy.

Notes:

If your promotional emails are limp or your registration/squeeze pages convert poorly, your event is going to flop. All of this is copy driven, everything from the creation of a theme, to the JV invites right on down.

Maybe you've seen these types of events being promoted already. Most people promote them all wrong. What they typically do is create a long scrolling page with all of the stars of the show lined up. And then somewhere lost within all this information they'll have an opt-in form.

Pictures of the presenters, topic descriptions, bios of everybody... schedule of events... testimonials... and videos...

Can you say ineffective?

Don't make the mistake of over writing your squeeze page. Just nail the benefits that your market really wants in a great headline and sub-head, and tell them what to do to sign up.

That's it, just like I taught you in the report about squeeze pages.

Keep things above the fold as much as possible, meaning the bulk of the message and the data capture fields and submit button are all visible without scrolling.

And this is key. Create a different squeeze page for every partner.

Put their picture on the web page, not yours. And write the copy in their voice, not yours.

Bottom line on JV marketing: treat your partners like gold. Use each partnership as a stepping-stone to create even more lucrative deals. Encourage your partners to introduce you to their network of contacts and keep expanding your mailing universe.

Book and Article Marketing

So let's talk about driving traffic with articles. Now, I'm not talking about using article farms, these sites like

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ezinearticles.com and submityourarticle.com where anybody can publish an article.

No, I'm talking about getting your articles posted on genuine authority sites in your niche. Sites with either huge email lists in the hundreds of thousands or seriously low Alexa rankings, 10,000 and under.

And the thing about these sites is they want exclusive content. They don't want you submitting stuff that you've published on your blog or that has appeared somewhere else.

Ideally, they want you to write content from the ground up for their readers. But I don't much like playing by those rules. I don't want to write a piece and have to wait for somebody to publish it.

So here's what I do instead. The most common word count in my niche is 750 to 1,000 words. So I send an article in that range attached to an email to all of the sites that I want to be published on.

And you can send these emails to blogs or properties that regularly publish guest articles or sites that don't. As long as the blog is high traffic and has people reading it that you want to sell to, then try sending them this pitch:

Start with a compliment.

I enjoy reading your blog. I especially loved	
And I see you accept guest posts. Or I was wondering if	
you accept guest posts.	
Attached is an article you may wish to run. You may	
have seen my articles on, and	
(If you've had articles published elsewhere.)	
have seen my articles on, and	

Now here's the kicker phrase that will get your article bumped up to the top of the pile.

TERMS OF SUBMISSION: This article is submitted to you

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and other top publications with a 14-day option for exclusive publication. Exclusive, meaning the article will not appear anywhere else online.

First one to option the article gets it. If you would like to publish the article attached, notify me as soon as possible with a publication date. I will then let you know if the article is still available for exclusive publication.

The article must be published as is with the byline and link intact.

So you give them your article and then you take it away from them. Don't give them the option of standing around picking their noses deciding if they'd like to run it. Use take away selling on them the same way you do with your customers and clients. It works.

Key considerations for your articles:

You know how I am about titles: Stress over your article titles, using the same strategies we discussed in the previous sections. The title is what draws readership to your article. A good title can double the number of visitors you draw to your website with each published article.

Provide real value in your article: Answer questions and draw conclusions to demonstrate your expertise. But raise one or two additional questions you leave dangling at the end of the article. Make your conclusion, and then add something to the effect of: In addition you will need the advice of an accountant familiar with this specialized type of real estate, or whatever your niche happens to be. Then pitch a special report in your byline called: Six Crucial Questions to Ask Your Accountant to See if He or She Has a Clue About Tax Liens, or whatever your topic happens to be.

Notes:

The best approach to writing one of these articles: Open with an anecdote or story that sets up your main premise or demonstrates the concept you're going to teach. The story intro might comprise the first two to three hundred words. Then maybe three to five words offering practical tips, ideas or strategies. Then a conclusion.

And your byline: John Smith is a 25-year veteran tax consultant who helps real estate investors minimize taxes and maximize profits. Squib Move WARNING: Do not go to the trouble of writing these articles and then sending people to your blog from the byline. Visit John's blog at www.johnsmith.com is NOT a good call to action. I see people doing this nonsense all the time. You've have just given them value for heaven's sake. Don't invite people to graze around on your blog. Give them a focused call to action and send them to a well-designed, high converting squeeze page instead. Visit <u>www.johnsmith.com</u> and download his free special report, Six Crucial Questions to Ask Your Accountant to See if He or She Has a Clue About Tax Liens. Finally, always nestle your picture to the left of your byline in the articles you submit. Draw attention to the most important part of the article. Also, see I've used a warning as my dangler: here's a great strategy, here are all of the advantages, but wait. Caveat emptor. It can blow up in your face. There's more you need to know. To get hip, come to my website and grab this special report.

A few words on podcast interviews...

These are very much like articles. The host will interview you. Clear it with them that you will be driving traffic to a squeeze page at the end of the interview. Don't use those words of course.

Say something like: Do you mind if I give away something at the end of the interview? No? Ok, great I'll just have my webmaster set up a special page where people can give us

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their email address so we can send them a special report (or whatever your lead gen magnet is) about ______.

A podcast is otherwise nothing more than an audio article where the host will pull you through the material with questions. Start with a story, have 3 to 5 nuggets to impart. Make a conclusion, but be sure to leave a question dangling.

Send the podcast host a list of suggested questions if you like. Or ask them to send you the questions they want to ask you ahead of time. At the end, do a little pitch for your lead generation magnet (free gift) and give out the link to your squeeze page.

Guest articles and podcasts deliver some of the highest converting traffic you'll find anywhere. One well-written appearance on a high traffic site can easily deliver hundreds of highly targeted and qualified visitors to your site. Within just a couple of days you can turn those visitors into customers.

OK, so what's next?

Capitalizing on the Kindle Revolution

Right now we're seeing huge growth in e-reader books.

Kindle, Nook, iTunes. And the main attraction for a lot of people is cost. They're like kids in a candy store looking at all these titles for ninety-nine cents, two bucks, five bucks, and people are snapping them up like hotcakes.

You can look at this as eroding the market for information products or you can think of it as a way to get paid to drive traffic to your squeeze pages. It's all in the framing.

The idea is to quickly put together five to ten page topic introductions, a few problem solving tips, just enough to whet the appetite, and then drive readers to a squeeze page from inside the e-book.

And you want to do physical books as well. A book is branding, credibility, but it's also very high quality traffic, not huge amounts of traffic, but high quality traffic.

