

THE EMAIL ALCHEMIST



**Profit Diary of an Online Marketing
Millionaire, Your Roadmap to Riches**

By Daniel Levis

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Millionaire, Your Roadmap to Riches

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Table of Contents

Read This Short Book Now or Go Broke.....	7
Part I — The Death of List Building , How to Ensure Reliable Business Growth And Profits, Before It's TOO LATE!	23
Part II — The Resurrection Formula , How to Survive Falling Click-Through Rates And Revive Failing Sales... ..	36
Part III — The 10,000 Hour Annihilator , Slash Time and Effort as Lifeless Lists Come Back From the Dead!	57
ADDENDIX — How to Build Your Fellowship Of Eager Fans Who Devour Your Emails and Repeatedly Buy Your Stuff.....	83

Why Should You Listen to The Author of This Book?

"There are legendary names in the industry of Direct Marketing like Gary Halbert, John Carlton, Dan Kennedy, etc...

"Daniel Levis is one of these Modern Day legendary names from the school of direct marketing... where marketing principles work based on testing, persuasion, NLP, and psychology.

"When a person like Daniel Levis comes around to teach you. THIS is the training you want to take part in."

Andy Jenkins, Founder Marketing Genesis

"Almost all of the rules so many experts swear by are just pure 100% poppycock.

"They say don't email people every day, because it upsets them. They say you must write short teaser emails not long selling ones... they say you must then lure people to a landing page because you'll lose them if you start selling too soon. UTTER RUBBISH!

"Forget the guys who say 'I'll make you rich in 3 days'. Turn to Daniel Levis for advice based on deep study, real practice and good thinking. The genuine article."

Drayton Bird Legendary Direct Marketer and Author of *Commonsense Direct & Digital Marketing*

"10 years into copywriting I would have sworn I had email figured out from every angle.

"Then Daniel Levis comes along and stomps the ant pile to dust. His teachings are a total disruption of the way most of us go about building email campaigns.

"This is NOT more 'tips and tricks for getting emails opened and read' that so many other teachers burp out... this is a clean, fresh, and deeply psychological look at why people buy and how to help them decide to do it with your e-mails.

"This approach will not only revive your list, slap awake slumping sales funnels and ignite a riot of new income... it will permanently replace the lazy bad habits and missed opportunities that are costing you a fortune right now!

"Ignore Daniel's strategies at your own peril."

Kevin Rogers
Million-Dollar Copywriter and
Author of *The 60-Second Sales Hook*

"Daniel Levis gives you a blueprint for becoming a great marketer and writer! He just 'gets it' in a way that few others do when writing on this complex subject.

"I love his approach, which begins and ends with telling compelling stories and his concept of taking ageless ideas that have captivated people throughout the millennia and recycling them. This makes me think about one of my rules of thumb which is to 'steal smart'."

Brian Kurtz
CEO, Titans Marketing, LLC

"Get Daniel's wisdom and apply it in your business!

"Definitely one of the biggest 'shortcuts' for writing fast, effective emails I've ever found.

"He teaches you how to crank out winning promotions using just email. No fancy sales letter or launches with a ton of moving parts required."

Ron Reich
SinnsofAttraction.com

"A complete step-by-step system for crafting email promotions that result in serious profits within days.

"I hacked together an Levis-style sales sequence for one of my clients (just to see if Daniel was full of hot air or not) and we brought in over \$30,000 on just the \$1 trial offer from a list that had not bought a single product in over 4 years. When the payments kick in, this promotion should result in at least \$60,000 to \$80,000 in total sales.

Daniel's system just plain works. Get it. Use it. Profit. And repeat."

John "Angel" Anghelache
JohnAnghelache.com

"Just a few weeks prior to meeting Daniel, I ran an email campaign to the entirety of one of my lists - pitching a great product. The result? Meh. Pretty good. We had a 2% conversion rate, which isn't bad for the high-ticket product we were offering.

"By implementing just ONE of the golden nuggets Daniel offered, we were able to offer the exact same product, to the exact same list, and witness a jaw-dropping 7% conversion for a \$1997 product!

"And this was AFTER we had already aggressively mailed the SAME offer!"

Joshua Voiles
JoshuaVoiles.com

"Email had been driving the majority of our sales for a long-time, and we thought we were already pretty sharp email marketers, so I was skeptical that Daniel's unorthodox ideas could help us.

"Well... it so happens we were having a bit of a slow month. To pick things up we decided to launch a customer appreciation event.

"However, rather than run our normal campaign, we built in the unique storytelling methods Daniel taught us. The result was the 3rd best weekend of sales in our history, far more sales than those events have driven in the past... saving our month!

"Since then, we've tried more of Daniel's templates and concepts and the results have always been spectacular. The ability to just hammer out world class emails with his templates is a game-changer.

Peter Ippolito
President, CouponClub.net

ACKNOWLEDGEMENTS

This little volume exists because thousands of people who have attended my online seminars went on to become EMAIL ALCHEMISTS. Their online marketing success after learning my methods has convinced me that it should be made available in a condensed introductory one-hour read.

Hundreds of people have contributed to my knowledge of online selling. I single out only a few here, but my gratitude goes out to all of them. My earliest mentor, Clayton Makepeace, who taught me ruthless rigor and discipline. Dan Kennedy, for teaching me how to turn harsh truths that other marketers try to hide under a rug into the most tantalizing reasons to buy. And Jay Abraham, for giving me eyes to see entrepreneurial gold where others perceive nothing but dry dust.

And of course, my team, Jack Booman, Paul Maxey, and John Wilson, whose relentless energy, talent, and loyalty have made our company's growth and this book possible.

Read This Short Book Now or Go Broke...

It was just another day at the office, or so I thought...

The toughest part of my job at the time consisted of trying to look busy.

The filing of insipid activity reports.

Pathetic paper pushing that made my boss look good, so his boss could look better...

Up, down and around the corporate beanpole at a telecom start up in the heart of the throbbing, traffic snarled financial district.

Already walking a knife-edge.

Months earlier my secret "squeeze page" discovered and shut down.

Had they considered it unmanly... or unfair?

Corporate Refugee Goes Rogue — How I Stumbled Upon The Ultimate Profit Formula...

All I was trying to do was avoid a ridiculously inefficient fool's errand...

...Beating the bushes for new clients... phone in one hand... glad hand in the other.

Or was it the utter ugliness of my "unauthorized" website?

...And the sheer bluntness and brutality of the words that boldly challenged potential clients to betray their discomfort with the status quo?

Or the tabloid-like subject lines on my follow up emails that shouted REVENGE, BETRAYAL and assorted misdeeds?

My unorthodoxy reeled in the leads all-right.

While the rest of the salespeople curled their brows in astonishment as I led the field... month in, month out...

... Never dialing for dollars and rarely visiting a client, while they were busting their humps pounding the phones and pressing the flesh.

But sales be DAMNED!

It was bad for their image.

And now, my boss had somehow stumbled upon my latest online creation.

This time, it had absolutely NOTHING to do with selling wide area networking services.

"Who is this Robert Collier guy?" he asked.

With my lead generation website shut down, I had taken to whiling away the hours by flogging an ebook on Clickbank.

15 of the great ad man's direct mail letters, hand-picked before his death, annotated to reveal their hidden persuasion secrets — for Internet Marketers.

"What an impudent question!" I thought to myself.

It signaled the exact moment the absurdity of my employ finally became fully apparent to me.

And so I tendered my resignation on the spot, and walked out the door...

...A corporate refugee gone permanently rogue.

That was fall of 2004, and as I drove out of the concrete and glass jungle, never to return, despite having no clients and very little money coming in from my moonlighting ...

...I could feel a little smile spreading across my lips, an enormous weight lifting itself from my shoulders.

Confidence washed over me.

The ultimate profit and freedom formula tucked safely away in the back seat of the car.

I Was Finally Free!

Liberated at last from a way of living and working that was dying a slow and excruciating death.

A world where so many still linger.

Where the financial walls are slowly closing in on you.

Where any hope of personal fulfillment is gradually suffocating.

And where the creative spirit that stirs within you, busting to break free, is unceremoniously crushed and crucified.

If you are reading this, you are no doubt looking for the same secret that allowed me to extricate myself.

Maybe you're already side-hustling, burning the midnight oil to build a website.

Perhaps creating a course or membership site, trying to get an ecommerce store off the ground or sell affiliate products...

...And you're dreaming about that one fine day when you too can celebrate your emancipation.

Or maybe you're already floundering around on the entrepreneurial high seas... eking out a living with your creation... but constantly on the verge of swallowing a big gulp of sea water and being pulled under again.

You may even be one of the fortunate few who picked up this book because you're already thriving and looking to take your success to a higher plane of prosperity.

Regardless, the opportunities in front of you are far grander than you imagine.

While the dangers of delay in gaining a firmer entrepreneurial footing are growing by the day.

Why Common Wisdom Equals Common Income — \$26,695/Year On Average...

It's human nature to take the easy way.

To look around you for evidence of a leader, regardless of how thin that evidence may be.

And then fall in line.

Your whole life you've been PROGRAMMED to behave this way...

You've been programmed to accept the notion that if you go to school, study hard, and follow the path laid out for you by the establishment you'll be handsomely rewarded.

Yet if you're like most people you've already been declared REDUNDANT several times during your working life.

The reality is you were trained for a world that no longer exists.

Rapid advancements in computing power and telecommunications have utterly disrupted the conventional pattern of commerce.

... First it was AUTOMATION and OUTSOURCING. (Your function was performed more cheaply by a machine, or by sending it offshore where the standard of living was lower.)

... And now it's the OUTRIGHT DISINTEGRATION of the old economic order. (Work that used to be done under one corporate roof is now a complex global collaboration between dozens of smaller unrelated companies and independent entrepreneurs.)

The very concept of "job security" has become an OXYMORON!

Unless you BECOME one of those collaborating companies or independent entrepreneurs, your financial condition is certain to deteriorate.

Adaptation and innovation are the new engines of wealth.

Knowledge transfer is the fuel that drives them.

And knowledge can be transferred instantaneously at practically ZERO COST over the Internet.

Your existing skills, knowledge and expertise can be sold, monetized and leveraged independently on the open market.

They can be transferred or applied anywhere in the world they are needed... from anywhere in the world you happen to be. And the demand is INSATIABLE!

The Internet Has Basically Annihilated The Transactional Friction That Gave Rise To Big Business...

Collaboration is now easier, less costly and more efficient than incorporation. The result is an EXPLOSION OF OPPORTUNITY!

Such entrepreneurs transact with almost zero overhead or expense. They collaborate with one another informally... assembling and disassembling shared resources at lightning speed.

They easily run rings around traditional capital-and-employee-dependent corporations in many areas of the economy.

And all of the resources you need to grow such a thriving knowledge-based business are now within reach.

They are out there sitting idle, underexploited, or underappreciated. You can put them to work for little to no upfront investment in today's frictionless economy.

These were the thoughts that had been swirling through my head in the days and weeks preceding my mutiny.

Though I knew I had to be willing to defy convention and move beyond common wisdom.

Most people follow it too far and for far too long. Which leads to mediocrity, and ultimately, bondage and ruin.

In sales, I read all of the books, went to the seminars, watched the old time pros...

And did what they did.

Yes, it WAS a priceless education.

The fastest way to subsistence.

But I believe you want more.

Which is why I got into commission sales in the first place. To me, carrying a bag was like having a business within a business, where I could get paid what I was worth.

