

Welcome To The....

“D2 Savior Blueprint”

*Cut your Day 2
Unsubscribes in half,
Double your subscriber stick
rate, and quadruple your
sales through email! ...All
By Reading This Ebook...*

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Why Is It So Hard To Get Good At Email Marketing?

The Short Answer: Most people teaching it, suck at it. You're big time favorite email marketing guru succeeds with it due to volume not quality. Many of them have abysmal open rates an even worst conversion rates.

Here's the deception... if you have 100,000 subscribers opening at a 10% rate an converting at a 1% rate... that's still 100 sales. Factor in, them adding a new batch of 1,000 plus new subscribers weekly... with slightly better numbers(because their new to their hustle) ...and you have big earnings. I mean selling a 100 copies of a \$497.00 course per month is a \$49,700 monthly income! *Not bad right?*

Wrong!...

Before you start drooling over that number you have to understand... they're burning money having to constantly replenish their rapidly dying lists. And, they have to constantly kiss butt and mail crappy offers of their affiliates. All of which can easily cut that \$49,700 in half if not more.

Here's where it's messed up for you. You're taught to do what they do with less than 1% of their budget. You go broke trying to sell through email their way because...

- 1) their way sucks :-) and...
- 2) You don't have the market position to get that !% of impulse buyers who buy due to the GURUs 'GURU STATUS'. You're just a random nobody with sleazy emails cluttering their inbox which = no money for you.

So, I know what you're thinking now...

"If this is the short answer.. what's the long answer?"

Let's answer that...

The Long Answer:

It seems remarkably easy to make money with email. It feels intuitive.

You...

- A) Build a list
- B) Send Offers to said list
- C) Make Money from the list
- D) Rinse and repeat

Simple, right?

Sorry to say, **Wrong!** Again...

You see, there is no shortage of ineffective, laughably bad, money wasting advice out there about how to make money with email.

To make matters worse. If you want any type of sustainable business online you can't get around selling through email. Which is why there will never be a shortage of crap for sale on email marketing. Because, for us... email is like food. We all need email to live. Without it our businesses end up looking like Christian Bale In The movie "The Machinist". Starved on the edge of death, until eventual death. That's no one's goal.

So, what's the root cause for all of this. Why do so many people fail? And, why is that failure exploited for the enrichment of others? Let's answer that in two part.

1) Why do so many people fail?

That's simple, I'm going to make the font bigger to emphasize this point.

**MOST PEOPLE LIKE MOST OF YOU
READING THIS HAVE 'NO IDEA HOW
TO SELL ANYTHING IN GENERAL',
SO, IT'S NO WONDER YOU CAN'T
SELL IN EMAIL EITHER!**

The Gurus are no exception. Most of them contrary to popular belief hire copywriters for most of their sales messages. They spare no expense with their sales funnels, but they get cheap when it comes to their emails an type broadcasts themselves. Or buy stock emails/use swipes because they know they'll get that 1%. It's easier than learning the craft of skillful email writing.

2) Why is that failure exploited for the enrichment of others?

Now, despite all my Guru Bashing so far I don't think their idiots. They understand the simple principle of supply and demand. Email marketing help is always in demand. In every online market from info marketers to corporate commerce companies, they all need email marketing.

There is tons of money to be made and where there's tons of money to be made you'll have plenty of grabbing hands attached to varying integrities.

So, where am I going with this?

Simple. My goal is by the end of this ebook you'll be able to put together emails that get opened, get clicked, get sales, and get long term subscribers. A properly managed email list is free, push button money. I can get a quick influx of cash whenever I want just by sending an email. And, I want you to have that ability too.

Why Do People Unsubscribe?

The Short Answer: Because, you bore them. They'll give you all kinds of ridiculous reasons. "You're spamming me!", "I don't remember signing up to this list", "You sell crap", "Just cleaning out my email", "blah, blah, blah, B.S., B.S., and more B.S.".

What it all boils down to is they see no value in your emails anymore. And, for you folks losing most of your list on Day 1, they saw no value in you to begin with. They just want your free gift, or to see your free video, or whatever you offered on your squeeze page. But, there's layers to this which brings me to the...

The Long Answer: How you start is how you'll finish, and no one remembers your last email.

Here's what I mean... Your squeeze page, and confirmation page should work in unison to promote your offer as well as being on your list. Yes, I said confirmation page. I believe in double opt-ins. Why? Because they are better

quality subscribers. It almost completely erases fake emails which reduces bounce rate, and anyone too lazy/busy to confirm an email will also be too lazy/busy to read your emails let alone buy your stuff, you're not missing anything.

Note: Rule for double opt-in list is you want to maintain at least a 50% confirmation rate. If you aren't it's YOUR fault. The last thing you blame is the traffic source, the first thing you blame is "how well you sold being a subscriber"(more on this later).

Now, here's something I've been testing recently. Instead of offering a product on a thank you page as most email marketers do, I made confirming the email a prerequisite to see anything at all.