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I sell my book for \$24.95 and I've watched people buy the book and then come to my website and spend \$197 in just a few days. Then go on to buy multiple products ranging in price from \$47 to \$1,497 in the ensuing weeks. So again, this is highly targeted, highly qualified traffic that's easy to convert. Exactly what you want.

Amazon is getting several million visitors a day. Like magic, people are finding your stuff and buying it. If you have solid free offers in your books leading to a squeeze page, it can be a steady source of traffic and leads.

The key is to create compelling content that solves pressing problems... use strong titles that sell your books... strong copy in the description... and put compelling offers inside the books that shunt buyers to high converting squeeze pages.

And then once you've got them on your list, you need powerful offers and relentless follow up, the kind I teach in my **EMAIL ALCHEMY trainings**. And this is really the big key to the whole traffic game.

Your sales process is in itself a traffic magnet. It draws joint ventures to you like bees to honey. It's what makes all of your article and book writing efforts, or any efforts you invest in driving traffic, worthwhile.

Imagine how much more motivated you're going to be to put your nose to the grindstone and crank out content when you see it turning into thousands of hot leads and cold hard cash on your website. You're going to go flat out to create more.

Facebook Advertising

Facebook is one of the most talked about traffic sources at this time, and it's for good reason.

Currently, Facebook has over 1 billion active users and 58% of them return daily. They spend an average of 6.5 hours per

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month on Facebook, and 600 million people are active on mobile which is in line with the growing mobile trends.

Looking at those stats we can see that Facebook is where people are spending a lot of time. And when you couple that with the precision targeting options you have at your disposal it makes Facebook a clear choice for getting targeted traffic.

The more targeted traffic you can get in front of your offers to your products and services, the higher your conversion rates will be which means more money in your pocket.

In this section we're going to look at some important elements before running any paid traffic campaigns.

Targeting

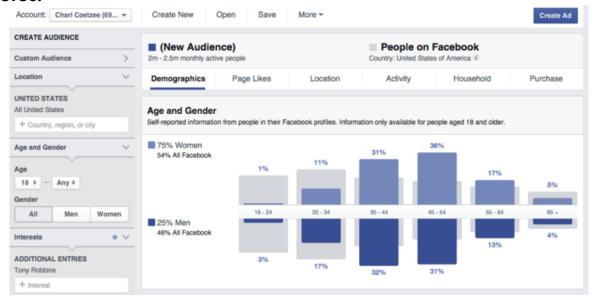
If you know who your ideal avatar (prospect) is then it's simply a matter of telling Facebook who that is and then they will put your ads in front of those types of people.

Typically an avatar will consist of people who are a specific age, with specific interests and connections and in some instances a certain type of job, education, marital status etc.

Once you know who your ideal customer is then it is so much easier to target them on Facebook since Facebook has all this essential data.

Now if you don't know this yet, you can look at a competitor's audience using Facebook's Audience Insights to find out what kind of people make up their audience and then you can use that as a starting point when setting up your ads.

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You can also split up your audiences based on their countries, gender and age bands which will allow you to see which part of your audience responds better to your offers.

Ad Creation

Not all ads are created equal and if you want a profitable campaign then you need to spend some time crafting a high converting ad.

Your ads need to get attention, but should also deliver on the promise once people get to the squeeze page to snap up your lead generation magnet, much like a subject line does for getting emails opened, read and clicked.

Also bear in mind that people are not actively looking for a solution to their problems when they're on Facebook like they do when performing a search on Google or YouTube. This means that you will need to adapt your strategy slightly to fit the platform.

One technique that works exceptionally well is to follow the age-old AIDA copywriting framework.

A = Attention

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I = Interest

D = Desire

A = Action



People respond very well to images on Facebook, so it's essential that your image gets their attention. In some cases, you don't even need any text on the image, since people are used to seeing images from their friends without any text.

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The main point is that it needs to capture their attention. A handy trick is to use gender specific images and for this to work you need to have a different ad set for males and females.

Studies show that you'll get a women's attention far easier with a feminine image and vice versa for men. TIP: Best not to use too attractive a woman, when targeting men. That way you minimize meaningless "likes" because you pay for those, too.

Once you've captured their attention with the image and got them to stop scrolling through their newsfeed, it's time to build their interest with your headline.

What works well here is leading with some type of curiosity factor or the promise of a big benefit.

The whole point of the headline is to ensure that they keep on reading.

Once they hit the body copy of the ad you can build on that desire by expanding what you started in the headline.

Make sure it's about them and clearly highlight what benefits "clicking on your ad" and downloading your lead generation magnet hold for them.

You can include a Call to Action in the body copy of the ad and also reinforce that with a "call to action button" saying something like "Download Now" or "Sian Up Now".

As you can see this follows the AIDA principle to the letter and for that reason the ads convert really well.

However, you need to ensure that what you're promising in the ad is being delivered on the landing page. In other words your ad needs to be congruent with your squeeze page. Not only does that lead to a high relevancy score but it leads to higher conversions as well.

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Finally, make sure that your squeeze pages are compliant with Facebook's terms of service and that you include a link to your privacy and contact information.

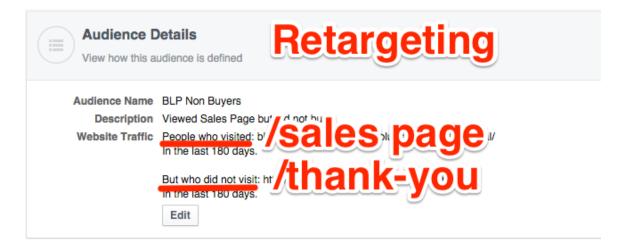
Retargeting

If you've been involved in any type of direct response marketing, then you'll know that a big percentage of visitors don't take the required action upon the first visit.

Even if you have a 75% opt-in rate, it still means that 25% of people are leaving without taking you up on your offer.

Of course, you can't be all things to all people and having folks that don't take you up on your offer is normal. But what about those that might just need a little nudge? What if there was a way to continue the conversation you started and give them what they need to make that buying decision?

Turns out there is, and it's called retargeting.



Essentially the way retargeting works is that you can determine if someone saw your squeeze page but did not download your lead generation magnet. You can then continue the conversation and only show specific ads to people who meet that exact criteria. Those people see your re-targeting ads and you have another chance to add them to your list.

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Or you can only show the re-targeting ads to people who DID opt in and download your lead generation magnet but have not yet bought your paid offer.

For example, you can show non-buyers a series of ads that overcomes some typical buyer objections, offer unannounced bonuses, remind them of the special pricing that's going away soon or display some customer testimonials.

As you can see, any of those types of ads could be just what a buyer needs to make the buying decision and take you up on your offer.

You're only limited by your creativity and using retargeting is a great way to get the most out of your traffic dollar.