I started selling door-to-door and eventually worked my way up to the 6-figure salaries, car allowances, expense accounts and stock options that were common in the dot-com boom of the late nineties.

I Did NOT Get There On Common Wisdom...

It was by doing the unthinkable... challenging the status quo... and toppling every sacred cow that got in my way.

Common selling wisdom was, and still is, all about, taking it to the enemy... getting out there and forcing yourself on the prospect.

If you can get a referral, so much the better, but come hell or high water, get nose to nose and belly to belly with as many people as humanly possible...

...Because if you tie an order pad to a dog's tail, sooner or later he'll come home with a sale.

Sounds silly, but that's common wisdom when it comes to selling.

Yet I routinely annihilated everyone else in the sales force by doing pretty much the exact opposite.

Instead of taking it to the enemy, the enemy came to me.

Instead of filling their heads with facts and arguments, I told them bedtime stories.

Instead of pushing for a decision after making a presentation, I'd pull the offer away from them.

And while you may have heard about the merits of POSITIONING (setting traps for your prospects to fall into) versus PROSPECTING (hunting them down with a bow and arrow)...

You've never seen anything like the way I did it.

I saw the same tragic fascination with common wisdom online.

Look At Your In-Box, And All You Can See Is Marketing Incest...

Everybody is looking at the nine hundred pound gorillas in the market and trying to copy them.

There are literally dozens of different competencies being taught as the be all and end all "must have" secret marketing weapons.

And the best of those strategies really DO work like gangbusters... for some. But for the vast majority of people, not so much.

...Because the tactics and strategies you see being taught are reliant on levels of relationship capital and brand awareness and certain core competencies and capabilities that simply do not exist for most shoestring entrepreneurs.

On one level, e-business and online marketing is a co-operative and collaborative affair. Alliances are easily formed and advantages quickly accrued.

Think of a global underground bazaar... where time, money, customer lists, expertise, authority, products, traffic, technology, relationships, content, buyers, knowledge, acknowledgement, appreciation, and more, are trafficked and exchanged...

Whatever you need can be easily traded for what you have... instantly transferred from one person to another, one place to another, one purpose to another.

Yet on another level, online marketing is a lot like WAR.

A market share war with your direct competitors. A wallet share war with your indirect competitors. And a consumer

attention war with every other business out there offering anything else under the sun to your target market.

And if you're the challenger... if you're an entrepreneurial upstart... and you're trying to get a foothold...

The absolute worst thing you can do is try and do battle with bigger, better funded, more established players on their terms, because it's a battle you can't win.

Trust me, I've tried.

Imagine the minutemen of the American Revolution meeting the British soldiers marching through the countryside head on. They would have been annihilated.

Instead, they slithered on their bellies and sniped at the English troops from behind stone walls and trees, like Indians.

And they formed parasitic alliances with the French.

The British hated it... said it was barbaric and cowardly... but guess what?

Here we are with expanded civil liberties and a vastly superior model of living... because of it.

And the same is true of online marketing.

You Need To Re-Write The Rules Of Engagement IN YOUR FAVOR!

So there I was, on my own... with little more than an e-book about Robert Collier and less than 400 names on my email list.

To sell, I needed credibility, authority and familiarity.

Yet to build those things would take time and money. Time and money I didn't have.

So I bartered for them in the bazaar.

I wrote an email to Dr. Joe Vitale (You may know of Joe from the movie, "The Secret". Though at the time, he was heavily involved in selling information to Internet Marketers).

And the email went something like this...

"Just wanted to drop you a line and tell you how much I enjoyed your interview with Dan Kennedy the other day. I find Dan a little reserved, but you really got him fired up and he really did reveal some insider meat. Keep up the great work!

Daniel Levis

P.S. By the way, I've attached a copy of my new e-book about Robert Collier. You may enjoy it. If so, I'd be honored if you'd give me a testimonial."

It was a short email from a complete stranger.

Google my name at the time and you'd find the square root of nothing.

Yet within minutes I had my testimonial.

Immediately I wrote back.

"Way cool! Thank you...

Hey listen, why don't you promote it to your list for 50% of the take? Or would you prefer to write a forward and we'll call it our book? That way I'll give you 50% not just on your sales, but 50% of my cut on ALL affiliate sales from here to forever."

Within 30 minutes I had my forward.

A few days later Joe blasted an email out to his 100,000 person email list.

We sold a bunch of e-books.

I captured a couple of thousand names for my list.

And a business was born.

This was the bizarre in action.

Effortless, frictionless, moneymaking.

A simple exchange of content, product and sales copy...

...For credibility, authority and familiarity.

A collaborative back-of-a-napkin relationship between one entrepreneur and another.

I Got Really Good At What Really Mattered!

...It wasn't LinkedIn, Facebook or Twitter.

...Not video marketing and YouTube.

...Not Periscope, Instagram, or blogging.

...Not retargeting or SEO, or any other fancy new marketing tactic.

All of those things have their place. All of them can contribute to the bottom line of an online business, provided you have the resources to pull them off.

But did you know that there are more than 3 times as many EMAIL accounts as there are Facebook, Twitter and LinkedIn accounts combined?

And did you know that somebody who agrees to receive EMAIL from you is many times more likely to buy from you than somebody who follows you on social media?

According to a recent study of more than 500 million shopping experiences by Ecommerce Quarterly, such individuals are about four and a half times more likely to buy from you.

Another study showed that not only are people four and half times as likely to buy from you through an EMAIL relationship versus a social media relationship, they're also about 14 times more likely to see your marketing message.

So do the math on that...

And you will see that an EMAIL subscriber is actually worth about 63 times more than a social media follower.

Which means...

Even if the people you want to sell to are heavily into social media, your primary goal should be to get those followers onto an EMAIL list.

I mean, doesn't it make far more sense to master the marketing channel were people are most likely to buy?

Duh!

If you will just do that one thing...

...If you will just focus more of your time and attention on the building, feeding and care of your EMAIL list, as I've done, your business will improve by an order of magnitude.

All of the sexy social media stuff can wait. Because...

EMAIL Marketing Mastery Levels The Playing Field...

It allows you to sell far more with far less.

It frees you from the endless frazzle and frustration that comes from trying to master too many marketing mediums at once.

And it finally gets you off the hamster wheel of expensive and ineffective marketing that inevitably leads to failure.

Because it's true...

8 In 10 New Businesses Really Do FAIL Within 18 Months...

And the obsession with bright new shiny marketing objects is one of the biggest reasons why.

I've spent far too much time and money making videos over the years... blown hundreds of thousands on Google

Adwords and Facebook... wasted my time with RSS and SEO related gimmicks... only to repeatedly rediscover the superior selling power of the red-headed step child of online marketing — EMAIL.

So if you're reading this book wondering what it's going to take to finally get your online business in gear...

Look no farther than building an ongoing relationship with people, marketing to them again and again, in a respectful and nurturing way — with EMAIL!

Because that's where the traffic comes from.

That's where the sales come from.

And that's where the profits come from.

But Not Just Any Kind Of EMAIL Marketing, Mind You!

If your emails are a ball of confusion... if you're sending emails to people who didn't ask for them... if you're squandering the power of email by treating it as a simple notification service to get people to go to a web page... it means you don't know what the hell you're doing...

...AND YOU SHOULD STOP SENDING THEM!

You'll drive off your hard-won clients and customers like rats deserting a sinking ship.

But if you're looking for the closest thing to a silver bullet...

...Just ONE thing that would give you the ultimate leverage of your precious time, money, and dwindling energy as you do battle in the mean marketing streets...

Start Doing Email Right!

Because the skills and strategies you develop by truly MASTERING email... not just dabbling... are the ultimate "leverage virus" that will catapult you ahead of your entrepreneurial A-D-D afflicted competition...

Because you'll strengthen your personal connection with your best buyers at EVERY sequence of your sales funnel.

Because crafting persuasion-packed, page-turner emails FORCES you to clarify and concentrate the power of your sales message... maybe for the very first time.

And because everything you ALREADY know about marketing, business, and persuasion, is AMPLIFIED by mastering what you learn in the remaining chapters of this book.

Part I — The Death of List Building, How to Ensure Reliable Business Growth And Profits, Before It's TOO LATE!

So here I am, twelve years later...

And if you know my reputation as one of the world's most adept email marketers... you may wonder why I would name a chapter, The Death of List Building.

What am I trying to do... put myself out of business?

Well truth be known, despite helping more people multiply their profits with email marketing than just about any other online marketing educator... it's been a long, long time since I've considered what we do, list building. In fact I think it's high time list building were dead and buried.

Because it's a flawed, outmoded process that no longer works.

And in the remainder of this little book, I'm going to introduce you to a whole new email marketing paradigm, based on research into how the human brain is actually changing in response to technology... and how you can capitalize on and profit from those changes.

If you're brand new to online marketing... you're about to gain tremendous clarity about where and how to invest your precious time, energy and financial resources.

If you have already enjoyed some success, but have hit a revenue or profit wall in your online business, and you need

to break through to the next level... you're going to discover untapped leverage...

And if you're already thriving, and you want to maintain your momentum, you'll find some seriously advanced strategies you can implement right away...

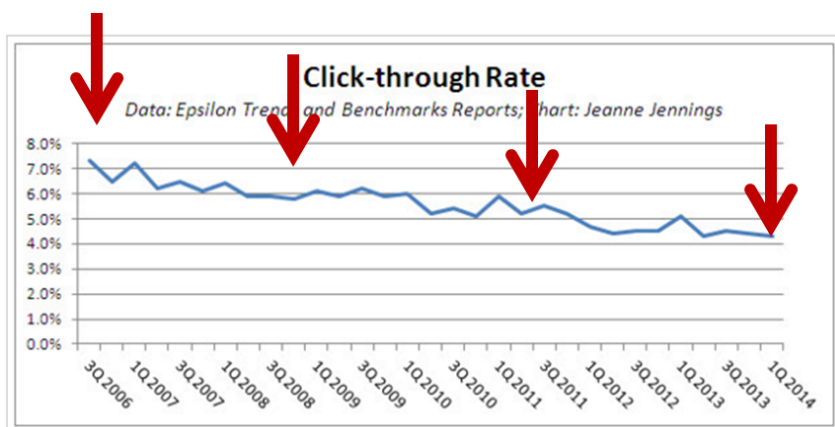
So the death of list building.

Let's Look At The Facts...

The following chart, prepared by Jenny Jenkins of Epsilon, one of the world's largest market research firms, shows a steady decline in clickthrough rates.

According to this study, which covers a wide spectrum of different industries... clickthrough rates have fallen by about 50% since 2006.

And this has meant a corresponding decline in revenues and profits for the vast majority of email marketers. Everyone doing email marketing in the traditional way has been impacted by this trend.



I'll tell you that back in 2004 when I started doing email marketing, you could send just about anything with a link in it out to your list and get a ton of clicks... and you could make sales.

And so what we had was a list building gold rush, opportunistic marketers jumping into the fray, and making a killing.

But if you've been around online marketing for any length of time, you've no doubt seen these people come and go, crushed by the descending curve.

Yet over the last 10 years... for me, and many who have followed my strategies, in all kinds of different niches... we're actually growing our average revenue per subscriber...

For me personally, by about 10%... year over year... no signs of slowing down... despite our clickthrough rates falling pretty much in line with the chart. In fact, falling even further. And that's actually part of the secret, which I'll explain in a moment.

For now, it's important you understand why the chart looks the way it does, because it reveals the reason you're struggling so hard to build your subscriber base... and why you're so frustrated with the lack of results when you send emails out to your list.

