



Internet Marketing Money-Generator



The Newsletter for Online Entrepreneurs

ZERO RESISTANCE WRITING

By Matt Furey

Zen Master of the Internet®

Imagine having something to write... and there's no such thing in your mind or body as "writer's block."

Imagine that there's no such word, term, or image in your mental dictionary or encyclopedia for this condition - so it doesn't even exist in your reality.

And so, any time you need to write a letter to a friend - or a sales letter - or a book, a short story, a novel - ANYTHING - you simply sit at a table and begin writing. And what you need to say POURS onto paper like water cascading over Niagara Falls.

Now, let's go a step further and imagine that you can put yourself into a peak state before you write - on command. And because you're able to do this - virtually everything you write has a mysterious and mystical "buzzzzzz" coming from it.

Truth is, everything you write - whether a simple note to a friend or an advertisement for your business or a chapter going into a book - carries a vibration of some sort, and the stronger your personal vibration while writing the greater the likelihood that those who are somewhat sensitive will feel it.

If you're in a bad mood when you write, don't be surprised if the reader doesn't like what you wrote. Conversely, if you're in an incredibly positive and vibrant state, the reader may feel such a strong current coming from your words that you lift him from the doldrums of depression into an exalted state of mind.

Then again, if you're somewhere near neutral when you write, don't be alarmed if no one bothers to read anything you put out. Make no mistake about it, if you want your writing to get read, it better have some ZAP.

Many marketers and copywriters have bought into the ridiculous notion that all they have to do to succeed is copy or model someone else who is successful and that this method alone will help them succeed. No, it won't.

For two reasons:

1. It isn't the words as much as WHO wrote the words and the emotional state he was in when he wrote them. Try all you want but you cannot duplicate Beethoven. You can play his music - but try writing it. Very different ball game, eh?
2. Superstar copywriters or entrepreneurs who create a grand slam ad are often unable to do it again - EVER - in their entire career. You can run down the list and see over and over again how these copywriters continued to write great stuff - but nothing ever matched their grand slam effort. Even when they copied their own formula, they still came up short. With this in mind, how can someone else come along and copy the original copywriter and think he's going to get similar results? Tis not going to happen.

I say all of the above because it isn't just the words that do the selling. It's the emotion behind the words. Remove the emotion and you don't have great copy. So it makes sense to me that you spend as much time learning how to raise your level of vibration as you do learning marketing and copywriting strategies.

Trouble is, no one ever teaches how to INFUSE your writing and marketing with a level of vibration that is so positive and potent that people can literally feel the energy pouring off the words you've written.

Fact is, if your vibration level is high enough, you could put words in print today - and a couple of hundred years from now, when you're no longer on this physical plane, those words would still carry a "buzzzzzz" that others feel.

Let me give you an example.

A few weeks ago, I was in a bookstore. I had a stack of books in my hands and was walking down the aisle toward the cashier. As I was walking past a bookcase of hardback Agatha Christie novels, my eyes and head were pulled to the left - as if I was being magnetically pulled in that direction.

I took note that this was the third time in less than a week that I was being pulled in the direction of this particular author's books. Well, as the saying goes, "third time is a charm."

This time, instead of continuing to walk on by, I stopped and picked up a copy of **Evil Under the Sun**. I opened the book and turned to the first chapter.

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As I began reading, I was getting zapped. "Bzzzzzz" was hitting me so hard I was getting knocked backward.

"This is powerful," I said to myself.

But then I thought, this can't be true of ALL of her novels. Maybe the first book I'd picked out was an exception. So I picked up another, and another, and another. Yet, each and every Agatha Christie book I picked up and began reading carried a HUGE positive charge.

I bought two of the novels and took them (along with the other books I bought that day) to my condo on the beach. Now, buying a couple novels was more difficult for me than you may realize, because "Matt Furey does NOT read novels." I can count on one hand the number of novels I read per year - and that is being generous.

Once at the condo, I pulled out my laptop and Googled "Agatha Christie" to see what I could find out about her. I had no idea that she'd penned 66 novels during her lifetime and had sold over one billion copies of her books - second only to Wilhelm Shakespeare, who, in my opinion, never even existed. (I'm of the Mark Twain-ish belief that Shakespeare is a figment of peoples' imagination - yet I digress.)

Here's my point: You cannot be the author of books selling over a billion copies UNLESS you are operating at a highly charged frequency. The chances that you are vibrating at a level way beyond the norm are 100%.

Agatha Christie is an example of what I call **Zero Resistance Writing™**. She was the type of person who could sit with a pad of paper or a typewriter (she wrote before computers) and pound out words that captivate and intrigue.