My business partner has recorded specific step-by-step videos with detailed instructions for implementing these powerful features with Facebook Traffic. Check it out here.



UNDERTHE ICEBERG

WHERETHE REAL LIST PROFITS ARE MADE

BY DANIEL LEVIS

Notes:

Pillar #4: Under the Iceberg — Where the Real List Profits Are Made

The fortune is in the follow up. And I'm going to share some key secrets for maximizing the revenue you derive from every subscriber you generate.

We live in a world of drive by marketers. Marketing gurus talk about how the money is in the list and in the relationship with the list, but it's by and large, lip service.

Few operate from a true mindset of humanistic compassion and profound empathy for their customers.

And fewer still have the systems and strategies in place to cost effectively nurture their customers and clients to the point of maximum leverage.

There is enormous opportunity to use customer intelligence to your advantage when have the right mindset and technologies in place.

Your goal should be to make all of your customers and clients — from the casual tire kicker on the periphery of your subscriber base, to your most cherished, high dollar client — feel absolutely terrible about not buying from you, or not buying more from you.

- ...Terrible, because you are so knowledgeable, interested and aware of their needs and desires...
- ...Terrible because you demonstrate such undeniably genuine concern for their personal growth and wellbeing and the people dear to them...
- ...Terrible, because you represent such clear and enormous advantage ...

Notes:

If you can find a way to perpetuate this feeling consistently through your ongoing email communications, sooner or later, whatever circumstances standing between you and the business your nurtured subscribers are dying to give you will break down and the business will come. Provided you continue to ask for that business.

Most of the red hot new leads that find their way onto your list will not buy from you during your initial drive to convert them. And those who do buy have demonstrated their propensity to buy more.

The first sale is just the beginning, the proverbial tip of the iceberg. And so you've got to be thinking long term. You've got to be building with the assumption that you are digging a deep well of wealth from the very outset.

As Dan Kennedy says, "the purpose of making an initial sale is not to make a profit. It's to acquire a customer"... a customer who continues to buy from you for years to come.

Here's something to think about ...

For every social need, want, and desire traditionally satisfied through personal interaction and social exchange, there is now the promise of a virtual equivalent. Millions of years of social evolution don't simply vanish when personal contact is no longer required for their satisfaction.

The same social constructs that govern modern life have existed in human society since the dawn of time — perhaps even earlier...

Anthropologists consider the Bushmen in southern Africa to be the most basic branch of the human genetic tree, yet the San, as they are known, demonstrate the same aspects of human nature that make our own highly sophisticated social structures work.

Trust, liking, reciprocity, fairness, empathy, guilt, shame, conscience and all of the other social aspects of human

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nature are there. For example, it is customary for men of the San to give each other gifts of poison arrows...

On the hunt, if one hunter brings down an antelope with an arrow that has been given to him as a gift, he gives the felled animal to his benefactor, thus returning the favor.

To do otherwise... or to refuse the gifted poison arrow in the first place, is unthinkable — the ultimate offense. Guilt serves to guide individual behavior toward the social norm. The San may have different ways of expressing social solidarity than we do, but the underlying rules are the same.

You watch my back. I'll watch yours. You do for me. I'll feel obligated to do for you. If you are hurt, I will feel your pain, and I will help. Shame on you otherwise. Without this unspoken social contract, the San would perish.

These social aspects of human nature are in some ways even more applicable to the online world.

It is quite remarkable, for instance, that a consumer on one side of the planet is willing to whip out their credit card and process a transaction with an individual — whom they've never met and probably never will — clear on the other side of the planet.

This requires substantially MORE trust than doing business with the person next door. I mean, whose throat are you going to choke if things go wrong? Yet one man's willingness to trust another can be nurtured just as surely. It happens for exactly the same reasons one bushman trusts another on the Kalahari.

Familiarity is the first requisite of trust ...

Organized crime works on the principle of familiarity. None of these people actually trust one another. They betray each other all the time.

Still, if a drug lord in Columbia wants to market cocaine in California, he needs a network of "connections" — one thug familiar enough with the next to know what that individual is

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capable of. The devil you know versus the devil you don't. And it's the same when you're marketing with email...

Exposure matters. Familiarity matters. The more visible you are as a solution provider, the more eligible you are of a potential customer's trust. You can't expect to endear trust or maintain trust if you're not repeatedly in front of your customers and prospects.

After familiarity, comes liking ...

We instinctively trust people who are like us, and distrust those who are different. This is an automatic unconscious reaction we have absolutely no control over. For those who like to argue, yes, we have some rational control over this, but we cannot control our emotional reaction.

We are prejudiced against outsiders with strange looks, strange ideas, and strange customs, whether we realize it or not.

Much has been written about reciprocity in marketing circles. Many consumers are aware of it as a sales tactic. But still it works, because it evokes ingrained, involuntary unconscious behavior that's been part of our DNA since long before we lived like the San.

Yes, we can circumvent that behavior, but it takes conscious effort. Millions of years of evolution support our reflexive desire to reciprocate. Even chimps, our closest evolutionary cousins, regulate their societies with the law of reciprocity.

Dutch biologist Frans Dewaal conducted experiments that involved putting a single Chimpanzee in charge of distributing lunch to an entire troupe of Chimps in captivity. Immediately, the enclosure goes wild.

The chimps gather around, begging for their fair share. Interestingly there is no violence directed toward the chimp with the food. The violence in these situations, if any, is directed outward by the maitre-des toward certain individuals doing the begging.

Notes:

Some are favored with generous morsels and others with scorn. Dominance is not the determining factor on who gets the food.

Dewaal observed 70,000 such interactions and compared them with the grooming activities of the troupe. What he found was astonishing...

The chimp with the food, favored those chimps that had previously stopped by and offered a grooming session. The food was awarded, not randomly, not to appease the dominant, but on a "what have you done for me lately?" basis.

It's kind of like your email in-box isn't it — throngs of marketers begging hungrily for your attention?

Instinctively, reflexively — like a chimpanzee doling out lunch — you choose to reward some, and to ignore others, programmed by the rule of reciprocity.

The better you are at nurturing... at creating familiarity and liking and engagement and reciprocity... the easier you will find it to grow your business... the more you will sell... and the more satisfying and rewarding your email list will become.

But it is hard. It is costly. And there are risks. Like a loving parent, you must be wary of spoiling your list or becoming a magnet for glad handing freebie seekers.

And we see this happening, especially in the world of blogging. People building huge traffic and huge lists by giving away endless streams of free content, but making very little money.

Profitable email marketing is not about becoming a content soup kitchen. It's about rewarding and encouraging people based on merit.