The thank you page acts as a teaser to all the benefits confirming will bring. But, at the same time the thank you page is teasing it isn't needy. No scarcity, no tactics, just straight-forward "here's what you get" and that's it.

In my tests I've found that this increased my average confirmation rate from 58% to 71%. And, it increased my open rates and conversions. By starting this way I differentiated myself from others and made requirements from accessing my content which made it more valuable. The tire-kickers didn't bother to continue, only the serious did.

The way you accomplish this is to make your squeeze page headline, and thank you page tell a congruent story that punctuates with a compelling question.

For example, here's the copy used for a weight loss list I built.

The squeeze page copy...

How A Simple Conversation Hacked 200 LBS Off This Mother of Two!?!

Email

^^^That was it! A simple headline and a form for their email. Next was the the thank you page which was a simple white background website with text that read...

You Look **FAT** in those Jeans!

How many times have you looked in the mirror before work and thought that?

How many times has someone said that to you?

How many times has this statement killed your excitement for the day before it got started?

Confirm your email address to see exactly how you can use the answers to these questions to drop 5 lbs 7 days from today!...

Go to your email address, find an email from me titled "Confirm for 5 lbs OFF!" and follow the instructions and discover my powerful secret. And, the proof of its power through life altering change it made in the life of an everyday mother who suffered from obesity for 20 years!

Thank you

That's completely different from what we're all traditionally taught to do which is have a sales video/letter waiting for them as soon as they single opt-in. Doing it the traditional way only gets you impulse buys. But, most people need more convincing. And, when a convinced person buys more often they stick(less refunds).

The key is to never give the answer in the messaging. Always sell the next step until they reach the sales page. Keep the story going, directly or implicitly remind them of why they're still following you in every message because people forget quickly.

The problem is the traditional way has them single opt-in and see a sales video immediately, and they decide whether or not they're going to watch it based on two things that's not in your favor...

- 1) If they feel like watching a video at that moment
- 2) IF the intro of that video resonates with them in the first 5 - 10 seconds of seeing it.

Not great odds on those two things. Whereas doing it my way you're building excitement and embedding reward in taking the next step. With the goal in mind of warming them up to the idea of buying.

Taking this approach by the time they see the video they know they're going to see it, they want to watch it, see a value in watching it, expect something awesome to be gained from watching it, and expect a reward by making it to the end of it.

That reward is ALWAYS what you have for sale. And, they know that the reward is going to require them to buy and their happy to see the benefits of buying what comes at the end. Same applies to reading a long form sales letter.

I know intuitively in the IM world you've been taught to get to the sale as fast as possible. I say get to selling as fast as possible so most of the sale is done by the time the actual sale is presented. Now...

Let's hop into the first chapter...

Why Geeks Get Paid More

Now, I have to admit I'm a comic book geek. I'm a young dinosaur. I was born in the early 80s so I just barely qualify as a Generation Y member.

I'm old enough to have actually seen the transformers cartoons as a kid but young enough to not find smart phones confusing lol.

Consequently I'm old enough to have walked into an actual comic book store, and bought a physical copy of a comic.

(If you were wondering, yes I identify with the show big bang theory)

Ok, back to learning stuff... So, one of my favorite comics, cartoons, and movies is "Fantastic Four".

Of course, my favorite character is The Human Torch. But, I love all four characters. They're my 4 favorite superheroes.

And, your new four favorite superheroes in the email world needs to be...

- 1) Self-Interest
- 2) News
- 3) Curiosity
- 4) Quick and Easy Way

Your email subject line, opener, body copy, call to action, and P.S. Should each have these 4 elements.

Let's break each part down.

Self Interest - Is basically "what's in it for them".

Look, your subscribers have email inboxes full of other stuff to read, social media account full of stuff to read, cell phones full of text messages to read, their attention is hard to hold.

So, what can you say to them that will stop them in their tracks and make them want to read what you have to say?

The answer is Pre-selling in your email subject line and opening paragraph. The way you do that is to make them pseudo headlines.

A Pseudo headline is a normal looking sentence that's really a headline minus the bells and whistles of bold text, exclamation points, italics, etc.(more on that later)

News - The purpose of this is to update people on why you're emailing them. What's the new thing they must know in order to have them buy.

A lot of people drop the ball here. Have you ever watched the evening news. It's always got a 'Breaking story'. Or some type of cliff hanger like *"Is the air in your house killing you? More on that later tonight on Idiots Quacking News"*

You want to have the same effect in your emails. Having engaging 'News' keeps them reading. This is all about opening strong.

Curiosity - The big dog! There must always be a sense of curiosity. People should always be wondering "where's he/she going with this."

You want them to "Get you but not **GET** you". Meaning you want them to relate you but you don't want them to be able to predict you.

Once you become predictable, you become a spammer, you become the unsubscribed from. Redundancy has killed many well-meaning email marketers. Don't be that guy on the back of the milk carton wearing the same pants from the day before.

And, last but not least...