You see, all marketing media are subject to two unstoppable forces.

Marketers who understand these forces and know how to harness them, prosper. Those who do not, perish.

Novelty and Fragmentation...

When something is new, people are curious. When email was new, people were click happy. But then email matured, and not so much.

At the same time, technological advancement is steadily lowering the bar on "cost of functionality"... and so all kinds of new media are popping up, each one vying for your prospect's attention... and fragmenting it.

And so instead of just email and static web pages, now we have Facebook and Twitter and LinkedIn and Pinterest and Instagram... not to mention Google+ and Tumblr and StumbleUpon and Yelp and You Tube and BLAB and literally hundreds more social media platform hopefuls...

Some of them live and some of them die... and each one that catches on becomes a marketing medium... and undergoes novelty and fragmentation in its own turn.

Just like radio and television and newspapers and direct mail and magazines before them. Not to mention SMS and blogs and video and webinars and podcasts and PDFs and Kindle and Amazon... then we have SEO and Adwords and Bing and Yahoo and AOL...

And the list will continue to grow.

It's enough to make your head spin.

BTW, the biggest mistake you can possibly make is to think you have to do all of these things, or even half or a quarter of these things to be successful.

Not even big companies with armies of people working for them can do that.

If you look at the most successful people selling online today, you'll see that they're exceptionally good at maybe 3 or 4 of them tops.

And if you were to threaten to take all of these ways of reaching the customer away from them save ONE, which ONE do you think they would hold on to for dear life?

Despite diminishing returns, it's still EMAIL.

And Here's The Thing About Media Fragmentation... It's Actually Changing People's Neurology

Which means you have to move beyond "list building" and have an email marketing strategy that dovetails with those changes... or pretty soon you're going to be out of business.

Here's an interesting little exercise for you to try. Do a screen capture of yourself while sitting at your computer for a half hour or so.

See just what kind of a tab hog you really are. Me, I've typically got 10, 15, 20 or more web pages open simultaneously.

Watch how many times you compulsively check Facebook or your email program for no particular reason.

Watch how many times you're distracted by some blinking, beeping "notification" thingy on your desktop.

Notice how a search in Google leads you on a wild goose chase that makes you forget what you were searching for in the first place.

Go ahead... try it.

And then send the file away to a psychologist and see if they don't diagnose you with A-D-D... and the attention span of a gnat. I dare you!

And we're all like this.

Technology Is Pinging The Part Of Our Brains That Craves Novelty And Instant Gratification...

We think we're "media multi-tasking". But what we're actually doing is fragmenting our intelligence.

And so for years, marketing pundits have been telling us that ATTENTION is the most valuable marketing commodity in the world today.

But it isn't.

Not as valuable as you might think, because it's fleeting. I mean, seriously, what can you sell in 8 seconds?

What's really valuable is attention that has congealed, sustained itself long enough to be called INTEREST...

...Because that's what you need as a marketer to inflame a person's DESIRE and inspire them to take a sales advancing ACTION.

And the good news is, despite this addiction to novelty that people have these days... and this hyperactive flitting from

one thing to the next online... it's actually a reaction to something much deeper that happens as a result of all this technology.

And if you can tap into that underlying yearning in your emails, you can congeal attention... you can slow the person down long enough to get them hooked on you... and your brand... and your offer...

...Instead of just momentarily glancing at your marketing and then flying off in some other direction.

Because pretty soon all of this information overload... and interruption overload... and novelty overload, leaves us feeling hollow and empty and alone... despite being technologically connected to so many people and so many sources of stimuli.

You see...

What We're Really Craving Is Substance

...Something worth dwelling on for a few minutes, from someone who respects and understands us, and who knows how to connect with us at a deeper level.

And email is certainly not the only media that can be used in a connective and substantive way... but when used correctly, it is the most personal, intimate, and economical media there is for building that kind of rapport and connection...

Yet all we're getting these days in our in-box is these short, superficial notification-style emails from marketers using

cheap psychological tricks to try and steal our attention and then shunt it somewhere else.

And That's Why List Building, In The Conventional Sense, Is DEAD!

It's why you need to begin thinking seriously about the birth of fellowship building instead: just as in Tolkien's Fellowship of The Ring, where strong human bonds of friendship prevail against evil.

I am talking about communicating with your list in a way that engenders trust and connection and camaraderie and rapport and goodwill and a united sense of purpose against a common enemy...

...Whether it's a fellowship of strength training, and the enemy is old age... or a fellowship of financial planning and the enemy is the tax-man...

Whatever it is you feel called up to sell, there's always an enemy that stands in the way of your prospect's desires... and a deep seated human need for belonging to a group who shares the same battle...

...A tightly knit fellowship of brothers and sisters in arms... with you leading the charge, a trusted guardian and guide.

Outside of the group it's cold and dangerous and lonely.

Inside it's warm and it's safe, and there is love and togetherness.

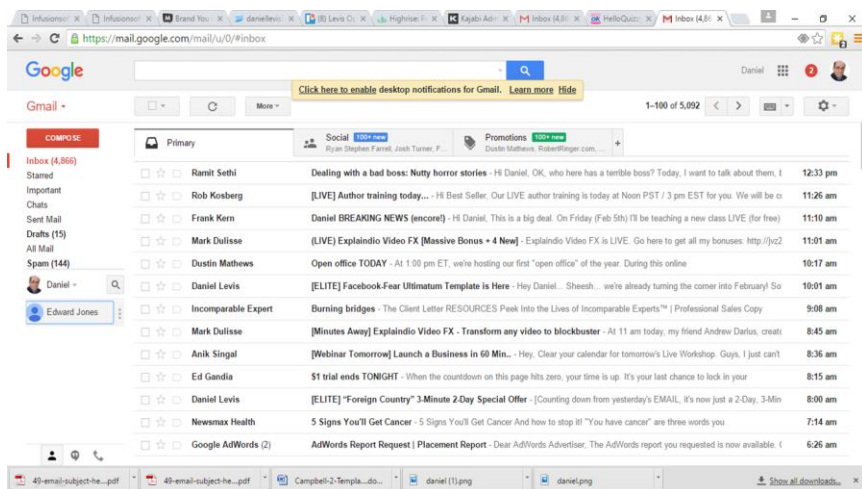
And I'm talking about really developing that kind of intimacy... NOT as a marketing ploy.

It's not about putting "RE:" or "private" in the subject line or writing one sentence with no link, saying, hey are you still interested in _____? I mean, come on. Nobody falls for that more than once.

Because imagine for a minute... that we were deep in the depths of Google's underground lair, in the GMAIL labs and it were actually possible to get a composite heat map of millions of in-boxes...

...Imagine we could actually analyze how people are interacting with your emails in their in-box.

Where do you think the heat would be on this particular screen... assuming somebody was trying to decide which emails to open and which emails to delete?



Would it be in the SUBJECT LINE... or would it be in the FROM LINE?

I can tell you categorically from engineering hundreds of successful email campaigns targeting millions and millions of end-users... and actually standing over people's shoulders and watching them.

And even asking them: "How do you decide what to open and what to delete?"

We Look At The FROM LINE First!

Think about your own behavior...

Where do you look first when your in-box is stuffed to the gills and you want to clean that sucker out?

You scan the FROM LINE column first, don't you? Delete, delete, delete, delete.

Only when you see an email from someone who at some point in the past was able to not just STOP you long enough to look... but actually engaged you for several minutes and made some kind of a positive emotional impact on you... only when you have that kind of a memory... does your eye move over to the right to check out the SUBJECT LINE.

Well what does that tell you?

It tells you that if you can create genuine connection, rapport and goodwill with people in the in-box... people who want what you have to offer... you are half way to making all of the sales you want.

You can sell to those people over and over again!

...And you can finally gain the traction and influence in your market that leads to abundant cash flow and financial control in your business... and time freedom in your life.

You see, there is a psychological anchor in the FROM LINE... an instantaneous association between your name or your company name or whatever appears in the FROM LINE... that brands you as relevant, important, worthy of opening and reading, or NOT.

And the absolute easiest, fastest and most cost efficient way to create that bond and branding... and the high lifetime customer value and superior business performance that goes with it... is in the body of the email.

You Get That Right, And You're Half Way To Making A Fortune...

Now... why do I say half way?

Well, it takes more than interest to get people to actually buy something... it's not just about content.

It's not about moving the free line and giving all of your secrets away for free. You've probably tried that already and look where it got you.

No...

You need a proven formula... a way to grab somebody's attention, and hold it in the in-box for a few minutes.

And while you're holding it, take the person inside the world of their imagination, away from the external world, where you can inflame a desire for something, an outcome that

you're trying to sell or promote... and then offer a way of attaining it.

And if you do this in every single email that you send, you will dramatically increase both the number of clicks you'll be able to generate and also the conversion you enjoy from those clicks, guaranteed... while your competitors continue to cry in their soup over falling clickthrough rates and failing sales.

That's the difference between list building and fellowship building. And I'm going to show you the exact formula, in the next section.

I'm going to show you the exact thought processes and constructs I personally use to come up with a hook point for an email that seizes attention...

How I develop that hook point into a satisfying light hypnotic experience for the reader that they enjoy and that they want to experience again and again...

How I then install sales advancing suggestions... and bring those suggestions into conscious awareness...

...So that your prospects know exactly what they're supposed to do when they click through to a landing page... and why they're doing it... resulting in clicks that are much more likely to convert.

This Is The Golden Ring...

Imagine being able to hit send, go to bed, and then wake up the next morning with a flood of sales or a flood of

appointments or inquiries in your in-box, and know that you are serving people in a spirit of integrity and fellowship.

It never gets old.

Part II — The Resurrection Formula, How to Survive Falling Click-Through Rates And Revive Failing Sales...

It's sad but true. Most online businesses that rely on email marketing are leaving great gobs of money on the table, enjoying only a tiny fraction of the profits available to them.

They're cranking out great content and working incredibly hard to drive traffic to their websites and build their lists...

...Yet seeing a steady decline in the responsiveness of their subscribers, and a diminishing return on their list building efforts.

In the first section I called this tragedy "The Death of List Building". I explained the two unstoppable forces that are dragging down click through rates and open rates and sales for so many...

...And I laid out some foundational ideas that I have been using and teaching to actually turn these forces to your advantage, to easily double, triple, quadruple or even 10X your sales.

In this next section I'm going to show you how one of my students was able to run a split test... where the only thing different between the control and the challenger was the structure of the emails and the number of emails sent...

Yet the challenger, as you can see on the next page, yielded 10 times more sales than the control.

"Split Test: The Old Campaign Generated 38 Sales. My New Campaign, Levis Style... 330 Sales!!!"



**Jon Bowes, Chief
EMAIL ALCHEMIST,
Neurogym**

"I'm a copywriter and marketing strategist for Jon Assaraf at Neurogym. I re-wrote a promotion we had, for a newer product. The old emails were EXACTLY what you would expect to find in your in-box. I transformed them into deadly tools of subtle persuasion... using... you guessed it... STORIES!

They were bizarre... outlandish... weird... and pushed the envelope...

It was a 4-day campaign, to a sub segment of a sub segment of a list. **The old campaign generated 38 sales. My new campaign, Levis styles generated 330 sales!!!** Almost 1,000% increase.

It's why I call this section the Resurrection Formula.

And the really cool thing is that it's a process that you can apply in your own business, in just the way Jon did at NeuroGym.