It's about identifying those who are willing to build themselves up. And giving them the tools and information and

Notes:

knowledge and capabilities they can use to become stronger... and more able to pay.

You're not helping anybody by becoming a registered charity, thinking you have to build a huge following before you begin monetizing that following.

If you take this approach you're going to be very disappointed with the dollars you bring in when it comes time to monetize your following. You've trained people to expect something for nothing. Instead of enthusiastically buying your products, they'll get mad at you for offering them.

When everything is free people don't really benefit. They don't do anything with the information. They stay stuck.

Only when money is exchanged for information does that information begin to potentiate. The more money exchanged, commensurate to value, the more it potentiates. People use the information. And they benefit.

There is a happy medium between the shameless pitch parade of the drive by marketer... and the endless misguided spoiling of those who believe you need to build a massive following before monetizing that following.

The Pareto Principle says 20% of your customers produce 80% of your sales and profits. This has profound implications to your wealth and the wellbeing of your business...

Resources are finite. There is only so much time, money, and energy to invest in nurturing your list.

The Strategic Application of Resources

One of the keys to increased conversion, customer value, and retention — and the increased profits they bring you — is the strategic application of your resources. You need to target them to where they will do the most good.

Notes:

If you can deploy your business resources with surgical precision... obtaining the highest possible return on resources invested... while avoiding their squander in places where they have negligible or negative contribution to your bottom line, you have a decided competitive advantage.

So why do so many people marketing their products and services online pursue drive by marketing? The quick fix, churn and burn school of marketing that treats all customers alike? And why do others spoil their entire lists with endless freebies with no thought to who they are rewarding and why?

Chalk it up to ignorance... temporarily too easy pickings... shoddy products and services that are anothema to repeat business... laziness... timidity, stupidity... pick your poison...

Despite the obvious logic and benefit of the surgical, systematic approach to nurturing, few entrepreneurs have even considered it... still fewer pursue it. And as a result, billions of dollars are left on the table. Worse, businesses that flourished in cushier times are now floundering on the rocks of extinction.

Behavioral Tracking

The first step to avoiding this fate is to start tracking the behavior of your subscribers, customers and clients... and using that intelligence to take specific actions that encourage continued and increased spending...

Doesn't it make sense to spend more time, money, and energy nurturing people with a proven propensity to buy from you? And less effort nurturing people who don't?

What do you think might happen on your next product or service promotion if you were to separate your best buyers from the great unwashed? What if instead of just sending them a series of emails you send these VIPs a series of print pieces as well?

Notes:

What do you think might happen if you were to send your very best buyers a surprise gift in the mail once in a while? Or your bread and butter buyers a free printed catalog of everything you do once a quarter?

Do you think that might increase your sales far and above your mailing costs?

Do you think it might also make these customers more responsive to your regular email promotions?

Does the Pope wear a beanie?

But here's the real million-dollar question:

How do you know which customers are likely to respond enthusiastically —buy more in other words— to this special attention?

It's possible to become quite strategic in the application of your nurturing resources, particularly with respect to product purchasers, thereby dramatically increasing your sales and profits and moving more of your subscribers into the customer and client zone.

RFM Value

All of your clients and customers have an RFM value that tells you how much future revenue and profit they are likely to represent, relative to all other contacts. Knowing this value allows you to market to your subscribers based on merit.

R stands for RECENCY (customer purchased within the last x days). F stands for FREQUENCY (customer purchases on average every x days). M stands for MONETARY VALUE (customer's total purchase volume).

So let's say Jill Customer made her first purchase a year ago. Her most recent purchase occurred 7 months ago. In between she made 2 additional purchases. And her total spend is \$2,780.

Notes:

How do you compute Jill's value in order to make a resource-leveraged decision about how much you should be willing to invest in nurturing her?

First, you need to create a few simple rules that make sense for your particular business. Every business operates around different purchasing patterns and customer lifecycles so this is purely an illustrative example...

Recency Rules:

- Customers who last purchased within the last 30 days get an R-value of 5.
- Customers who last purchased within the last 30 to 60 days get an R-value of 3.
- Customers who last purchased within the last 60 to 180 days get an R-value of 1.
- Customers who have not purchased within the last 180 days get an R-value of 0.

Frequency Rules:

- Customers who purchase every 60 days or less on average get an F value of 5.
- Customers who purchase every 60 to 180 days on average get an F value of 3.
- Customers who purchase every 180 to 360 days on average get an F value of 1.
- Customers yet to make their second purchase get an F value of 0.

Monetary Value Rules:

- Customers who have spent \$2,500 or more with you get an M value of 5.
- Customers who have spent between \$1,500 and \$2,500 get an M value of 3.
- Customers who have spent between \$500 and \$1,500 get an M value of 1.

Notes:

 Customers who have spent less than \$500 with you get an M value of 0.

You now have a system for ranking the relative value of your customers on a scale of 0 to 15. So what kind of customer is Jill?

Well she hasn't purchased for 7 months. That pegs her R-value at 0.

During her 1-year history as a customer she made 4 purchases. That gives her an F value of 3.

And her total spend with your company is \$2,780. That gives Jill an M value of 5.

You now add these figures together to determine Jill's RFM value — 8. This is Jill's relative value as a customer.

Your next step is to decide what action you will take in order to maximize that value. Maybe you sub-divide your buyer's list into three groups — 0-5, 5-10, and 10-15 — Bronze, Silver and Gold or whatever. And on your next promotion, in addition to sending email, you send all three groups a couple of postcards inviting them to consume your pre-selling content online.

The Silver and the Gold groups have proven by their past buying behavior that they are quite responsive to your offers. So in addition to the postcards, you send them a sales letter and a couple of follow up reminders by mail counting down to the deadline.

And the Gold group — your most responsive and therefore highest value customers — also receives an amazing shock and awe package that includes all of your pre-selling content on DVD, an audio CD they can listen to in their car, and beautifully printed transcripts.

Notes:

And of course you can use this in other ways as well. You can use it to flag customers with RFM values that fall to zero and then take a very specific action that acknowledges their past behavior to try and win them back or re-engage them.

Result: More sales, more profits, more loyalty, goodwill and retention!

This is not rocket science to pull off if you have all of your data consolidated into a customer relationship management system that allows you to tag records based on past buying behavior.

Even if you're just starting out, you should start thinking about this now. Marketing is about much more than just collecting leads and making sales.

It's about tracking customer behavior and preferences, so you can allocate your resources as efficiently and effectively as possible to deliver the right message to the right person at the right time and in the most impactful way. The profits are in the data.

I urge you to think very carefully about how you are investing your marketing efforts and how you go about transacting business.