Quick and easy way - Your emails should always convey why the best path to attaining whatever is being sold is the path you've laid for them.

It's such a simple thing. But, how many email promotions have you read that take the time to explain why following their lead is the best way for you?

People need to be ‘TOLD’ everything. Leave nothing to interpretation. This is also referred to as the “Here’s how” effect. Example: “This report is awesome, here’s how...”

Now, you’re giving them the opportunity to agree... “You know what, that does sound awesome, let me click this link to check it out further.”

^^^That’s the thought they should always be left with when they click your link and head over to the sales page for what’s being sold.

Don’t worry I’ll be giving more detailed explanation on the application of these four principles later on.

Foo Fighters Inspired

Anyone that knows me will tell you I’m a huge Foo Fighters fan. The reason why is because they make great music, of course. But, more so than that they make great music without looking like great musicians. They just look like regular dudes. Their look makes the everyday person believe “hell, I can be a rock star too!”

I mean if you saw David Grohl on the street he’d just be another nameless face you passed by during your day. You’d think nothing of him. He’s a unassuming regular looking guy. It’s shocking to see such a regular dude be so famous.

But, more than anything else... it’s RELATABLE! And, they know that. Which is why a huge part of their catalog is songs telling the stories of regular guys.

There is one music video they did, that so perfectly captures the frustration everyday people feel with their lives that it’s really what I strive for every time I write an email. The song is called “walk”. Here’s the video for it, watch it:

<https://www.youtube.com/watch?v=4PkcFQtibmU>

Who can't relate to feeling that way at some point? You can literally take the storyline in that video and apply it to any niche.

The storyline is a frustrated company man close to his breaking point finally boiling over who ultimately just needs one break to pursue what truly fulfills him in life.

You literally just change the end of that music video from him finally getting to sing and play his guitar with his band to anything.

He could finally make money online...

He could finally lose the weight he wanted...

He could finally break free of a bad marriage...

The list is endless.

It's the reason the video has 42 million views (at the time of writing this). Because, everyone can relate to that feeling in one way or another.

You want to capture this feeling in everything you write.

Talk to their frustrations

Talk to their fears

Talk to their anger

Talk to their need for a break

Talk to their desire to change

And, do it all in a natural relatable way.

The way you do that is write how you would talk with your friends and family. I find it helps me to imagine I'm talking to my brother when I write.

I don't worry about being nice or politely correct when I'm talking to my brother. He wouldn't buy it, he'd be like "who are you trying to impress? lol"

He'd laugh in my face if I spoke to him the way we're commonly taught to write emails.

He knows I stutter sometimes, he knows I'm late for everything, he knows I'm clumsy, he knows I'm a comic book geek, he knows I like pranking my wife, he knows how much screwing up goes on behind the scenes every time I launch a new product, he knows a lot about me.

So, does my list. I purposely only lightly edit my emails, I like to leave a few typos. When something goes wrong in my business I tell my list. When something happens in my family I tell my list. My opinions on other marketers and current events I tell my list.

Why? Because it makes me relatable. It humanizes me, I'm not a Guru to them, I'm a regular guy who makes money online. And, that's what people want to be. Most people have no desire to be the next Frank Kern, they just want to quietly make 6 to 7 figures and enjoy their lives.

Frank Kern is a once in a generation marketer. Not many people get to the top of their industry the way he did. Mirroring me is more plausible. I'm friends with no Big guru marketers. I have very few JV relationships at all. I drive all my own traffic for the most part. And, still reached the milestone of grossing over 1,000,000 last year.

Who sounds like the more attainable goal?

Frank Kern, most popular internet marketer on the planet, respected by the entire industry, has everyone and their mom following his methods living in a mansion somewhere in a very rich zip code in California.

Or

A Married Guitarist living in a modest apartment in new york city, known in the IM industry by almost no one, outside of his email subscribers... no one is following him, yet he grossed \$1,000,000 on an iMac selling info-products to those very subscribers?

People tend to like people that are like them. Presenting yourself in all your glory and all your flaws instantly endears people to you. Here's an example of a 'humanized' promo email I've sent out...

Email Example:

The Perfect Wingman... (Can you guess where I'm going with this?)

What is the perfect wingman?

A wingman is a guy you bring with you to the bar to help you talk to women.

His job is to initiate conversation with women and to presell how cool you are to them before you walk over there and 'live' your cool for them :-)

But, wingmen are not limited to dating scenarios. Your friend who hooked you up with a job at their company is a wingman.

Your friend who co-signed on a car for you is a wingman.

Your friend who called in a favor to get you reservations at a fancy restaurant at the last minute because you forgot your anniversary and needed a quick cover (personal

story lol but you get the point) is a wingman.

A wingman is there to give you an “IN” into wherever you’re trying to go.

So, where are the IM wingman?

Where’s the guy to presell your list to get sales on your promotions?

Where’s the guy that stops you from buying trash traffic from the vendor?

Where’s the guy that helps you craft just the right sales message to get people excited to buy?

Want a hint?

Ok, get up from your chair...