I'm going to show you the simple 5-step formula that automatically builds your brand in the From Line... so that people look forward to getting your emails....

...While at the same time, transacting with you far more frequently... increasing the flow of cash into your business... and accelerating your wealth.

This Is Not Just About Selling. It's About Seduction...

...Making the sales process enjoyable and useful and entertaining... and practically irresistible... so people stay on your list for years, and keep buying.

So let's get started...

And by the way, what I'm about to show you is pretty advanced stuff... and it topples sacred email marketing cows right and left... you should really read this section more than once.

But I don't want you to feel intimidated by it.

Just remember, you don't have to be able to do what I'm going to show you here... you just have to understand it's power, in order to use it.

It's like being given instructions on getting the most out of a high-end automobile...

You don't have to learn how to build it.

But if you want to lay down the vehicle's immense torque efficiently... and leverage its finely tuned suspension and cornering abilities... and push the car and your level of enjoyment to its limits... you do need to understand something about how it's built and how it does what it does.

So with that in mind, let me tell you what my mentor, Clayton Makepeace, told me some 10 years ago when I was coming up...

He said that he keeps two over-arching objectives firmly in mind when he's writing sales copy.

- 1) Conversion, generating a sales advancing action.
- 2) Bond. Building the store of goodwill, trust and fellowship with the subscriber.

And it's actually very rare to see BOTH of these things happening at the same time. Yet happen they must... or you're leaving a ton of money on the table.

So let's look at the core formula that powers this beast...

S Stands For Subject Line...

The first order of business is getting them to open the email... and we need to get that email opened in a way that both advances the sale and builds the bond we have with the subscriber...

We have to advance the sale while adding to that store of value and brand equity in the from line that you learned about in the previous section.

And there are really 3 elements to a subject line that need to be there in order to do this.

You need to:

1. Grab the person's attention with some kind of a pattern interrupt
2. Generate some curiosity, a need to know what's inside the email
3. Deliver a relevant benefit

And this last point is the piece that gets lost first when you're operating from a place of fear... when you're starting to freak out because people are not opening your emails the way they used to.

This is why you see marketers putting things like HEY... and HAVE YOU SEEN THIS YET?... and other non-descript sorts of things in the subject line.

And that's like the boy who cried wolf...

People will open your email to see what it's all about ONCE, maybe TWICE, or every once in a while, when you do these sorts of things...

...But any more than that and they get wise to you... and they start tuning you out.

What's really needed in the subject line to prevent this from happening is a relevant benefit you can actually deliver in the email or with your product or service.

Substance Trumps Cheap Tricks

The other thing you have to realize is that open rates are not necessarily indicative of sales. You can have a huge open rate and get very few sales, and a low open rate and be laughing all the way to the bank.

So let's look at these elements...

Pattern interrupt.

The lizard brain in man is interested in sex and survival: All human beings are hard wired, first and foremost, for these things. All other desires boil down to them in some way.

Our autonomic nervous system is constantly watching... below the level of conscious awareness...

It's pre-programmed to interpret things in a sexual context.

Doesn't matter if you're old, young, married, single or whether you over-ride your unconscious sexual desires the instant you become aware of them... it's already too late.

Your Attention Has Been Momentarily Stolen

Same with any symbol, image or word that carries the slightest indication of potential threat to personal safety or survival.

The unconscious mind will seize on that thing automatically and instantaneously, well before the conscious mind can intervene.

And the way the unconscious mind works is through pattern recognition...

It's constantly scanning the environment looking for anomalies... things that don't fit... that stand out... that don't compute... because those anomalies are where threat and opportunity reside.

So if you want to grab attention, you break the expected pattern... and in breaking that pattern, communicate a threat ... or an opportunity to win greater sexual favor or desirability... whether it be through a more pleasing appearance, wealth, youth, social status, ability, strength or intelligence or power.

The unconscious mind interprets all of these things in relation to sex and to self-preservation.

So let's look at a few ways this is done in a subject line:

New Real Facebook Fear: The ONLY Way to Avoid the “Slap”

Remember we talked about addiction to novelty in the previous section... NEW Real Facebook Fear: kind of a dramatic way to talk about a business process, isn't it?

Doesn't quite fit the expected pattern... but what is business but status seeking and sexual signaling at one end of the spectrum... and self-preservation at the other... when you think about it?

And a superlative - The ONLY Way to Avoid the "Slap". Superlatives grab attention, the biggest, the longest, the most expensive, the ONLY.

Curiosity, what is this new real fear? What's the ONLY way to avoid the "slap"... and what is the "slap" anyway? Sounds bad.

Questions raised in the subject line that can only be answered by opening the email... and relevant questions, too, because we are selling a course on Facebook traffic with this email.

Let's look at another subject line:

Science of Found Money in Your Brain

Kind of an unusual thought-provoking phrase, isn't it? Curiosity inducing... and relevant to money you can attract with the mindset exercises being pitched inside of the email.

Or how about:

German Statesman Teaches Muscle Growth?

Two things that don't normally go together, pattern interrupt. Curiosity, is this for real? Relevant benefit, muscle growth.

[3 Videos] Cruel Joke or Unlimited Potential?

Now this one might look a little bit blind but it's being sent to people who are plugged into the human potential movement, so they recognize the relevance.

The question is curiosity inducing... and it's a question that interrupts the usual pattern in that there is a controversy or even a conspiracy implied by the question, Cruel Joke or Unlimited Potential? What in the heck is he talking about?

And all good high converting emails that make sales and build brand value have these three qualities. Pattern Interrupt and Curiosity to get the reader to open the email... and Relevant Benefit, giving them faith that when they open up YOUR email, they're going to find something that's relevant, and of value.

Of course we then carry that through in the body of the email as well. And so let's move on to the second part of the Resurrection Formula.

O is for Opening...

You cannot assume that just because a person has opened your email that they are going to read what's inside.

The A-D-D afflicted brain likes to skim, and to look for links to click on... and if we want conversion, we have to STOP this behavior and get the person to read, first.

Because billions in sales are lost in that 10 second abyss that exists as a person is waiting for the landing page to open up.

And billions more fall into the abyss... in the next 10 seconds it takes for the website visitor to orient themselves. Their first thought on the landing is this: "All-right, what's this? What in the heck am I looking at here?"

And if you want conversion on that landing page, you need to send emails that properly prepare the reader's mind before asking them to click.

And so this opening phase of the formula is about satisfying, or at least partially satisfying, the curiosity that got the person to open the email...

...While at the same time, sowing more seeds of curiosity that demand the person begin reading in earnest... to solve a puzzle.

So let's look at one of the ways that we do this. (I'm giving you the whole email first, and then we'll break these principles down line by line)...

Subject Line:

New Real Facebook Fear: The ONLY Way to Avoid the "Slap"

Hey XXXXXXXXXX,

The legend started years ago.

Now it's like the word "Watergate"... where every slimy political trick, sports scandal, or celebrity exposure is referred to as some kind of "GATE."

But this ALERT is about the same sort of thing online, where the Google “SLAP” is now equated with the nastiest profit-crushing, business-destroying consequences imaginable.

And specifically, I’m talking about the beloved behemoth, FACEBOOK... and the “Faceslap.”

Because if you’re doing ANY marketing with Facebook these days, you’ve always got “the SLAP” in the back of your mind... or at least you SHOULD.

MOST SCARY SCENARIO: You’re marketing with Facebook and are NOT having nightmares about...

**... GETTING SHUT OUT, BANNED, AND
“SLAPPED” BY FACEBOOK FOR LIFE!**

Look. I say you SHOULD be worried, because the danger is real.

With the “SLAP,” your business can be decimated, literally overnight.

Even worse, the “SLAP” is a moving technical target, changing day-to-day without a hint, heads up, or warning.

That’s why you need advance protection to navigate this supposedly-safe minefield.

You need up-to-date intel, a deep well of marketing experience, and insider sophistication.

Which is exactly what you get, on a platter, with **TrafficGenesis** from Andy Jenkins and Mike Filsaime.

But that's not all, you also get:

- **Complete Access** to all 10+ training modules, cheat sheets, and documents in **TrafficGenesis** with 50+ in-depth Training Videos so you can start making more money...
- **The Market Research Module** (The Know-Before-You-Go Strategy). In this module, you'll eliminate the guesswork on competitive analysis so you can get a heads up on your competition right from the start...
- **The Advanced Strategies Module.** Learn breakthrough Facebook marketing methods that can quickly 10x the ROI on your advertising campaigns with the dumbest little tweaks...
- **The Retargeting Module.** In this module, you'll discover how to be seen on the biggest websites in the world like CNN and The Huffington Post...
- **And much, much more... INCLUDING...**

...The ONLY way I know to protect yourself from getting SLAPPED silly and destroyed by the whims of some power-hungry Facebook tech nerd who's having a bad day.

Because WHY you get “slapped” is often petty, subjective, and arbitrary.

So you need the most impenetrable marketing “firewall” you can build.

And it comes in 2 parts.

Part 1 is **Traffic Genesis** which will protect your butt from the Facebook “SLAP”...and so much more!

Then for additional critical security — DIVERSIFICATION with the **ULTIMATE LinkedIn FINANCIAL PROTECTION BONUS...** which is only available until MIDNIGHT TONIGHT.

TIME IS RUNNING OUT FAST!

And missing out on my **ULTIMATE LINKEDIN FINANCIAL PROTECTION BONUS** is even more dangerous than a Facebook “Slap” itself.

Why a BONUS that quickly teaches you to exploit LinkedIn?

- **LinkedIn operates the world's largest professional network on the Internet with more than 313 million members in over 200 countries and territories.**

- **High net-worth professionals are signing up to join LinkedIn at a rate of more than two new members per second.**
- **There are over 39 million students and recent college graduates on LinkedIn. They are LinkedIn's fastest-growing demographic.**
- **LinkedIn counts free spending executives from all 2013 Fortune 500 companies as members; its corporate talent solutions are used by 94 of the Fortune 100 companies.**
- **There are more than 1.5 million unique publishers actively using LinkedIn.**

SO FOR FREE (but only until midnight tonight), you get:

The \$897, 3-MODULE LinkedIn-Made-EASY Training Guide, The LinkedIn-Made-EASY Cheat Sheet, and the LinkedIn-Made-EASY Mind Map.

These include:

>>> The quickest and safest way to get as many followers as you want to your brand-new **LinkedIn** company page...

>>> 15 Shocking facts that make **LinkedIn** a profit-making machine for both online and offline businesses...

>>> How to avoid getting lost when creating a **LinkedIn** "company page"...

>>> The most effective techniques to make **LinkedIn** "posting" fast, simple, and low effort/high-profit.

Look.

You'd never go to Siberia without your parka.

You'd never venture onto a battlefield armed with a pen knife.

Then why would you venture onto Facebook without **TrafficGenesis...** the most advanced defense (and offense) available?

And why would you NOT take the extra simple step of **LinkedIn** DIVERSIFICATION... especially when it's FREE (until midnight), and so easy with my **ULTIMATE LinkedIn FINANCIAL PROTECTION BONUS?**

GRAB BOTH NOW if you're planning to compete online at ANY time in the future.

Only A FEW HOURS to go.

Ignore this email if you can afford to drop Facebook on a moment's notice... and REWORK, REDIRECT, and REPLACE all your marketing.

Otherwise, [CLICK HERE](#) if you plan to CONTINUE marketing with Facebook... and diversifying with LinkedIn.

I hope you make the right decision.