As I was preparing to launch my current business I created a newsletter issue every week. And I would deliver those newsletters sequentially to each new prospect. Still doing it years later.

But in the beginning I had no products of my own, so I would promote affiliate links in my newsletters while I was busy developing my own products. If I had known then what I know now, I would have developed my own products sooner...

Notes:

If you're doing affiliate marketing, realize you are forfeiting 100% of the data and therefore most of the real value you should be deriving from every sale.

When I did start selling my own products I sold them through clickbank, which is a sort of turnkey transactional and affiliate tracking service. If I had known then what I know now, I would not have done this for nearly as long...

If you're using third party transactional systems to sell your products like clickbank or e-Junkie or Kunake or processing straight through paypal or any one of the dozens of other outsourced transactional systems out there, realize there is a huge long-term cost in doing that.

Without a centralized data repository you are forced to treat all of your prospects and customers equally. And your nurturing efforts fall to the lowest common denominator.

And this means people who if sufficiently nurtured would spend thirty or forty times what they're currently spending with you are being all but ignored. Take stock of this now. Put a proper long-term plan in place. Build a foundation that allows you to leverage today's marketing activities well into the future.

So let's look at some of the specific nurturing strategies you can employ. And these really fall into three categories.

Nurturing

There is nurturing that is just that, pure nurturing. No strings attached. You stream out valuable information to your list with no direct suggestion to buy anything.

Then there is what I call sponsored nurturing, nurturing accompanied by related offers. This is very much like the old publishing or television model, where entertainment and education was pumped out to the masses with commercials and advertisements riding along to pay for the content.

Notes:

And finally, there is what I call promotional nurturing — nurturing that is central to a carefully orchestrated sales process. And if you want an analogy, think of this as a classy infomercial. The nurturing is self-funding. It pays for itself.

And if you're just starting out, probably the most practical and useful vehicle for nurturing is an E-Newsletter. Along with your lead generation magnet, you offer a periodic update to everyone who subscribes.

Always tell people about your newsletter on your squeeze pages. Give them a reason to stay subscribed after receiving your lead generation magnet. Set up the expectation of ongoing communication — very important.

And your newsletter can take any of these three forms. It can be pure nurturing. It can be sponsored nurturing. Or it can be promotional nurturing.

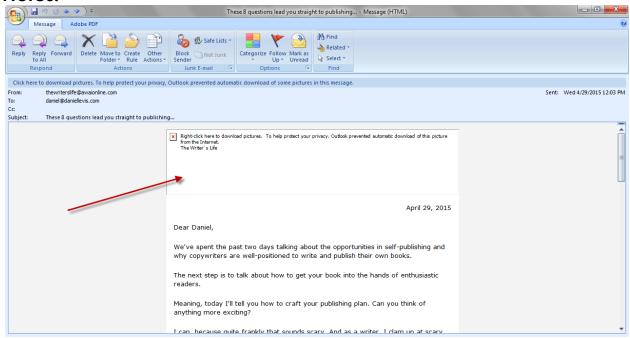
You newsletter can even morph from one format to another from issue to issue. One issue might be pure nurturing, the next sponsored nurturing, the next promotional nurturing. Some issues can even be blatant promotion.

Should your e-newsletter look like an offline newsletter, with a header and columns and images and a table of contents and a consistent look and feel each time it comes out?

I guess it depends on your market, but any time we've tested this we've always gotten a better response with a plain Jane looking email.

Here's what images look like in a lot of in-boxes. That big ugly space is supposed to be a masthead.

Notes:



Now, people can certainly click on the download pictures link. And that looks much better. But I hate having to count on somebody taking an action just to make sense of a message. I almost never do it.

Plus I don't think you can beat the personal look of a plain text email. Your friends don't keep you abreast of what's going on in their lives and inform you of things they think will be important to you with emails that look like this.

They send you plain text. Very informal, unpretentious, unassuming... much more conducive to relationship building, at least that's what I've found. If you're going to use an image, set the image up in the email copy. Tell them what it is and they'll click the download images and look at it.

Of course, the content — the copy that's inside the emails — is the most important thing. But the look and feel is important too.

The real power of email is that it's personal. You get emails from your friends and family, and you want your emails to have this same look and feel.

Notes:

Just a basic, plain text looking email, break the lines at about 40 or 50 characters so they're super easy to read, and that's it. This is my idea of a perfect e-newsletter, the un-zine. It can be pure nurturing, sponsored nurturing or promotional nurturing.

Some of my emails are promotional notices, a few are sponsored nurturing, where I'll link to a meaty article on my blog, but most of them are promotional nurturing, otherwise known ad EMAIL ALCHEMY, like this one right here, part of a whole series of emails I used to sell my Effortless Influence — How to Master the Art of The Sales Story course.

Subject Line: Persuasion Chronicles 1: Big Dog Anger!

Hey %\$firstname\$%,

Daniel Levis here, with an angry owner of my Effortless Influence course.

He just sent me a very strange e-mail... or maybe I should call it a "rant!"

This guy (we'll call him Mr. X) is obviously a little worked up, so I wanted you to see the e-mail and get your opinion.

And this is a true story! I swear on my mother's grave this guy sent it to me out of the blue.

I'm thinking of taking him up on his offer, and adding an extra \$1,350 bonus (see end of letter), since he does seem to have a way with words... and frankly, as annoying as this guy is, I can't help but love my raving fans.

Anyway,	here it is	just as	presumptud	ous as	the	way i
arrived:						

Dear Daniel,

Notes:

As I started through Effortless Influence for the 3rd time, for some reason I looked back at your online sales letter.

And it pissed me off.

As much as I admire the big-dog gurus who gave you the testimonials, I respectfully think they were "Out To Lunch!"

Their comments actually made me think of the familiar headline:

Do You Make These Mistakes in English?

Because that famous ad went on to describe "common" words that are, "colorless, flat, ordinary."

So no offense, and even though some of those guys are my heroes, I thought their testimonials, were like describing the sun as "warm," Lady Gaga as "unusual," and Bill Gates as another computer "guy." Gimme a break, Daniel... your program is... FREEKIN' FANTASTIC!

Seriously, I've never read anything like it... despite having the usual professional copywriter's library of 50K worth of books, courses, and seminars.

But after devouring YOUR course, it seems that everyone else just pays lip service to how important stories are... and they only "dabble" with how it's done.

Enter Effortless Influence... like the distilled version of thousands of pages from hundreds of books and courses.

You've clarified every concept, illuminated every insight, broken through every barrier... until it's lasered in on HOW TO CREATE, step-by-step, the most compelling selling... ever!

Plus... I love how you've mapped out the STRUCTURE so clearly...and not just the 3 acts of the hero's journey...