Go to the nearest mirror and wave hello.

Tell the person starring back at you I said ‘whassup!’

LOL, jokes aside... you’re your own wingman. Or more specifically your words are your wingman.

You become a masterful wingman by investing time in learning the craft of copywriting.

I mean think about it. You met my wingman when you opted into the squeeze that got you on my list and reading this email.

My wingman set up our introduction. My product formed our relationship.

You don’t know me minus my wingman. And, the same applies for you.

Minus a wingman no one knows you.

So, how does one get a IM wingman?

By mastering the art of copywriting

Your words must become wingmen so convincing in selling you that an email from you causes money to magically appear in your bank account :-)

There's a simple way to find your wingman, and it's [thoroughly discussed in this video](#).

It's only 8 minutes long, but it's jam packed with powerful secrets.

Make sure [you watch it](#)

Talk soon,

Now, I know you're wondering. What's with the rainbow colors in the email above?

The reason I did that was to highlight the fantastic four.

Green = Curiosity

Orange = News

Red = Self Interest

Black = Quick and easy way

Now, that you have explanations for the fantastic four and you've seen it applied let's get into the writing of the emails themselves. Beginning with openers. Which brings us to the next chapter...

Derren Brown's Super Power Harnessed

Many of you probably have no idea who Derren Brown is. Those of you who do probably know where I'm going with this.

Derren Brown is a very famous mainstream hypnotist in the UK. There are 100s upon 100s of videos of him on youtube very convincingly hypnotizing people.

The key to his hypnotic power is his ability to capture and direct their attention from the first moment he interacts with them.

If he messes up the opening everything else fails.

Emails are the same way!

You open weak, you close weak, meaning the money you make will be weak.

After someone reads your subject line and opens your email, you must not take anything for granted.

Your first sentence has to be powerful. It must arrest the attention of the reader and make them so curious they have to keep reading.

What I've found is nothing does that like a seemingly unrelated question. Look at the email in the last chapter. My opener is...

“What is the perfect wingman?”

Now, that email was sent to a IM list. So, when they look at the email in their email box and see this as a snippet it raises the question of “what the?”

Then they open the email feeling compelled to answer the “what the?” question in their head.

Then when they read it they end up going “ah ha!”

More than anything else it makes them have an internal reaction. Which is the key to being interesting.

In order to master this skill you must build a swipe file of cool ideas. Just keep a folder of interesting articles, books & movie titles, etc to use as a interesting opener.

I’ve structured this ebook the way I did to act as a case study in and of itself on the art of this technique. You’ll notice every chapter title and opening is based on a seemingly unrelated topic. It keeps things flowing.

You’ll also notice the opening line is a pseudo headlines. What’s being said in this question?

“What is the perfect wingman?”

It implies that investing the time in reading the email will teach them just that.

If you notice I open each section with a question that’s really a pseudo headline. Notice I open the Self-Interest section with...

“So, where are the IM wingman?”

Then I open the Quick and easy section with...

“So, how does one get a IM wingman?”

The larger reason as to why I do this is human psychology.

The human brain likes consistency. When things follow a natural pattern/order we are trained to follow it.

Which is why these pseudo headlines follow natural logical links. Each question/pseudo headline is the next natural step one would take as well as the next natural question one would ask.

Whether you use the question/pseudo headline approach I used or not in your emails they should always follow that logical order the email example did.

People click the link in the email feeling prepared for what's on the other side of that link. They click expecting something awesome, this is commonly referred to as pre-selling or warming up the prospect.

It's proven to increase the odds of purchase greatly.

Side-Step Heartbreak

Now, before we delve any deeper into email writing it's important you see some of the common mistakes made when writing email copy. There are 5 mistakes you must avoid making at all costs if you want to be a big dog in the world of email marketing.

Heartbreaker #1: Teaching

Ah yes, I know this is controversial but hear me out. I liken being overly 'teachy' in emails to the recruitment tactics of a Jehovah's witness or a mormon.

Have you ever had a Jehovah's witness/mormon knock on your door at 7 in the morning asking you to convert to their religion before? If you haven't you're lucky.

Have you ever had a Jehovah's witness, mormon, or any religious person approach you on the street randomly talking about their beliefs? If you haven't once again you're lucky. But, for those of you who have... isn't it an instant turn off?

The reason why? It assumes too much.

It assumes you're interested...

It assumes you haven't heard this before...

It assumes you have the free time to listen...

It assumes you're comfortable with the topic

It assumes you agree

It assumes a lot.

Jehovah witnesses, mormons, and those alike would do a lot better pre-selling a generic worship party.

If they introduced themselves and asked people if they liked cake and ice cream instead of Jesus Christ as their opening they'd be better received.

If they briefly discussed how much fun people have when they attend and made it clear there was no pressure whatsoever, that they just wanted to get to know folks in the community, they'd get way more people to their places of worship.

Who were open to being spoken to, who they'd have a higher likelihood of converting.