Best,

Norman Campbell

Notice the way this email is formatted. Lots of white space. Short sentences and paragraphs. Especially the very first line.

Reading is work. And if you give them big blocks of intimidating text to wade through, chances are they won't.

But five words, pretty hard to look at them and not read them, isn't it? Especially when they're framed in the language of story.

The legend started years ago.

Oh yeah, what legend?

Now it's like the word "Watergate"... where every slimy political trick, sports scandal, or celebrity exposure is referred to as some kind of "GATE."

You see how the open loop is extended there? Telling them about the thing without revealing it. It's like a little mini mystery novel where people actually enjoy the process of unraveling a riddle.

And remember what I told you about the deep seated human need for belonging to a group who shares the same struggle... in the first section of this book?...

...About building a tightly knit fellowship of brothers and sisters in arms, working together against an antagonistic foe... with you leading the charge, a trusted guardian and guide?

But this ALERT is about the same sort of thing online, where the Google "SLAP" is now equated with the nastiest profit-crushing, business-destroying consequences imaginable.

And specifically, I'm talking about the beloved behemoth, FACEBOOK... and the "Faceslap."

Because if you're doing ANY marketing with Facebook these days, you've always got "the SLAP" in the back of your mind... or at least you SHOULD.

Threat to self-preservation, right... solidarity in numbers against an antagonistic force... metered out in bite-sized little incomplete morsels, each one begetting the next...

That is the recipe for attention, interest, and bonding.

And again, I know this is deep. I know this looks hard to put into practice. But in the next section I'm going to show you how I cheat...

I'm going to show you how I pump out over 800 of these emails a year without breaking a sweat.

And how you can pump them out almost effortlessly as well... for your own business.

So let's get to the next phase of the formula.

D is for DEEPENING...

Now that we've got them somewhat engaged in your little story, it's time to deepen the trance and get them really involved and visualizing the danger or opportunity that you're mailing them about.

MOST SCARY SCENARIO: You're marketing with Facebook and are NOT having nightmares about...

... GETTING SHUT OUT, BANNED, AND "SLAPPED" BY FACEBOOK FOR LIFE!

Notice the pattern interrupt there again, how I deepen the need and desire to know more by creating a surprising or unexpected sort of visual... ignorance is NOT bliss.

Look. I say you SHOULD be worried, because the danger is real.

With the "SLAP," your business can be decimated, literally overnight.

Even worse, the "SLAP" is a moving technical target, changing day-to-day without a hint, heads up, or warning.

Notice how there is a certain music and rhythm to the writing in all of these paragraphs, that makes the reading go down really smooth and easy.

There's a slippery slope that pulls the reader deeper and deeper into the email.

Then we have this little transition into the 4th phase of the formula.

That's why you need advance protection to navigate this supposedly-safe minefield.

P is for PITCH...

So far we've wrapped our message up in an entertaining story, which allows the reader to see and experience the danger for themselves, and now we're going to give them a solution.

You need up-to-date intel, a deep well of marketing experience, and insider sophistication.

Which is exactly what you get, on a platter, with **TrafficGenesis** from Andy Jenkins and Mike Filsaime.

And I'm not going to go line by line here because it's just standard sales copy at this stage, suffice to say that we put some of this in every single email, which you typically do not see.

Most of the emails you're getting in your in-box are either purely pitch, or purely editorial. Here we mix the two seamlessly together.

And of course, if you're going to develop a sales prospect from the point of opt in to the point of sale, there's a logical progression on the type of emails you will send them.

This particular email is what we call an ULTIMATUM email, which is sent late in the cycle, and so it's a little lighter on editorial and story, and a little heavier on pitch, because it's time for the prospect to fish or cut bait, so to speak, on this particular offer.

And so we are highlighting the consequences of inaction in the 5th and final step of the formula...

C is for Call-to-Action...

GRAB BOTH NOW if you're planning to compete online at ANY time in the future.

Only A FEW HOURS to go.

Ignore this email if you can afford to drop Facebook on a moment's notice... and REWORK, REDIRECT, and REPLACE all of your marketing.

Otherwise, **CLICK HERE** if you plan to CONTINUE marketing with Facebook...

So this is an ULTIMATUM email.

And you're going to be sending emails that welcome and orient new subscribers to your fellowship... emails that create anticipation for upcoming opportunities... emails that qualify and recruit subscribers for active involvement in various campaigns... emails that encourage consumption of pre-selling content on the web... emails to cement purchase decisions, and so on and so forth.

But they all follow this proven **S**ubject Line, **O**pening, **D**eepening, **P**itch, **C**all to Action structure.

SODPC

And there are really two reasons SODPC works so well for conversion and long term subscriber goodwill and loyalty.

- 1) You're pre-framing the click... developing conviction and commitment in the email instead of relying on pure curiosity to generate a click. So those clicks will convert much better on the landing page.
- 2) You're providing substance right in the email itself... in the form of entertaining stories, a sense of belonging, beguiling word pictures, inspirational ideas and wisdoms, etc...

People actually enjoy reading your emails, even though they know there is something to buy.

And they can get something out of reading them, even if they are not in a position to buy.

Which means they will eagerly tolerate 3 to 4 times as many emails about a given offer. And they will stay engaged over the long term.

And that is how Jon Bowes was able to 10x sales for NeuroGym.

By following this structure and formula, he was able to drive traffic that was far more committed, so it converted better... while tripling the number of emails that he was able to send.

And...

It Works In Every Imaginable Niche

Now let me tell you about the 10,000 hour annihilator coming at you in the next section. That's how long it takes to build this kind of competitive advantage from scratch.

But like I told you earlier, you don't have to be able to do what I just showed you here... you don't have to be able to write like this at all.

Heck I don't even write these high performance emails from scratch, because it takes TIME. And there's a far easier and more efficient way to produce them. Just as you would not try to build a high performance sports car every time you want to drive it.

And now that you understand the power of the vehicle... to generate sales and long term subscriber goodwill and loyalty and value... I'm going to show you how to drive it in the next section.

Part III — The 10,000 Hour Annihilator, Slash Time and Effort as Lifeless Lists Come Back From the Dead!

They call me the EMAIL ALCHEMIST.

I've spent well over 10,000 hours of my life learning my craft.

And over the years I've helped thousands of business owners "up" their email marketing game...

...From hundred million dollar companies... all the way down to kitchen table startups... B2B and B2C, in every conceivable niche...

...Selling everything from software to info-products, to retail and manufacturing, professional services and consulting... and everything in between.

Not Just Selling Internet Marketing Stuff To Internet Marketers...

I've written campaigns that have pulled in as much as \$20 and \$25 per name from large lists in the hundreds of thousands of names... using the Resurrection Formula and the value creation concepts that I have shared in this book.

And I'm fantastically prolific, pumping out over 800 of these high converting emails each year without really trying all that hard.

And in this third and final section, I'm going to show you how to drive the speed writing vehicle that I use... and how it can annihilate your need to invest the same 10,000 hours I did to

learn how to create money-on-demand from virtually any email list... and also the power to grow those lists at warp speed. And do it all...

Without The Risk And Trial And Error

...Without investing the time required to write winning email campaigns, even if you had paid your 10,000 hour dues to learn how to do it. And without the enormous expense required to acquire the services of a competent copywriter to build your business.

See, there is a formula and a process for creating email campaigns that build goodwill and fellowship on the one hand... and sales advancing action on the other... simultaneously...

And if you want to create emails with this unique business-building quality... emails that can be used in a vast variety of different situations, to sell all kinds of different products and services, as I have done...

...And you want to create those emails, FAST... you need a system of ideas and concepts that can be easily fitted to whatever you happen to be selling that day.

So this has absolutely nothing to do with sending out some Internet guru's two paragraph emails word-for-word and thinking those emails are going to do anything but damage your brand and ruin the relationship you've worked so hard to build with your subscribers.

I'm talking about highly engaging, value-driven, substantive emails that appear custom-written... that create intimacy

and rapport... and that generate huge leaps in both immediate and long term profits.

And it used to take me a considerable amount of time hand-crafting these campaigns from scratch.

Naturally, I wanted to accelerate the creation of those campaigns, because time is money.

And so I tried to systematize and streamline the process.

I did like Henry Ford and broke the work down into a series of repeatable steps... which helped... but only so much, because every email was different.

And then I looked at what Alfred Sloan had done at General Motors to create entire lines of different automobiles that appealed to different tastes and satisfied different applications... by modularizing components and re-using them.

Out pops an Oldsmobile and then a Pontiac, and then a Cadillac and now a Buick and they're all different, yet they're flying out of the factory at warp speed because they share the same components.

And this is exactly what I have done over the years to create a speed writing system for email marketing.

I Don't Write... I Re-Use

Sure there are times when I want to experiment and create something radically different, but most of the time I want speed and I want volume. And I'm pretty sure you do, too.

So... here's how I was able to build that speed writing demon.

I call it my template arsenal.

You see...

There Are Certain Steps That Appear Over And Over Again In Email Marketing

Regardless of what you're selling, the steps are always the same.

You have to get somebody to opt in... you have to build some initial rapport and familiarity... you have to encourage consumption of pre-selling content... you have to gather intelligence... you have to stimulate engagement... you have to apply scarcity and urgency... you have to resell people after they buy... you have to collect testimonials...

...Doesn't matter the product or service, these things are always required, and this is just a partial list.

That doesn't mean a workforce engagement consulting company can send the same emails as an insurance agent.

But there are certain components that are going to be interchangeable and re-usable.

And remember in the previous section, when we talked about the importance of storytelling?

Well there are certain universals in storytelling, as well. If you break down storytelling in popular culture, here's what you find:

Themes...

- Triumph of The Underdog
- Man versus Nature
- Man versus Himself
- Man versus "The System"
- Love Conquers All
- Chase
- Revenge
- Escape
- Rescue
- Journey

These are magnetic ideas that ignite the human imagination.

Dude with a problem, sets out to solve it, does battle with an enemy of some kind, eventually prevails with the help of his friends and the leadership of a mentor.

Doesn't matter what you're selling, you can wrap it in any one of the above dramas. I call them Structural Universals.

And if you want engagement and bonding and branding and conversion, you will use as many of these Structural Universals as you can.

Each Email You Send Comes From A Different Angle...

Each email you send contains some interesting and unusual metaphor that keeps people interested in what you have to say.

And this is what allows you to increase your mailing frequency and the number of emails you can send about a particular offer.

That's how you sell more, while actually enhancing your brand with each email you send.

And so there are really two main inputs required to begin driving this thing.

Why Are We Mailing And What Theme Are We Using Today?

So let's go for a test drive.

Mailing reasons...

Anticipation Emails - foreshadowing an upcoming campaign.

Enforcer Emails - ensuring folks who sign up for webinars actually show up at those events at the allotted time.

Infiltration Emails - welcoming new subscribers and orienting them to your fellowship.

Liaison Emails - soliciting dialog with your followers, asking people to reply to the email.

Propagation Emails - encouraging consumption of pre-selling materials.

Recruitment Emails - getting people to sign up for lead gen magnets and webinars and live-streams and so on...