Notes:

... but the 12 stages (p. 142-146) within those 3 acts so I can quickly mix and match the specific elements for MY own sales letters and ads... just plug and play!

You lay it out so clearly I've sat bolt-upright, over and over... like the weary gold miner in a tunnel, chipping away at the rocks and suddenly yelling... Eureka!

Or more accurately... it's like I've been ferociously practicing the piano with mismatched books and dozens of courses scattered all over the floor... then suddenly having Beethoven appear... putting his guiding, confident, experienced hands over mine, and actually striking the keys FOR me!

Because now I have a paint-by-numbers system to follow instead of agonizing and rewriting until, "by Braille," some whimsical internal sense tells me it "feels" right.

I just LOVE having the roadmap... a concrete, reproducible STRUCTURE laid out in front of me.

Besides...

It's not like I'm new to the marketing game...

I've been working hard at storytelling for 12 years... ever since I submitted an ad to Dan Kennedy, and he used it as a "Marketing Example of the Month."

Then, when Dan generously described my storytelling as "brilliant," it aimed a blowtorch at the internal marketing fire I already had shouldering and it burst into flame!

Since then, I've been around the block a few times... having written a 2-page ad that pulled in 10 million bucks; written for years for a massive health franchise of 350 offices; been asked to write copy by one of the top 5 marketing experts in the world; and written client

Notes:

newsletters that reach a couple hundred thousand folks every month.

But it hasn't been easy.

There's been a lot of struggle and frequent RESENTMENT about how damn much work it is to write great copy.

Now... with your course, I realize how to CONSCIOUSLY CLONE this critical process of storytelling... to make it even MORE powerful and strategic... with connect-thedots clarity and sizzling speed.

But ...

There's one more thing I think you should have done to sell this amazing course.

You should have created a FREE, "lite," e-mail version for your subscribers so they can get a big GULP, instead the little "sip" from the online sales letter.

Not only will they be more likely to buy the course, but they'd see the results... immediately... in their own writing... like the "value-in-advance" strategy you teach.

This way, they'll actually experience how their own minds will unconsciously grab stories from everywhere.

Then... they'll get to see these nuggets of persuasion materialize in their own writing... so unexpectedly, effortlessly, and automatically, they'll stay up late to see if the Shoemaker's elves are working at their computer.

I volunteer to do it for you... while I'm going through the course AGAIN (it just gets better each time) and I'm just so pumped about it.

And who better to tell the tale than an outsider who's immersed... even swimming in the material... doing laps every day?

Notes:

I'd call this series, "The Persuasion Chronicles," and this could be the first e-mail you'd send to your subscribers.

The next e-mail I've got cooking, is where I tell them about the TV and Screenwriting secrets you reveal throughout the course... and on one of the bonus interviews.

I call it:

Persuasion Chronicles #2: Parting the Copywriting Heavens

It's about the secret new "app" that Effortless Influence installs in your brain... so you can finally feel great about procrastinating and watching your favorite movie... or being addicted to NCIS.

They'll learn to write blockbuster copy with every episode of Seinfield, every time they re-watch The Matrix, and with every new movie that hits the big screen -- no more guilt!

With gratitude for creating the course,

Mr. X	
Hey %\$firstname\$%,	

It's Daniel again, and this is a 100% true story.
I promise you, IT WAS NOT MY IDEA to create a "lite" version of Effortless Influence... the guy just e-mailed me out of left field.

BUT DON'T WAIT 'TILL HIS NEXT E-MAIL to grab Effortless Influence... with the exclusive "Mr. X" bonuses and deeply discounted price!

Mr. X told me he'll write a 10-e-mail series, but I haven't worked with the guy before.

Notes:

So to make sure I'VE over-delivered (in case he doesn't come through), I'm not only going to discount Effortless Influence by 500 BUCKS, I'm also going to give the first 10 people to order a couple of outrageous bonuses.

Fast Mover Incentive #1 -- if you're one of the FIRST 10 to invest in my Effortless Influence system via this "Mr. X" promotion, you're cleared to arrange a private, half-hour, one-on-one telephone consultation with ME, to discuss any project, sales letter, sales presentation or ad!

In fact ...

>>> We'll dig deep into the best way to integrate powerful selling stories into your sales copy ...

>>> We can mastermind the crafting of an origin story to turbo-charge your business ...

>>> We can strategize for one of your products or services and position you as a leader in your niche ...

>>> We can brainstorm putting together a "killer case study" for your business that helps you to sell products and services like crazy ...

>>> If you have an existing story that you're telling already, we can talk about making it EVEN BETTER!

ANY aspect of storytelling, as it relates to growing your business, is fair game. And I'll devote 100% of my attention, experience, and expertise to YOUR unique marketing challenges. My hourly consulting rate is \$900, so this is a very real \$450 value!

Fast Move Incentive #2 -- if you're one of the FIRST 10 to hop on the bus with this limited-time, limited-quantity offer, you're also getting a detailed written set of recommendations based on our conversation ...

So not only will you have my off-the-cuff remarks and raw instincts at your disposal... you're also getting my

Notes:

"carefully deliberated" response. In other words, I'll give you 3-to-5 pages of studied recommendations, creative flashes of inspiration, and strategic storytelling direction applied to the area of your business where it will do the most good, RIGHT NOW!

These 3-to-5 page customized reports sell for \$900 on my website, but you're getting one FREE if you're one of the first 10 to jump to the pump and take advantage of this deeply discounted special offer... which I'm providing as a "backup" to whatever "Mr. X" delivers in his e-mail series.

So together, you get \$1,350 worth of my intense focus on what you should be doing to increase your sales success with the incredible power of a conversion-inducing story.

And... if you study Effortless Influence before our money-making consulting session, you'll get 10X the value on the call. It's like going to school, and then, when you're ready and raring to go, you get the street-smart version to take you safely down the competitive back alleys of the marketing world!

By the way, if you can find a better, more powerful, more ridiculously inexpensive investment in your business than my "Mr. X" Offer... PLEASE CALL ME! Because I want to jump on it, too!

Otherwise, **GRAB YOUR SPOT NOW**, before the first 10 orders are snapped up and these EXCLUSIVE BONUSES go away... maybe forever!

Hurry, just 10 of these consulting packages are available. First 10 to get off their duffs gets 'em. And then they're gone.

How long will the \$500 off "Mr. X" promo last? Who knows?

A few days if this guy puts his pen where his mouth is.

Notes:

Otherwise all bets are off. Don't risk it.

Daniel Levis

These emails sell, educate and entertain all at the same time. That's why I call them "promotional nurturing".