When you get all 'teachy' in your emails doing just what they're doing, Which is screaming...

”Hey, look how smart I am, Let me show you how much I know. The secrets to internet riches is right here baby, here I’ll prove to you that no one else is smarter than me, check these 3 tips.”

The prospect reads your 3 tips. He makes a note if you write something good. Most times though, he’ll think to himself, “Man, who doesn’t know that already? Why should I buy some course teaching basic stuff?” Or he just flat out disagrees with your “tips”. In fact, he strongly disagrees. You’ve officially turned him off.

If only you’d just pre-sold the offer instead being professor smarty pants you’d have money in your pocket and the prospect would have an entire system to look over to decide whether or not the information is quality or not.

And, there you have it... next up...

Heartbreaker #2: No story

Again, there’s a common perception out there that if you don’t send informative “good content” emails that folks will start unsubscribing. Which leads to most folks being ‘teachy’ in their emails, which is the wrong approach.

Instead you want to start writing engaging stories that speaks to your readers soul. Remember, the Foo Fighters example. A great story that resonates with your reader will always make them feel far more fulfilled than a “how to” email. People will always remember the story over the facts, stats, studies, and theories. This is why when you watch the evening news it’s termed a “developing story” or “breaking news” which is always presented in a story format. The news could easily just give you the stats.

Imagine a news story that went. “Guy shot 3 people, 2 injured, 1 dead, back to you Edward!”

How interesting is that? Despite the shock of people being shot who would remember that. What’s there to remember.

Contrast that with the huge story from last year, the Mike Brown case. Whatever your opinion of it is, the power is in the fact that you have an opinion at all. Notice how all I have to do is say ‘Mike Brown’ and those of you who know the case know all the details.

Why? Because of the story.

This story... “Guy shot 3 people, 2 injured, 1 dead, back to you Edward!”

Could get the same amount of coverage but minus the detailed back stories of people involved, pictures of them, newscaster commentary, etc it wouldn’t have a snowballs chance in hell of becoming the national & international sensation the Mike Brown case ended up becoming.

So, you must know at all times that people want to listen to and read stories. Imbedded in these stories are instructions on how to live a better life – as well as how to order your product.

Heartbreaker #3: Giving away the farm too early

I don’t understand why some email marketers put their offer in the first paragraph. No build up. They either have a quick sentence then a link or they open with bullet points. Why not instead draw them in with powerful story based copy?

This is a quick way to get dismissed. Never deviate from the fantastic four.

Heartbreaker #4: Overuse of the first name prefix

Now, this is a double edged sword. On one hand using the first name prefix works because a lot of marketers have stopped collecting names on their squeezes all together. But, using it in most of your emails is a mistake. Especially in your subject line.

Use it once in a while. Like 1 in every 10 emails. Overdoing it will not only lessen its effectiveness but it will cause you to lose people.

Heartbreaker #5: Being too generic

Never ever use product launch swipe files. Or at least don't use them as is. They're always the same

Subject: Super affiliate's \$52,347.31 dirty little secret...

My friend made \$53,347.31 in 5 days just last month!

You see what he did is blah, blah, blah the subscriber has left the building!

^^^These emails are 100% unadulterated crap! They don't work, don't use them. I can hear a naive newbie affiliate screaming at his cpu screen right now after spending \$1,000 on facebook traffic with all the stock swipes from the latest launch on jvnotifipro an seeing \$0 in return.

They should have sponsorship ads for naive affiliates.

“for just 3 cents a day, you can help a sucker earn his paycheck back” *sad music plays* lol!

Long story short, please make a vow right now to Just say no to product launch swipe files. Which brings us to the next chapter...

Don't Let The Armani Suit Fool **You**

You've seen them. The swipe file offer. “Buy my super duper 2,000 proven email swipes”.

There's a lot of guys out there selling this. You buy it and you end up with a bunch of 3-5 sentence generic click bait emails. Like the one shown in [heartbreak #5](#).

There was a time a few years ago that those emails worked. Those days are dead. Emails must be conversational now. The way to do that is to read your emails out loud if you're using a swipe. If it wouldn't sound naturally verbally saying it to someone scrap it.

My secret is after I have my email subject in my mind I record myself speaking a few sentences about that topic. Then I play back that recording and write down my spoken words then continue writing in that voice.

Once I'm done I read the email out loud and ask myself, "how would this sound if I said it to my brother?"

Sometimes I'll even call him and read it out loud or I'll speak it out loud to my wife.

It was awkward for them when I started doing this but now they've adjusted and understand me speaking emails to them brings money in the door so they indulge me. Making this switch will change everything for you. Now, when writing in your speaking voice key thing to remember is....

“Be Smart, Not A Smart-ass”(well not all the time)

Think of Jerry Seinfeld. He has a very unique perspective on the world. But, he's a comedian so no one really bats an eye at it. But, if you removed the humor he is a very staunch contrarian. He loves arguing against norms. But, because he's funny, smart, and relatable people laugh and nod their heads. Here's the perfect example:

<https://www.youtube.com/watch?v=uHWX4pG0FNY>

Make sure you watched the video or what you're about to read won't make sense.