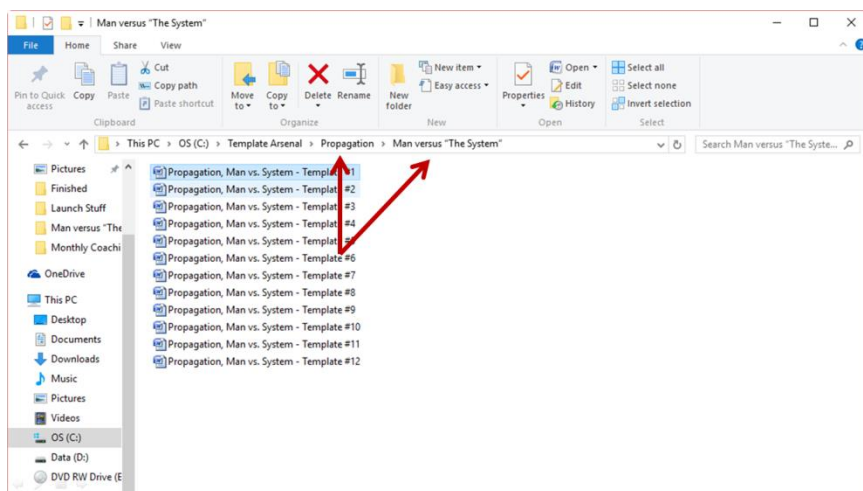
Each one of these is my little code name for a specific phase of the sales process, from opt in to buy in.

If I want to create an email to get folks to sign up for a webinar, as an example... I know that all of the templates in a particular folder on my hard-drive have certain components in them pre-done for this purpose. I don't have to think about that. It's all done for me ahead of time.

And when I open one of these folders up, the templates inside are organized by theme.

And when I pick one, say "man versus the system"...

You can see that each template is built around a function and a theme.



And regardless of the product or service you happen to be selling, the theme will always fit.

So let me show you how this works... and we'll just pick the first one here and have a look...

Subject Line:

All-Out War On [8. method of obtaining a desire result]

Opening:

Hey XXXXXXXXXXXX,

No matter how smart, rich, or experienced you are, the wrong [8. method of obtaining a desire result] can [9. undesirable realities to move away from].

Especially when it comes to the slippery-slope of [8. method of obtaining a desire result]... which promises to create instant [7. desired result] and [7. desired result].

Deepening:

But the truth is, the more money you've got, the more danger you're in.

Because the deeper your pockets, the more [8. method of obtaining a desire result] piranhas will circle to devour your [8. method of obtaining a desire result] budget.

And novices are vulnerable, too.

They're enticed by every imaginable carrot: a great [1. apparatus used to accomplish the desired outcome], an expensive [1. apparatus used to accomplish the desired outcome], or a clever sounding [1. apparatus used to

accomplish the desired outcome], that does next to nothing for your [2. performance measurement].

That's why, if you hope to remain in [8. method of obtaining a desire result], you MUST understand the alternative to the kind of [8. method of obtaining a desire result] being pushed by the [20. antagonistic force]...

...The alternative... [8. method of obtaining a desire result].

And unlike the [9. undesirable realities to move away from] of [8. method of obtaining a desire result], it's [21. adjective that describes your solution] and [21. adjective that describes your solution].

That's why the [20. antagonistic force] hate it with a vengeance.

It requires tight, accurate tracking instead of vague promises of what they can do.

But the BIG SECRET is, you don't have to throw the baby out with the bathwater.

It's possible to profit from the best of both worlds.

You can [7. desired result] WITH [7. desired result].

Pitch:

It's a revelation for most [3. neutral prospect identification], which is why I've explained this breakthrough concept in detail on yesterday's FREE [15. product or lead gen magnet descriptor] called:

"[10. name of product or pre-selling content]"

It's an actual [15. product or lead gen magnet descriptor] from my \$xxx [15. product or lead gen magnet descriptor] called:

"[10. name of product or pre-selling content]"

Because without it, you'll get only minimal traction with your [8. method of obtaining a desire result].

The detailed explanation begins at x:xx on the [15. product or lead gen magnet descriptor].

But hurry, I'll only have it up for a few days.

And WITHOUT this information:

>>> You'll [7. desired result]... but [9. undesirable realities to move away from] doing it...

>>> You'll miss out on easy [7. desired result] AND [7. desired result]...

>>> You'll [9. undesirable realities to move away from] by [19. methods of obtaining a desired result you are selling against]...

>>> You'll create [9. undesirable realities to move away from] that could have [7. desired result] if you incorporated [8. method of obtaining a desire result]!

ON THE OTHER HAND...

... A carefully-calculated HYBRID [1. apparatus used to accomplish the desired outcome] guarantees you'll have your cake and eat it, too.

And on [15. product or lead gen magnet descriptor], I show you specifically how to [7. desired result] with everything you do:

>>> [7. desired result] with the right [1. apparatus used to accomplish the desired outcome] (x:xx on [15. product or lead gen magnet descriptor])...

>>> [7. desired result] with [21. adjective that describes your solution], [21. adjective that describes your solution] [1. apparatus used to accomplish the desired outcome] ...

Call-to-Action:

>>> [7. desired result] with every [1. apparatus used to accomplish the desired outcome] you collect ([GO TO x:xx at THIS LINK](#))...

>>> [7. desired result] by becoming a [1. apparatus used to accomplish the desired

outcome] generating machine (fully explained at xx:xx)...

>>> [7. desired result] with every [1. apparatus used to accomplish the desired outcome] you make (see xx:xx on [15. product or lead gen magnet descriptor])...

Look. There are no winners in a war.

That's why the insane battle between the [20. antagonistic force] and the [20. antagonistic force] is ridiculous.

And unsuspecting [3. neutral prospect identification] are getting caught in the cross-fire.

Don't become a [8. method of obtaining a desire result] casualty.

There's [8. method of obtaining a desire result] magic where these two strategies meet in the middle.

You'll **FIND THAT [7. DESIRED RESULT] BALANCE RIGHT HERE!**

It'll finally bring you [7. desired result].

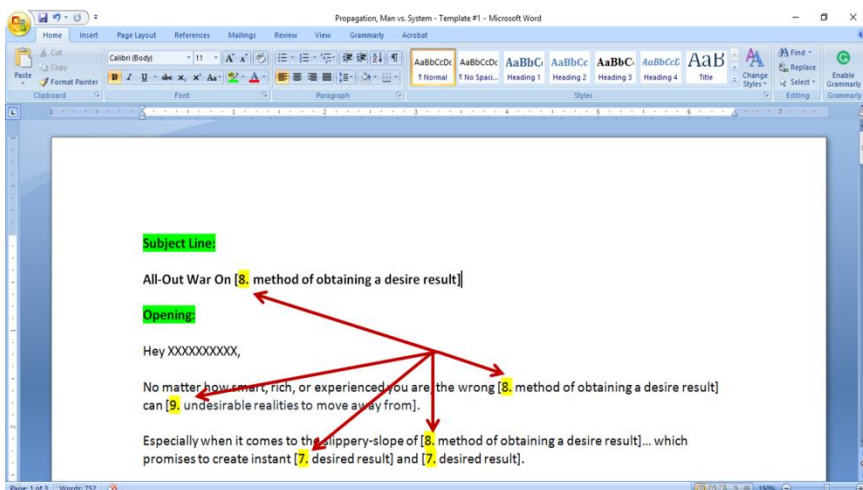
See you at the [15. product or lead gen magnet descriptor],

[Your Name]

And to flesh out the template I simply fill in the square brackets you see there with what I call Material Universals. These are facts that a prospect needs to know in order to take action toward a purchase.

Universal in the sense that they are always there, you cannot sell without them, but material in that they change from product to product and service to service.

So for example...



Method of obtaining a desired result: People are on your list and reading your email because they want something, right? And there is always a process or method of going about fulfilling that desire.

Undesirable reality to move away from: All human beings are motivated by pain aversion and avoidance. Doesn't matter what you're selling, it must solve some kind of a problem or nobody is going to buy it.

Desired result: Opposite of pain aversion and avoidance, pleasure seeking. What pleasurable outcomes does your product or service deliver?

And there are typically 15 or 20 of these material universals that I catalog and brainstorm every time I'm working on a new promotion.

So let's assume we're selling some kind of mindset self-development thing.

Subject Line:

All-Out War On YOUR MIND

Opening:

Hey XXXXXXXXXXXX,

No matter how smart, rich, or experienced you are, the wrong THOUGHT PATTERNS can RUIN YOUR LIFE.

Especially when it comes to the slippery-slope of abundance thinking and manifestation... which promise to create instant wealth and happiness.

Deepening:

But the truth is, the more money you've got, the more danger you're in.

Because the deeper your pockets, the more the law of attraction piranhas will circle to devour your self-development budget.

And novices are vulnerable, too.

You see the raw power and speed of this thing?

Let's try it again with a different product: A course on marketing.

All-Out War On Image Advertising

Hey XXXXXXXXXXXX,

No matter how smart, rich, or experienced you are, the wrong marketing can break the bank.

Especially when it comes to the slippery-slope of "branding" or image advertising ... which promises to create instant name recognition and massive sales.

But the truth is, the more money you've got, the more danger you're in.

Because the deeper your pockets, the more the branding piranhas will circle to devour your marketing budget.

And novices are vulnerable, too.

How about a Caribbean Cruise...

Subject Line:

All-Out War On YOUR HOLIDAYS

Hey XXXXXXXXXXXX,

No matter how smart, rich, or experienced you are, the wrong travel agent can devastate your vacation.

Especially when it comes to the slippery-slope of all-inclusive package deals... which promise to save time and reduce stress.

But the truth is, the more money you've got, the more danger you're in.

Because the deeper your pockets, the more the cruise line piranhas will circle to devour your holiday budget.

You see how I've used a universally compelling theme MAN VERSUS "THE SYSTEM" to create this template... so now I can come back and use it to sell just about anything... super fast and super easy?

And inside each one of my themed folders I've got 10, 15, 20 different treatments that I've put together over the years for each theme. So I don't have any real creative work to do at all.

I've got 11 different functions, 12 different themes or Structural Universals for each function and a whole bunch of individual templates for each theme, so there is a tremendous amount of variety to pull from.

And if I want to... I can easily adapt any of these individual templates to support a different function. So there are actually thousands of easy permutations that I can execute rapidly with this system.

Imagine You Had A System Like This Of Your Own...

Imagine the cash-flow infusion just one high performance EMAIL ALCHEMY campaign could give you...

Imagine the speed and agility with which you could bring new products or services to market...

And perhaps best of all...

Imagine how quickly you could be building your subscriber base when you're able to recoup your costs in acquiring those subscribers in half the time, or a quarter of the time... or even ten times faster...

Or pay your affiliates and JV partners double, triple or even 10 times more for every visitor they send you.

It would be an absolute game-changer, wouldn't it?

I keep my little file folder backed up on three redundant off-site servers because it's worth literally millions of dollars to me.

This little production facility and the thinking and strategy that went into creating it is the result of over 10 years of development.

It's already produced hundreds of millions of dollars in sales for my clients and students.

And recently, I have begun renting space on my factory floor.

Members are reporting incredible results, they're creating killer campaigns that are doubling, tripling, quadrupling... even 10Xing their sales.

And they've been doing it in mere days versus months.

Now...

...You might wonder why I would share something like this. Why don't I just keep it to myself?

Why don't I just charge you an arm and a leg to write your emails?

Two good reasons:

- 1) You might not have an arm and a leg to pay me.
- 2) With this system, the biggest hurdle to creating world-class email campaigns is product knowledge (about what you're selling). It's what you already have and I don't.

So Read On To Find Out How We Can Team Up...

By now, you've seen why email is STILL the killer marketing app and the bedrock foundation of any successful business operating online today...

...It's where people are enthusiastic about buying.

Not on Facebook, not on YouTube or Instagram or even PPC or SEO.