And this kind of email tends to give me the best results, frequently doubling, tripling and even quadrupling sales. You can <u>learn all about it in my EMAIL ALCHEMY training.</u>

I've worked with quite a few different businesses on improving their e-mail marketing. And in my own business, I've sent out literally thousands of broadcasts and sequential messages.

So I've been able to test the impact of a variety of different things on response.

So I'm going to share a few common e-mail marketing pitfalls that almost always get in the way of increased sales and profits.

Email Marketing Mistakes

From Line mistakes — Often, I see people putting their company name... or a trade name that describes their product or service... or the name of their publication... in the "from line" of all of the e-mails they send out.

Now think about this for a minute. Why is e-mail such an effective marketing medium in the first place? What's one of its primary strengths? It's personal.

Mixed in with the commercial e-mails, there are a fair few from friends, family and acquaintances. Chances are your prospect started sending and receiving e-mail in the first place for personal reasons.

So one of the best ways to avoid instant deletion is to put your name in the "from line". This is in fact much more than a way to get e-mail opened.

Notes:

It is fundamental to communicating in a way that engenders liking and relationship and trust. Anything that smacks of cold, corporate-speak and overt "branding" usually sends response rates tumbling.

Another common "from line" mistake is inconsistency of figurehead (the person sending the email).

Once you've established a figurehead, stick with it. If you must switch figureheads, or add a figurehead, realize it will take substantial effort to pass the baton from the known to the unknown.

If you must change the figurehead in your "from line", use repeated introductions. Or if you want to have some fun and send some emails from your cat or dog, introduce your pet first and then put your own name in the subject line of the first couple of emails.

Or have the prospect actually opt in to receive the new figurehead's communication.

The "from line" is sacrosanct. It establishes you as an insider in your prospect's in-box. Changing it makes you a stranger all over again.

Subject Line Mistakes – While predictability and familiarity are the hallmarks of a successful "from line", the opposite is true of the subject line.

Still, the desire to sneak in a company name, or a trade name that describes a product, or the name of a publication into the subject line seems almost irresistible. I discourage this strenuously.

Think of your subject line as a headline. When writing a headline, superfluous words lower response.

Here's a little experiment for you: If you have my swipe file of winning email subject lines, see if you can remove a single word from any of the subject lines and still have them make sense. Chances are you can't.

Notes:

While you're there, take note of how many words are wasted on branding. Superfluous words and branding don't help when it comes to getting people to read your emails.

Yet how often do you see marketers trying to do "branding" in the subject line? Like this: Glycemic Control Daily: Testing Strategies – 6 Tips for Better Blood Sugar Control

You see it a lot! Every single e-mail they send you has the name of the publication in the subject line.

These attempts at branding contribute nothing to the message conveyed in the subject line. And our testing shows they lower response. Removing them and simply saying: "6 Tips for Better Blood Sugar Control" is almost guaranteed to create an instant lift in response.

Even worse, I've seen some people putting the date in the subject line along with their branding, like this:

Dog Training Daily - February 4, 2009: House Training -- 6 Tips for Quick House Training

How dumb is that?

Or how about this brilliant subject line I received the other day: [ANN] Q&A Change.

Inside the email at the bottom I found this legend.

[TRN] = Training

[VID] = Video

[MOT] = Motivation & Inspirational

[ANN] = Announcement

[BUY] = An offer. This is like sending Paul Revere out before your sales message warning the Red Coats are Coming, I mean come on.

This person is assuming people are opening and reading his emails just because he's sending them. Doesn't work like that.

Notes:

Branding and other routine housekeeping details have no place in the subject line. Branding should be taking place in the "from line".

The subject line area should be reserved for brilliant word combinations that titillate and enthrall to get your email opened. Novelty is your friend. Keep them guessing to keep them opening.

Zig when your competitors zag. Zag when they zig. Predictability in the subject line kills readership and sales. End of story.

Another common subject line mistake is a lack of brevity.

The longer the subject line is, the more effort required to read it. If your message requires more than a single fixation of the eye to comprehend, you're at an immediate disadvantage.

If it's really long, your prospects may even have to take some action other than simply looking at it to read it. Those using Microsoft Outlook to read your mail may have to hover over the subject line or resize the field just to read it. Can you say, "kiss of death?"

Short subject lines get opened. Long ones get ignored. Try to keep your subject lines 30 characters or less. More than 40 characters is definitely too long. Keep them as short as you can.

If you must use a long subject line, put "hot" words like "blood" or "death" or "scandal" at the beginning to grab people's attention.

Use brackets to separate a compound thought into two separate fixations if you're pushing the length envelope, like this: Blood Sugar Normalization (6 Huge Tips)

Other Common Email Mistakes — Should you use HTML or plain text? In a word, "both" ...

Notes:

I am a big believer in the personal look. So I prefer a very plain appearance over a lot of fancy graphics and tables. But that's not to say HTML doesn't have its place.

With plain text, you won't get open rate statistics. You can track click through, but if your e-mail bombs you won't know if the bottleneck is in the subject line or in the body copy. When you send HTML you get this information. Not that you should worry much about open rates or click through rates. I explain why in the **EMAIL ALCHEMY training.**

But there are times when open rates are important, and for this reason, my preference is to use HTML — but with very little formatting, so the e-mail looks like plain text. A little bolding and highlighting and italicization are OK, as long as the e-mail retains that personal look.

The best practice is to use MIME format, which distributes your e-mails in both HTML and plain text.

And if you can get a link into the first few lines of copy, it will probably increase your click through rate.

I should also add that a higher open and click through rate is not always a good thing.

Maybe it is. Maybe it isn't ...

Do you make money when people open your emails? Or do you make money when people buy stuff?

Suppose Jake marketer sends an email to his list with a misleading subject line. Maybe one of those proven bad ass subject lines, like "Bad news ..."

People open it because they think somebody died or something. But inside the email there's no bad news. It was just a blatant trick to get attention. Remember the boy who cried WOLF?

Two things can happen here. Some people will forget why they opened the email and carry on reading. That's what Jake marketer is counting on. Most however, won't.

Notes:

Contrast this with Judy nurturer's straightforward approach. "Just 4 copies left"

Her open rate BOMBS. It stinks to high heaven.

It's a quarter of what Jake gets with his marketing NLP ninja mind hack.

But guess who makes more sales? Jill. Why?

Because people know why they're opening the message ... there's no mystery or deception. Dang if they don't want one of those last 4 copies.

The same thing is true of click through rates. This metric involves the ratio of opened emails to the number of clicks generated by those emails.

If you generate 100 unique opens and only 25 unique visitors arrive at your web page, you've got a click through rate of 25%. Or if you calculate the number based on emails sent, versus emails opened, it would be something lower.