She was the type of writer who writes without fear and without resistance.

Although I haven't sold a billion books YET - I've been told that my writing (especially my daily emails that so many people are literally "hooked on") also has this distinct and mesmerizing "bzzzzzz" that makes you want to keep reading.

Wouldn't you like to hear things like that said about YOU?

Last year, while in Japan, I met with Ajari-san, a marathon monk who is 82 years old. He's called a "marathon" monk because he is only one of 49 men since the mid-1800s to do the "impossible"... run the equivalent of 1,000 marathons in seven years - and many of them were double marathons (84 kilometers per day).

Each morning, he would get dressed and begin his trek through the cold, damp mountains in Mt. Hiei. Even if he was injured or feeling a bit "off," he would begin his journey.

With a smile on his face, he described how he carried a knife, a rope (for hanging), and a handkerchief with him each day. The reason may shock you. Here it is: If he were to give up or fail to reach his goal - he would need to take his own life.

Now THAT is commitment.

Unlike other monks who begin their training around age 20, this man started at age 40. Upon successfully finishing the 1,000 marathons, he decided to do the unthinkable. Not satisfied with merely finishing - something that is almost impossible to do - he chose to do the 1,000 marathons again. This time, he completed the goal in six years instead of seven. In Japan, anyone who accomplishes this feat is considered a "Living Buddha."

A couple of years ago, I went through an illness that led to what many people would describe as a profound transformational experience. While I was doing my best to recover from what nearly killed me, a man I met in China gave me the story of this marathon monk. I read it over and over. Each day, when I trained, I would picture this man, see him running through the rain-or snow-covered mountains. I would picture him fighting off poisonous snakes and wild pigs. And when I thought of what HE was able to do with the right mental focus - how could I give up on what I wanted to accomplish?

When I was given the green light and allowed to meet with him (no easy task, I assure you), a dream had come to life. I came to thank him and tell him how much his story helped me overcome some tough times. After I thanked him and offered a copy of my book and some other gifts, he said, "It is not ME but YOU who got yourself better. I am just a man. It was you who, while lying in bed, began to do Zen breathing exercises that opened you up to a new level of being."

As I sat in Ajari-san's temple listening to his stories, I felt a "buzzzzzz" going on inside. Hours passed by in minutes. He was telling simple stories - yet I was mesmerized the entire time. Several hours after our meeting ended, I was still swimming in a current of electrical energy that was out of this world.

What does this have to do with copywriting - specifically, email copywriting?

Let me tell you.

When someone writes, speaks, or even looks at you without resistance, you feel it. When you read something written by the pen of a fearless man or woman, you sense it. It's the kind of writing that is powerful, passionate, and... electric. It carries a charge that keeps you reading, even if it's "simple words."

Astute readers of my daily emails can tell via the mere reading of my words and the energy that comes from them that I write without resistance, without blocks and without concern for what everyone else thinks. But they don't know how I put myself into this state.

I cannot say what Agatha Christie did to ramp up her vibration, but I can assure you that she did **something** because no one writes the way she did without being deeply connected.

I believe the quality of being emotionally free, willing and able to express yourself without resistance is the key to greatness in writing. Whether we're

talking about copy writing, email writing, or book writing - to succeed at the highest levels you need to practice what **Zero Resistance Writing**.

To my knowledge, no one teaches you how to write without resistance, without blocks, fear, or apprehension. Yet it is the KEY that unlocks the door to greatness.

Writer's block and other self-limiting hang-ups do NOT need to exist in your world. Imagine that you could delete from your mind all extraneous thoughts anytime you wanted. Imagine that you could sit before your computer and crank out extraordinary copy, on command. Imagine that you could do it day after day after day, without fail.

I'm telling you - YOU CAN.

If interested in learning more on how to get into this fearless state of mind when you write - then you'll want to get your hands on the DVDs from my **Zero Resistance Writing** seminar held in May of 2007. To enquire send an email to goldmedalpublish@gmail.com



Big Time Email Copywriting Mistakes

Before I begin teaching you how to write a money-drenching email in 10-12 minutes, there's something you need to know first. And that "something" is all the mistakes you see being made by almost everyone. Thing is, you might not think what you see in so many emails is a mistake because "everyone is doing it."

Well, as your mother probably told you once or twice - perhaps when you got caught smoking, "Just because you THINK everyone else is doing it doesn't make it right."

Bear with me for a moment. I realize what I've written above may come off as arrogant. It may come off as "I know everything" and everyone else is wrong. Not my point. My point is I have a different take on this matter of Email Copywriting, and I have a different point of view for a damn good reason. My emails kick butt - and those who follow what I teach quickly learn to do so as well.