Did you see how he had folks laughing while he was literally insulting them? Minus the humor folks boo him and call him an asshole. But, his delivery made it light-hearted fun that provoked thought.

Absolutely genius. There's a reason he's so respected.

Well, this is the effect you want to have. With email, what we basically do is we send out good, entertaining information that's contrarian to what a majority of the market is saying and we start building a relationship.

We build it to where our subscribers know, like, and trust us which naturally leads to them joining the services that we offer.

Now, there will be some who don't like you. The way you handle that is... "the heck with them!" If you're not pissing someone off you're not selling hard enough.

You want to be polarizing in your emails. Take my wingman email a few chapters back. There are readers that would find it crude and appalling to equate hitting on women with making money online.

To those people I say, "good riddance!" If reading a few words of email offends someone, they are too delicate to handle being a marketer anyway, don't waste your time with them, they're a walking refund waiting to happen.

Now, some folks go too far and become just flat out mean. You don't have to curse every word, or become a super dude/dudette.

You simply want to go against the grain. You want to debunk common beliefs. The goal is for your themes to center around debunking myths – going against what almost everybody else is saying. And it works well in so many industries.

Essentially, ANY time a market becomes saturated, sophisticated and skeptical – you can launch into the ‘ol’ *“things that are no longer working ... the myths ... the lies ... the mistakes”*. Then you position your product or service as the “real” answer – the surprising, counterintuitive break-through that allows your prospect to get the benefits he hasn’t been able to find elsewhere.

In keeping with this product theme of ‘practicing what it preaches’ notice how everything I’ve taught has been contrarian. I’ve thrown a lot of marketers and marketing styles under the bus in this report and I’m not done yet. Don’t be afraid to call B.S. on stuff you see and share it with your followers. They’ll appreciate it, they’ll buy because of it.

Which brings us to the next chapter...

Great Con-tent is for the Content

It’s about time we put the ‘great content’ myth to bed once and for all. Nobody cares about your great email content. People want what they want, not what you want to teach them. The quickest way to drive people away is to open with the word “Learn” anywhere in the sentence. If you’re in IM, you didn’t join the niche to learn, you joined to make money. People don’t join a weight loss list to learn to lose weight, they join TO lose weight.

Banish the word ‘learn’ from your vocabulary, forever! Here’s a fact you must always remember... teachers get paid horribly. Being a teacher is not a lucrative field. So, why would you turn on your computer and try to be one?

Your job is to pre-sell & entertain. As the saying goes, “Give them the why, not the how”. Let’s re-look at the wingman email:

The Perfect Wingman... (Can you guess where I’m going with this?)

What is the perfect wingman?

A wingman is a guy you bring with you to the bar to help you talk to women.

His job is to initiate conversation with women and to presell how cool you are to them before you walk over there in 'live' your cool for them :-)

But, wingmen are not limited to dating scenarios. Your friend who hooked you up with a job at their company is a wingman.

A wingman is there to give you an "IN" into wherever you're trying to go.

So, where are the IM wingman?

Where's the guy to presell your list to get sales on your promotions?

Where's the guy that stops you from buying trash traffic from the vendor?

Where's the guy that helps you craft just the right sales message to get people excited to buy?

Want a hint?

Ok, get up from your chair...

Go to the nearest mirror and wave hello.

Tell the person staring back at you I said 'whassup!'

LOL, jokes aside... you're your own wingman.

You become a masterful wingman by investing

time in learning the craft of copywriting.

I mean think about it. You met my wingman when you opted into the squeeze that got you on my list and reading this email.

My wingman set up our introduction. My product formed our relationship.

You don't know me minus my wingman. And, the same applies for you.

Minus a wingman no one knows you.

So, how does one get a IM wingman?

By mastering the art of copywriting

Your words must become wingmen so convincing in selling you that an email from you causes money to magically appear in your bank account :-)

There's a simple way to find your wingman, and it's [thoroughly discussed in this video](#).

It's only 8 minutes long, but it's jam packed powerful secrets.

Make sure [you watch it](#)

Talk soon,

Now, reading that email you know what needs to be done, and why but not how. It's very clear that discovering the how requires clicking the link. You don't teach in email because it hurts sales. If the email gives them all the answers what do they need to click the link and buy for?

Now, here's the tricky part. The email appears to teach when it's really not.

There are many Internet marketers who believe your job, in an email, as well as on your website, is to provide tons of free content that teaches what you know. I agree with the giving of a ton of free content – BUT make sure the free content is NOT instructing someone, in detail, about HOW to do what you are selling.

Sure, you may have more “pretend” friends when you teach in your emails. You may get more praise from your list. But you need to detach yourself from the need for praise and focus on building your business.

Now, the way to appear to teach is quite simple. You do it by telling a captivating story with a strong relatable message. They will like it. You want them to feel inspired(to buy your stuff). They will even email you to tell you how much they've learned from you or how much they love your stuff.