All those things are great, but EMAIL is the backbone that ties them all together and makes them work.

And it's the fastest, cheapest most direct way to build your business if you're just starting out and can't afford to pursue all of those other things, just yet.

By now, you've seen why list building in the conventional sense is dead... and why you need to begin having deeper, more meaningful and more strategic conversations with your subscribers in the in-box.

You've seen the Resurrection formula, and how you can create email campaigns that double, triple, quadruple or even 10x your sales... by getting in deep rapport with the reader, creating a state of trust and belonging... that leads to clicks that convert so much more easily on the landing page.

And you've seen how you can create those high converting email campaigns without needing to invest the 10,000 hours of intense training required to learn how to do it from scratch...

Without staring at a blank screen for hours on end trying to think of something to say...

...And without ever wondering if people will even read or respond to the emails you're sending them.

You see, even if you don't have your first subscriber yet, you need to understand that there's no point even thinking about getting one... if you don't know how to monetize.

Building A List Is The Easy Part

Building it profitably... building it on a firm foundation for sustained profits over the long term... and building it fast... is a whole other ball game.

And that is what my system is all about.

Now, I'd like you to set an income goal for your business. A big, hairy audacious goal. Hopefully you don't have any trouble with that. Do you have it in mind? Good.

Now, imagine for a moment... what it would mean for you and your family if you were able to go into my template arsenal and in a matter of just a few hours mastermind a high converting email campaign that you could send out to your subscribers.

Or an email campaign that was so good, that you could give it to someone with a large list to send out on your behalf... and they would be likely to do so.

Or maybe a campaign designed to liquidate advertising costs, whatever is most applicable to your particular situation.

You map out your campaign according to the simple instructions I lay out for you in the trainings... you pick and you choose the appropriate types of emails from the template arsenal... pre-done, pre-written by me.

Not some kind of two paragraph hype-laden trash that some internet guru has "pimped" already... to his own list.

...And now he is trying to pawn them off on you, even though you're NOT selling internet marketing stuff... as if it would work, even if you were.

I'm talking about world-class email marketing... emails that I have lovingly crafted for you from the ground up to be easily adaptable to what you're selling... and that bring real value to your subscribers. Emails they will enjoy reading and that they will keep reading for as long as you care to send them and profit from them.

And you go ahead and you adapt those templates to suit the particular product or service you have to offer or promote, by filling in the blanks. And the very next day you hit send and the first email goes out to your list.

Or maybe you're a complete newbie... like James Fry here, from Boulder Colorado... who joined my EMAIL ALCHEMY program with no product, no list, no marketing experience, no confidence, and very little money to invest.

"Built List into The Thousands and Earned \$4.45 Per Name in Less Than 2 Weeks!"



James Fry,
GrowEverywhere.com

"I used to worry about money and was trapped in a 9-5 job from hell that I HATED with a passion... But now I'm an Email Alchemist!"

"I am living proof that Daniel's Email Alchemy system is a powerful tool with real transformative powers."

"My first Email Alchemy campaign totally rescued my very first product launch and delivered an unbelievable \$4.45/name. Email Alchemy allowed me to profitably build my list into the thousands and finally break FREE from the money worries and self-doubt that cripple first time entrepreneurs and web marketers."

"Forget all the bozos who sell gimmicky tools and fly-by-night tactics. Invest the dough and get on board with Daniel, he will guide to the riches and freedom you desire and deserve."



By the light of day, James slaved away for the man. He was a WordPress web designer.

While in the dark of night, he dreamed of helping people grow their own food, through aquaponics.

And like millions of passionate dreamers, he'd put together a course and executed a mish-mash of ideas from random marketers he'd seen online to try and sell it.

And nothing happened.

Until he harnessed the power of the EMAIL ALCHEMY "guerilla launch", which as the name implies... is a quick, cheap and dirty marketing campaign that's easy to put into play.

And what happened?

He gave a few of those emails to a BIG DOG Joint Venture partner in the grow-your-own-food niche.

Low and behold, they sent them out (his opt-in rate from the e-mails was a jaw-dropping 95%!!).

In just over a week's time, James had a fellowship and a following numbering in the thousands... and had pulled \$4.45 on average from every single one of those subscribers!

That EMAIL ALCHEMY campaign became a re-deployable business asset that he's been using over and over again... that allowed him to QUIT his soul-sucking day job at the WordPress factory.

And as sweet as that was...

...James told me that proving to himself (and to the people who had doubted and even ridiculed him for even trying)... that it really was possible for him to make money "out of thin air," on the internet -- *that incredible feeling of empowerment and vindication and freedom* -- was (almost) as good as the money itself.

He even admitted that he and his family have a little "money dance" that they often do when a sale notification comes in...

...Because it means knowing that they no longer have to worry about scrimping and saving just to get by.

He Gets To Stay Home And See His Kids Growing Up...

When his wife is out shopping and she sees something they need, she just goes ahead and buys it.

And they're socking away money for their kid's higher education in the years ahead.

All because James took action...

He set a goal and he ran after it with a proven-effective marketing system like EMAIL ALCHEMY.

Or maybe you've already tasted some success and you're stalled out... wondering what you can do to turn things around... like Noah St. John... who built a thriving business in the self-development niche but had plateaued, and was having real difficulties gaining traction and moving to the next level.

“An Immediate Increase in Reader Engagement and Conversions...”



Noah St. John, Best-Selling
author of *The Book of
Affirmations* and Founder
of SuccessClinic.com

“My company implemented Daniel’s Email Alchemy templates across multiple sales funnels, and we saw an immediate increase in reader engagement and conversions.”

“If you’re tired of staring at a blank computer screen trying to write your next brilliant email, get Daniel’s course and save yourself the time, effort, and money!”

And Noah was extremely frustrated... because he was watching other people in his space -- *people who were no better than him at what they were teaching* -- doing so much better than him financially.

And he felt they **MUST** have better marketing.

But what he hated even more was all of the bull-shit marketing that he was beginning to do... on the advice of various marketing gurus... because he felt that was the only way to even the score.

And it was doubly awful, because it didn't work... not at all... if anything it made things worse.

Until he started using the EMAIL ALCHEMY templates and discovered it was OK to be his authentic self, and once again deliver substantive value in his emails. But in a way that actually got people to take action and buy.

Noah Saw An Immediate Increase In Engagement And Conversion As Soon As He Started Using Those Emails

Now he can focus on what he does best... and regain the deep satisfaction that he derives from teaching and transforming other people's lives for the better.

Or maybe you're an email marketing ninja. You pride yourself on your email marketing skills... and you're looking to super-charge your results, even more... like Jon Benson here, who says, "EMAIL ALCHEMY dug far deeper into my list and QUADRUPLED my Sales. It generated a Tsunami of orders I had no idea were even there."

"EMAIL ALCHEMY Dug Far Deeper into My List And Quadrupled My Sales"



**Jon Benson, Author,
Marketing Consultant,
Creator of the 3X Sellerator**

"EMAIL ALCHEMY dug far deeper into my list and quadrupled my sales — for real, that is not hype. It generated a Tsunami of orders I had no idea were even there.

"In just two weeks, we pulled \$300K in immediate sales for 3X Sellerator, plus another \$100K+ in payment plan sales, all from a list of fewer than 25,000 names. People who had already been exposed to a recent launch for 3XVSL Generator.

"That's well over \$16 per name! Amazing!"

And this is a guy who knows how to write sales copy... whom people pay huge sums of money to write their copy, as they do me.

So regardless of where you are in your online marketing journey, whether you're a brick and mortar business looking

to drive foot-traffic... or a service business or a coach or consultant trying to get booked solid... or an info-marketer or course creator, or seminar leader, or you're doing e-commerce... doesn't matter what you're selling or how much you know or don't know about online marketing... you are in exactly the right place at exactly the right time.

You can begin profiting tomorrow from over \$26,000 in amazing EMAIL ALCHEMY training and DONE-4-YOU marketing with real time hands-on support and coaching... it's all waiting for you at this link:

www.DanielLevis.com/membership

ADDENDIX — How to Build Your Fellowship Of Eager Fans Who Devour Your Emails and Repeatedly Buy Your Stuff...

So by now you're probably thinking...

No boss... work from anywhere in the world... make more money than a surgeon...

This email fellowship thing sounds pretty cool, where do I get one?

Yeah!

But not so fast, grasshopper...

We throw this "email list" phrase around a lot and it's terribly misleading.

A gross over-simplification.

It implies you can just go out and buy a list of email addresses and you're in business.

Lessee...

You're sending emails to busy people who don't know you... who don't want to know you... and who couldn't care less about knowing you.

How's that likely to go?

And what does it make you?

At best, an annoying pest.

At worst, a slimy SPAMMER!

So let's get one thing clear.

We're talking about marketing to people who know who you are and who have requested email communication from you.

Now that's a whole 'nother ball game, isn't it?

Otherwise known as "permission-based" email marketing. Which means...

...Email Fellowships Are Not Bought, They're Built

Let's count the ways to go about it...

Now before we do, it's important to explain that there are essentially 3 key factors that will determine your success.

The first, and probably the most important factor is traffic source. As in... where will your fellowship come from?

I've already explained why it's a bad idea to buy a list of email addresses. So for all intents and purposes, that's out.

What about renting one?

Better...

In much the same way you rent a postal mailing list, you can buy an email blast from a publisher. You pay a fee. And they send out an email to their list with a link back to your website where you collect a lead, maybe even a sale. The response

rate is typically pretty low. If you can break even within a few days, have at it.

Another option for getting subscribers is through paid advertising — Facebook ads, Google Adwords, Twitter ads, banner ads and so forth. Same drill. Give it a shot and see if you can break even on those leads in a week or so.

Speaking engagements are another option. These are the Glengarry leads, most likely to convert into paying customers, though speaking to a group from the stage is simply too good a selling medium to make lead gen your primary goal. Better to go straight to the sale. Less leads. Better leads.

Podcasting and writing guest articles and blog posts can give you pretty good leads as well. A little time-intensive for my taste, since publishers typically insist on original content.

Search engine optimization is another route, great for selling hard goods, though typically not a great way to generate leads if you sell information products.

Joint Venture partnerships are another way. You give your partner a cut of your sales in exchange for driving traffic to your site.

This is exactly what I did with Dr. Joe Vitale back when I got started, and it remains my favorite fellowship-building method to this day, by far the fastest and most profitable route to the money.

- You get great traffic because your partner is writing the email in their name. They don't put "advertisement" at the top.

- They typically sell their own products as well, and are therefore much less likely to feed their list a junk diet.
- You pay them only AFTER you've made a sale, so you have a guaranteed profit, and no chance of taking a loss.
- You know that the leads you are getting are hard-core email users and very likely to buy by clicking a link in an email.

Now that you know something about traffic sources, let's move on to the second list-getting success factor.

Bait!

With every one of these traffic sources — *the good, the bad and the ugly* — you get a subscriber by offering them something of value... information, knowledge, insight (perhaps preceded by a quiz or questionnaire), training, software, etc.

The bait you choose to offer your subscribers in exchange for their email address has an enormous impact on whether people will join your fellowship.

The same is true of how you name it, how you describe it, and how you package it.

So What Makes A Great Title For Your Bait?

A great title compels consumption.

To drive this point home let me tell you a quick story. Did you know the movie *Gone With the Wind* was originally titled, *Tomorrow is Another Day*? I kid you not.

Do you think this film would have become the top grossing film of all time (inflation adjusted) with a name like *Tomorrow is Another Day*?