And here the same logic applies. The sales you make are impacted just as much (if not more) by the expectation you set to generate a click as by the number of clicks you generate.

When you hear marketing gurus telling you that short emails are best, don't believe it. Yes, a short email with a link near the top will probably increase your click through rate. But you can't spend click through percentages, can you?

At the end of the day the only thing that really matters is how many dollars your emails bring you. And quite often that number has little correlation to how many people open or click through on your emails.

Now that's not to say open rates and click through rates are not important and that you shouldn't be trying to maximize them. Just don't mistake the trees for the forest.

Notes:

Another huge factor that impacts the success of your nurturing efforts is the conditioned expectation created by previous e-mails. Your e-mail arrives in their in-box, and they anticipate what's inside before opening it, based on past experience.

That means each e-mail you send impacts the open rate, readership, and click through rate and sales results of subsequent e-mails. You are not selling in a vacuum.

If people obtain satisfaction from reading your e-mails they'll keep opening them and reading them. For this to happen, each touch needs to be as relevant, useful, unique, and enjoyable as you can make it.

Create a sense of anticipation by linking your emails together, soap opera style. Leave a thought hanging at the end of one email. And promise to complete it in the next.

Don't expose your list to things they didn't sign on for. If they signed on for help with Google Adwords training they're not going to be responsive to the latest network marketing scheme.

Provide a healthy dose of useful, problem solving information right inside your e-mails... not necessarily with every single e-mail, but often. Bribe them to engage in the sales process. Give before you get.

Don't be boring. Keep your e-mails interesting and entertaining. Develop product and service offerings you can promote passionately. Have fun with people and create good feeling.

And I can hear you wondering, how often do I need to email my list?

The more often the better, provided you're delivering useful, interesting and entertaining content. If you're not mailing your list something daily, you're leaving money on the table.

How will you find the time?

Notes:

Publishing Schedule and Idea Generation Secrets

Create a weekly publishing schedule, or a daily publishing schedule, or a by-weekly publishing schedule, whatever your objective happens to be.

If you're on a weekly publishing schedule, write a short 500 to 1,000 word evergreen email each week that you can put in an autoresponder series. And you can create a strategic plan before you begin that allows you to leverage each piece to the max.

Maybe you map out your emails as short summaries of chapters for an eBook or home study course or coaching program that you're working on. Each email can be an introductory paragraph... a tip list... and a conclusion.

In a couple of month's time you'll have 8 touches ready and waiting for each new subscriber. They'll receive these emails automatically without you having to lift a finger. In four month's time you'll have 16 touches.

At that point you can reallocate your hour to something else. Maybe you add some topical broadcasts to your nurturing efforts or a weekly blog post or allocate your hour to content creation or sales copy or whatever.

You can go back and take your 500 to 1,000 word emails and expand each one into a 10,000 word chapter or webinar or whatever, that you can then sell.

Say you take my advice and create a helpful list of tips and tricks about some aspect of your expertise and you shoot them out to your list. Well later on you can add a story and an example and a visual to each tip on your list and that can become a chapter or a module for an information product.

Information products are nurturing in and of themselves, especially when the content is dripped out over time rather than just dropped on the customer in a big box.

Notes:

You might also be wondering: What will I write about?

Creating little info-product chapter summaries is just one way of sourcing subject matter to nurture your list.

You can comment on some topical event in the news and relate it to your field of expertise. The news doesn't have to be about what you do. Could be anything. Just find a way to relate it to what your subscribers came to you for.

You can do a rant. Something is bothering you that you know is bothering other people on your list. Work yourself into a tither and vent your spleen on the page. People love this sort of thing.

Your rant can be directly related to your area of expertise, but doesn't have to be, as long as it's a shared frustration. Taxes, lawyers, bad service, whatever, find a way to relate it to what you're selling metaphorically.

Quizzes and contests are great ways to get people's attention and involvement. I've had great success with these.

Once I was doing a teleseminar with Ted Nicholas and before the event I put the headline and first couple of paragraphs of two of his famous space ads on my blog and asked people to tell me which ad was the blockbuster and which one was the "also ran". To discover the answer they had to come to the teleseminar.

Another time I gave away a prize to the first two people to identify the seed story in a story transposition that I'd used in a piece of sales copy. The first two people to correctly identify the seed story won a copy of one of my courses.

Give people opportunities for acknowledgement. Have contests and things where they can send in their work or documented achievements. Make a huge fuss over the winners. People love to show off in front of their peers and be appreciated for their talents and efforts.

Notes:

Share inspirational stories and encourage people to overcome their apprehensions and go for their dreams. I have an email in my autoresponder series called "The Magic of Self-appointment" that's full of this kind of talk and I get all kinds of positive comments.

Not a week goes by that somebody doesn't write me and say, "thank you so much, you made me believe in myself" or something to that effect. When you make people feel good and proud and strong they're much more likely to invest in what you're selling.

Play Dear Abby. When somebody replies to one of your emails with a question or a comment, write up an answer and send it out to the whole list as a little object lesson. You don't have to reveal where the question came from. You can keep it anonymous or if the comment will be flattering to the person you can get their permission to use their name.

You can do seasonal things... holidays... your birthday... their birthday... the anniversary of their first purchase... tax time... whatever is happening in people's lives at the time gives you a doorway into their consciousness that you can then spin toward your own subject matter, whatever it happens to be.

You can tie your nurturing to pop culture, relating your sales message to what's happening to famous people in the media or analogizing a point you want to get across with a popular scene from a movie or book or television show.

You can share little slices of your life, relating everyday events to your field of expertise and subject matter.

And of course you can apply all of these techniques to blog posts, where everybody can see everybody else's comments and interaction. People can feel part of something larger than themselves.

Notes:

You can extend these strategies to streaming audio and video, webinars and teleseminars, so your list can gain a deeper insight into your personality.

And if you put the correct systems in place you can extend your nurturing efforts into the postal system, sending your best customers books and special reports, and cute little promotional items.

You can have customer appreciation events where your VIP customers and clients can get together and brainstorm. The possibilities for nurturing and regular ongoing contact are really endless.

And all of these touches, whether they're pure nurturing with no direct sales motive... or sponsored nurturing with peripheral opportunities to purchase related items... or promotional nurturing, part of a highly choreographed and targeted sales effort, such as with my sophisticated **EMAIL ALCHEMY** techniques... the one cardinal rule is that the interaction should further the personal relationship you enjoy with your customers and clients and they enjoy with you. Each touch should inspire goodwill and good feeling.

The result is higher conversion of leads, higher frequency of sale once those leads convert, and higher dollar value purchases over a longer period of time. The fortune really is in the follow up.