And, be upfront. Tell them that you're holding back. Tell them there are advanced principles that they can only attain by buying your product. Let's keep it moving...

Oldies Can Still be Goodies

Now, this is going to seem contrary to what I've taught you but hear me out. Remember, I said minimize your use of first names. Yes, good ol' first name emails... old school! Well, here we're going to maximize that minimum(This is where using a double opt-in list becomes HUGE!).

This is a subject line tactic but it works wonderful. People are self-absorbed so whenever something as personal as their name shows up in their inbox they're at least going to stop for a second. Also, it enables you to write your emails as though you're talking to just them. Here are some name based subject line examples that just crushed it for me.

- 1) Absolutely CONFIDENTIAL for Walter
- 2) Hey Walter how does \$400 a day sound to you?
- 3) Walter, it's me, first name
- 4) Walter, my wife asked if I know you?
- 5) Trouble in paradise, Walter?

Subject lines like this standout. Now, again I can't emphasize this enough...
DON'T OVER-DO IT!

1 in every 10 emails is the perfect ratio.

You can do the same in your email body copy.

with your pseudo-headlines/questions, for example:

- 1) Have you ever experienced that, Walter?
- 2) Walter, am I right?
- 3) I don't know what kind of guy you are Walter but as for me...
- 4) When you have those private thoughts to yourself, walter... do you ever think...
- 5) Sound fair, Walter?

Inserting sneaky little lines like that into your email connects with the reader subconsciously. They may not notice off the bat but it plants little seeds in their mind that make you feel more endearing. More down to earth, more trust-worthy.

The more your email follows like a '1 on 1 conversion over drinks' the better. Using this strategy creates that very atmosphere. Now, you got to get them on your list in order to use all these tactics... which brings us to the next chapter...

Sneaky Subliminal Messaging In Squeeze Pages

Yup, I wasn't going to leave you hanging on the squeezes. Now, I am fan of the less is more approach. A good ol' white background, with a big bold headline, and an opt-in form type squeeze. No more, no less.

No, the sneaky subliminal messaging trick is not the headline, though it is very important. It's the 'Lead-in' a.k.a the pre-headline. It's the most overlooked, underused, and under valued copy tactic on squeeze pages. I like to use them to tell a little story that makes the headline all the more powerful. Check out this example:

The 5 five minutes you take to watch this video will be the most important of your life - from a financial point-of-view- because it reveals...

“How To Make ALL The Money You Want Making Simple, 3 Page Websites That Crush It Daily With Free Traffic To High Dollar Affiliate Offers!”

Name _____

Email _____

Do you see how powerful that is? It sets the expectations of the reader. By the way, I used this very pre-head and headline for an affiliate offer. It got a 59% opt-in rate. It was double opt-in. 87% of them confirmed their subscriptions, and I had a 6% sales conversion on the affiliate offer I had as an OTO behind the squeeze.

In contrast when I ran it with just the headline my opt-in rate was 34%, I had a 52% confirmation rate, and my sales conversions was 2%.

Pretty substantial jump considering all I added was a pre-headline.

You see, a Lead-in is usually a short ‘teaser-like’ sentence or incomplete sentence that gets the reader into the main headline. Usually they are curiosity-laden and sometimes include a benefit or benefits. I put the Lead-in in bold italics for extra emphasis ...and... I often use an ellipsis, the little “...”(three dots) at the end of the Lead-in to the eye and force the prospect into the reading the headline. And, because we read left to right, the Lead-in belongs on the upper left hand corner of the page.

I know some of you are asking, “well, what about sub-headlines?” In my tests they end up being overkill, but a good pre-headline really drives it home. You rarely see pre-heads on squeeze pages. Which is why you need to use them. And, the final chapter of this report...

What Journalists Do Instinctively **that = Big \$\$\$ for you!**

This applies to your email copy. This is an old journalism trick used to influence people to keep reading and follow your commands in print.

Now, once you’ve got your reader into your body copy, how do you keep them interested and reading all the way to the end. You have a great subject line, a great opener, you used the fantastic four but what’s the icing on the cake that will keep them glued to your every word?

It’s simple, you use

“High Fructose Words”

What the hell is “High fructose Words” you ask?

It’s addictive words. As you know high fructose corn syrup is one of the most addictive substances in the known world. Us americans can’t stuff our faces with enough of it. It’s in everything that tastes awesome.

Well, there’s a way to get the same effect in your emails. And, it’s by using High Fructose Words and phrases like: “And that’s not all”...”And, what’s more”...”Anyway”...”Best part”...”Not only that”...etc.

These “High Fructose Words” make your words flow, it gives them constant momentum. They’re mostly used at the beginning and/or ending of sentences/paragraphs or as sub-heads in the body copy. They can also be used as short paragraphs. And, they work. Done right, they make your emails smooth as butter. They make it nearly impossible to stop reading until the end.