Not on your life!

Why?

Your prospect's time and attention are limited. Severely limited.

And your LGM title is the deciding factor when it comes to whether or not they will want to invest that precious time and attention... in reading further copy describing your LGM... and then opting in to your list in order to get it.

The title must draw attention and compel your potential subscriber to want to know more.

A great title:

Tells Them What They're Getting — The reader should be able to tell from the title enough about what's inside your LGM to determine its relevance and potential usefulness.

Create as clear a picture in the reader's mind as possible about what your LGM is and who it is for. I know this sounds elemental, but it's surprising how many cute and clever titles you see that leave people scratching their heads as to what the thing is about.

A GREAT TITLE Is Packed with Benefit — Don't assume your prospects know what to do with the information you've compiled or created. Tell them what it can do for them right in the title.

Choose the biggest, juiciest and most compelling reasons why your target should engage his or her mind with your widget. And communicate that benefit forcefully in the title.

If possible, paint two benefit pictures. Promise a way to move toward pleasure. And also promise a way to move away from pain. Do you see how this title accomplishes this?

The 4-Hour Workweek — ESCAPE 9-5, LIVE ANYWHERE, AND JOIN THE NEW RICH

The main heading is a metaphor for LESS WORK, also a benefit, something to move toward. ESCAPE 9-5 is a pain to move away from. LIVE ANYWHERE, pleasure to move toward. JOIN THE NEW RICH, more pleasure. So that's 4 benefits in all, both types. Is it any wonder this book was a best seller?

A GREAT TITLE Raises a Question — A successful title propels the reader into the work. Your prospective subscriber should come away from reading your LGM title with a question. The question should be provocative enough to compel the person to opt in.

There are several ways you can do this.

The main title can contain a paradox. ***The 4-Hour Work Week*** is an absurd, enigmatic impossibility that demands investigation.

Another example of the use of paradox in a title can be found in the main heading of my friend Michael Masterson's book, ***AUTOMATIC WEALTH — The SIX Steps to Financial Independence***.

The main heading for one of my most successful webinars is ***Sell More by Selling Less***, another paradoxical, mind-bending phrase.

Shock value is another way to stimulate curiosity.

This typically involves using a word or phrase within the title that deals with something primal or illicit — sex, survival, violence, death, revenge, betrayal, like we talked about earlier in this book.

Examples of titles with primal words in the title include:

The Art of Seduction

Spent. Sex, Evolution and Consumer Behavior

Guru Slayer

Day Job Killer

Telling Lies for Fun & Profit

Forbidden Cures

Mobs, Messiahs, and Markets — Surviving the Public Spectacle in Finance and Politics

Open-ended phrases like “how to”, “x ways, tactics, strategies to or for” “the facts about”, “the truth about” “secrets of” are all great curiosity starters.

They drive a sliver of wonderment into your prospect's brain that can only be removed by joining your fellowship.

As do phrases beginning with “why”, “what”, and “when” that focus your prospect's attention on an action that promises

to move him or her away from pain and toward pleasure. Such phrases imply that the secret — *the answer to the question posed* — is inside your LGM.

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

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 using as bait) has the secret. I just have to know what it is.”

Why We Get Fat, and What to Do About It

Why You’re Dumb, Sick and Broke... and How to Get Smart, Healthy and Rich

How Remarkable Women Lead... A Breakthrough Model for Work and Life

These kinds of curiosity inducing phrases also make great bullets, which we’ll talk about in a moment.

A GREAT TITLE Is Brief — Long titles can work if they are unusually compelling, but as a general rule, shorter is best. As a rule of thumb, if a word doesn’t add to the selling power of the title, kill it.

You can see from most of the titles that we’ve looked at that there are essentially two accepted titling conventions that people are accustomed to.

There is the single bite title, typically 5 to 25 words that attempts to draw the reader in with a single line. **9 *Bootstrap Money Makers for Lightning FAST Profits***, for example.

And there is the two bite title, which typically has a main heading comprised of 2 to 5 words, and a sub-heading with perhaps an additional 10 or 20 words.

Think of the main head as a stopper, some catchy or unusual phrase, often metaphorical in nature.

And think of the sub-heading as a literal description of what's contained in the work.

Purple Cow — Transform Your Business By Being Remarkable

is a great example of the two-bite title. The main headline is a metaphor for something that stands out as remarkable. And the sub-head describes the functional, entrepreneurial benefit of being different.

A GREAT TITLE Has a Ring to It — Meaning comes first, but pay attention to the sound of your title. Use words that begin or end with the same sound. Create a pleasing rhythm and cadence. Even a little rhyming and word play doesn't hurt.

There is music in a good title. Note the repeated consonants (FF and SS) at the beginning and end of this one: ***Effortless Influence — How to Master the Art of The Sales Story.***

See how these titles roll off the tip of your tongue.

Secrets of Software Success

Skinny Bitch in the Kitch — Kick-Ass Solutions for Hungry Girls Who Want to Stop Cooking Crap (And Start Looking Hot!)

***Swim With the Sharks, Without Being Eaten Alive —
Outsell, Out-manage, Out-motivate, Out-negotiate Your
Competition***

There is also something magical about the number three. The father, son and the holy ghost... mind, body, spirit... oak, ash, and thorn. List benefits in threes in your title.

The ELEMENTS of PERSUASION — Use STORYTELLING to 1) PITCH BETTER, 2) SELL FASTER, & 3) WIN MORE BUSINESS

Your CREATIVE BRAIN — Seven Steps to Maximize 1) Imagination, 2) Productivity, and 3) Innovation in Your Life

The numbers are, of course, not part of the titles. I just put them there to demonstrate the power of three. But try dropping the last item of the triad in these two titles. Try adding a fourth. Sacrilege.

A GREAT TITLE Uses Power Words — Short, unambiguous words that are easy to understand create instant mental imagery. Longer words are OK, but only if you can't think of a shorter one that does the trick.

So there are 6 keys to naming your bait.

Now let's move on to describing it...

In fact, let me give you a 3-step formula for coming up with a full pitch for your LGM, enough to get people to sign up to your list in droves.

The first step is your title:

***Your CREATIVE BRAIN — Seven Steps to Maximize
Imagination, Productivity, and Innovation in Your Life***

If you're giving away your LGM free, add a pre-head just above or in front of your title, like this:

Available FREE, for a very limited time:
***Your CREATIVE BRAIN — Seven Steps to Maximize
Imagination, Productivity, and Innovation in Your Life***

The second step is a set-up phrase that describes what's inside your LGM. (I'll lay out the full 7-step blueprint for constructing your LGM in a moment).

Step 5 is the payload — the tips, tactics, techniques, secrets, strategies, ways, etc. revealed inside your LGM that will move your prospect toward pleasure and away from pain.

The set-up phrase further defines what they're getting when they give you their email address. It looks something like this:

Here's just a small sampling of what's inside this 359 page user manual for your creative brain:

Then you tease them about what's in the payload of your LGM with a few bullets (fascinations), in exactly the way you do in the sub-heading of your title.

Notice how each of these fascinations activates both pain and pleasure.

- Why you feel stumped when it comes to creative problem solving... and how to train your intellect to become an avalanche of inspired innovation...

- When right-brain thinking stifles ideas... and how to tap into your 7 brain-sets to touch off Spontaneous Creative Combustion — AT WILL...
- How to avoid getting stuck inside the box. HINT: You can use your negative emotions to ignite a firestorm of novel ideas...
- And more!

Did you notice the music in those bullets (stumped, stifles, stuck)? And the combusive metaphors (avalanche, touch off, ignite)?

Then you give them a clear call-to-action:

Just tell me where to send your CREATIVE BRAIN.

Short, sweet, and straight to the point.

That's all the copy you need to get somebody on your list.

Anything more is likely to be over-selling.

Which brings me to the third key list-getting success factor, which is the nature of the page where you make this offer.

There are essentially two ways to skin the cat.

To Squeeze or Not to Squeeze... Is It Really a Question?

A squeeze page is a single purpose page that sells the visitor on exchanging their email address for something of value.

There are no other attractions on this page — NONE, ZIP, NADA. All there is to see are the three copy components above.

- 1) LGM Title
- 2) Fascinations
- 3) Call-to-Action

Add a short sentence under the opt in form assuring the prospect's email address will never be shared or sold. And that's it. The perfect opt in page. (If you're doing paid advertising, you may need to add links to home and privacy policy. Make them as unobtrusive as possible).

Your prospect has two options when they visit your squeeze page.

Get on your list or get lost.

Timid marketers tend to wimp out on this.

Don't make the same mistake if you want to build your fellowship fast and cheap.

Other Types Of Opt In Pages And Why Might You Use Them?

Of course, you can put an opt in form and some permutation of the copy I just gave you in a graphic that appears somewhere on your home page. Perhaps, in the sidebar or in the running copy.

I mean why not? People are reading your website anyway. Why not give them the option to get on your list?

Unfortunately, few of them will. If you give people one thing to do... they're much more likely to do it. Give them options and they're likely to do nothing.

A better method for collecting leads on a multi-purpose page is to "pop" a light-box a few seconds after they arrive at your site. Some ad networks frown on such things, so you may not be able to do this with paid traffic.

Another trick is to make your opt-in graphic consume all of the real estate above the fold (the area of the page that's visible without scrolling).

These approaches will increase your opt in rate on your home page, but there is nothing like a single-purpose squeeze page for rapid fellowship building.

All-Right, So How About That LGM Creation Blueprint I Told You About?

It's very important you understand that an LGM is not just a bait piece.

It's a sales piece, designed to build rapport and trust, to magnify desire, to educate your subscriber, perhaps even scare them a little bit about all of the horrible things that can and do go wrong if they don't buy what you're selling.

And there is an art to crafting these Lead Generation Magnets.

If you build them wrong, your fellowship will be unresponsive and difficult to monetize. And without monetization, your fellowship-building days are shall we say, numbered.

So here's the 7-step blueprint for building them right...

Step 1 — Your LGM Title. We covered this earlier.

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

Just because somebody has opened up your LGM to read/listen/watch doesn't mean they're going to actually do it. You have to get them excited about the possibilities. You have to re-sell them on following through.

So begin your LGM by expanding on the title 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.].

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

Write a paragraph or two foreshadowing what your prospect will learn by consuming the 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 next 6 minutes, you will learn...

These first paragraphs are crucial to cementing the attention of your prospect. You must put them in pain and promise a

way out. And remember, the human brain craves novelty, so the more controversial you can make your solution sound, the better.

Step 4 — Your Story

At this stage you introduce yourself and tell your story.

Remember, people learn new behaviors by watching other people engaged in those behaviors. They also buy from people they feel they know, like, and trust.

Projecting themselves into your story allows them to empathize with you and try the new behavior on for size.

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.

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 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? Be sure to inject a villain into all 3 acts of your story. Also in this section, you want to knock down any objections your prospect might have to purchasing the product you are setting them up to buy.

Step 6 — The Payload

This is the meat of your LGM, the 3, 5, 7 secrets, techniques, strategies, methods, ways etc. that you promised your prospect on your squeeze page.

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

Step 7 — The Call-to-Action

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, summarize the key points you've made in your LGM, and then tell them how to get the missing piece (buy the product you're promoting).

For more information, templates and toolsets for fast fellowship building and turnkey list monetization, visit:

www.DanielLevis.com/membership

About The Author



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

Almost 35,000 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 and copywriters in his proprietary EMAIL ALCHEMY model of persuasion.