You see it in TV programs, they’ve especially mastered this. News programs as well. They almost always go to commercial with some kind of tease... which is the equivalent of a High Fructose Word or Phrase. Such as: “After the break, killer bacteria that living in homes across america.”

Or something similar. They use these “teases” because they work. And they work because they take advantage of people’s natural curiosity. A near irresistible force in human nature.

To make the most of this John Carlton says to use the old journalism trick of “who, what, when, where, why, and how”. For example: “Who else uses this secret?” “What does this mean for you?” “Why would I share such a valuable tactic with a stranger?” “Where did I find this information?” “How would you like to see it for yourself?” So on, and so forth.

The idea here is once you’ve “hooked” them-to never let them get away. Keep teasing and prodding them with provocative “keep reading” statements.

Here are six of the more common “High Fructose Words”:

- 1) And
- 2) However
- 3) But
- 4) Here or here’s
- 5) How
- 6) What

Using these six root words you can come up with a nearly endless list of High Fructose Words and Phrases. Here’s a quick list I put together:

And

And what’s more
And that’s not all
And don’t forget
And that’s why
And that’s who

However

However, don’t take my word for it
However, that’s not all
However, there’s more
However, wait until you see
However, I’ve added

But

But first
But here’s the thing
But why
But wait, there’s more
But that’s not all

Here

Here’s the deal

Here's the story
Here's how
Here's why
Here's what this is all about

How

How's that possible?
How can that be?
How do I know?
How does that work?
How? ...is the question...

What

What's more
What's this got to do with you?
What's more important
What's the catch?
What's in it for you?

That's just a few examples of "High Fructose Words". However, instead of me giving you every example under the sun... a much better way for you to learn these words and phrases... to really ingrain them in your vocabulary is to do what I did. Learn them by studying and copying out emails that make you buy. Whenever I receive an email from a marketer that even gives me the slightest inkling to buy I immediately save that email to my documents. I print it out, then rewrite it by hand and try to figure what intrigued me about it.

I am offering a bootcamp that hands you proven to convert emails for you to copy and master. I will be making a announcement via email when it opens or re-opens(depending on when you're reading this). Make sure you keep an eye out for it, as it's some really advanced training in there.

Now, before I conclude this thing I need to answer a few questions folks always have.

Biggie #1: How often should I email?

There are many schools of thought on this. There are great email marketers who advocate emailing everyday, there are greats who email once a week, there are greats who only email when they have something to sell.

For me, I found emailing everyday tedious. I make money online to live a full life offline. I play guitar at various clubs with my band, I take frequent weekend getaways and vacations with my family, I spend a lot of time playing fantasy sports, and I read a lot of books(screw kindle, I like physical books!). I'm too scatter-brained on a daily basis to email something worth reading everyday.

I don't advocate emailing only when you have something to launch until you've built a responsive list that's been with you for at least a year.

My magic frequency is 2 - 4 times per week.

Write a weekly outline with topics you want to write on like:

Monday: News story

Thursday: Big happening in your niche

etc.

Biggie #2: How do I build and maintain loyalty?

Contrary to all you're told out there, there are two things that keep people interested in you.

- 1) Believing you have the answers to their problems
- 2) Selling them effective answers to their problems

That's it. I've had subscribers with me for 5 years. And, those two reasons are why. You can have all the email tricks in the book but if your pushing crap you're not going to last. Whether you're a product creator or a affiliate make sure what you offer is quality.

I know this is some pretty generic advice but it doesn't make it any less true.

Biggie #3: Should I use double opt-in or single option?

This is a preference answer. I personally prefer double opt-in. I feel like they are a higher quality subscriber. Now, you're going to lose some subscribers doing double opt-in because some folks won't confirm their email address. As long as your confirmation are at 50% or better in my tests I'd say you aren't missing much. The folks not confirming most likely weren't buyers anyway. If you're confirmations dip below 50% then you need to consider single opt-in. As your results will vary from niche to niche, and traffic source to traffic source.

Now, for you single opt-in fans just know you're getting fake email addresses, and tire-kickers mixed in. You're going to have a higher bounce rate but you will get more people in the door. You're going to have to sort through the herd with your email copy. I suggest you make your message hyper contrarian and polarizing to offset the nonsense.

Conclusion

I tried to keep this report concise as many emails courses over-teach. If you want to improve just remember one thing, imitation leads to innovation. Don't re-invent the wheel copy what works until it works in your mind without having to copy. There's a bonus enclosed with this course called the "The Practice Sessions".

It's got some proven to convert email swipes that I want you to print out, and re-write with a pen and pad twice. Once word for word, then once in your own words. If you do this for each email in that file you'll see your skills explode.

I want to thank you for purchasing this course. And, I look forward to hearing your success story.

If you have any questions feel free to contact me at my support desk:
tfox45@gmail.com

I answer all questions personally from 9am - 4pm Monday - Thursday, if you send in a question after 4pm Thursday you can expect a reply Monday morning.

Thank you for your faith in me and my course, and much success to you.

All the best,
Tim Fox