So let's suspend judgment about me being pompous, at least momentarily, and concentrate on whether or not you can learn something from me. Deal? Okay, let me cover some mistakes I see being made in many, many emails - mistakes that make the reader stop reading. Not something you want to have happen to you, right?



Email Copywriting Mistakes

Mistake #1: Subject line ALWAYS begins with my first name

For example, I sign up for your email tips. And every time you email me the subject line or "headline" says something like, "Matt, Top 3 Ways to Burn Fat."

Or, "Matt, How Do You Make Money Online?"

Yes, this technique of using the person's first name may bump sales once or twice, but that doesn't mean you use it EVERYTIME. As I learned in kung fu years ago, "A strength over-extended becomes a weakness." Using someone's name is good salesmanship. Using it in the subject line of every email is not.

Mistake #2: Top of message lists the contents of the email

Why on earth do I need to see the contents of an email at the top of an email? Instead, why not suck me into your universe with powerful, riveting copy? Chances are excellent that when I see the "contents" listed I will quickly scan and say, "Ah, not for me" and move on. Not only that, but part of being an effective email copywriter lies in your ability to convey warmth. How warm is a table of contents at the top of an email?

Mistake #3: First sentence is boring, dull or too long to keep me jazzed

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 him so curious he has to keep reading. For example, here's an opening sentence I read a few minutes ago in a recent email, followed by what I wrote to make it more compelling:

First sentence: "Do you know someone who will be going into surgery soon?"

Rewrite: "Surgery sucks. Especially open heart surgery. I know people who almost died from it. Some who have."

Now, you might say, "Hey, Furey, you cheated. You wrote four sentences instead of one. And some of your sentences aren't grammatically correct. They're not even sentences. Your English teacher would flunk you for what you wrote."

And in reply I'd say, "My English teacher never made a dime from her writing, I do."

Mistake #4: Teaching

In our most recent **MasterMind** meeting I handed out a booklet containing emails that several members had recently written. I read each email out loud and stopped reading whenever I thought the writer had "lost" the reader - OR when I thought the writer satiated the thirst and hunger of the reader.

When I say "satiated the thirst" I mean that the reader would no longer feel the need to BUY the product because he has just been fed. Instead of being teased to the point that he'll pay for his meal, he's been given enough that he's forgotten he was hungry or thirsty in the first place.

Over and over you see emails being sent out that teach, teach, teach. The emails scream, "**Let me show you how smart I am. Let me show you how much I know. Want to know how to make money on the Internet - well, I'll prove I'm your man. Here are five ways to do it.**"

Here's what happens when you do the above.

The prospect reads your five ways. He makes a note if you write something good. Most of the time, though, he thinks to himself, "Hey, I already know that. Why should I pay for a product that tells me what I already know?" Or he doesn't agree with your "tips." In fact, he strongly disagrees. You've lost him again.

If you only knew how to dangle the carrot you'd have the money and the prospect would have an entire system to look over to make the decision about whether or not your product is worth a damn.

That's how it works, my friend.

Mistake #5: No story

A couple months ago a member of my coaching told me that if he didn't send informative "nuts n bolts" emails to his list they would begin opting out like crazy. So what does he do? He teaches in his emails. Wrong answer.

The right answer is to figure out how to write incredible stories that make people feel like they are getting more than they'd get if you gave them "how to." Fact is that the story is the only thing most people will remember. Not the facts. Not the stats. Not the studies or theories.

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.

If you lose a ton of people when you tell stories, then your stories need a lot of work. At the same time, look at the people who opt out. Most are not buyers. If you're not losing the non-buyers from your list each and every day, you're lukewarm in your selling. And lukewarm gets spit out.

Recently I was talking to Pete Lillo about decisiveness and desire. I said that any goal you have that you are lukewarm about, you might as well give up on now because you'll never create the result you want with anything less than a burning desire. Not only did Pete agree - but he went so far as to say that he won't do business with anyone who signs his name after using the word, "Warmly." I agree.

Do business with people who are red hot. Not with the cold, the warm or the lukewarm.



How to Write Red Hot Emails

For a moment, let's pretend you're witnessing a conversation I'm having in a bar with a few aspiring email copywriters.

After I've had a few drinks, these men and women realize I am about "three sheets to the wind."

They figure the moment is NOW - so they pop the question: "Furey, without all the B.S., what's the single biggest email copywriting mistake you see people making?"

Being that I'm feeling totally uninhibited - which is my normal state anyway - I don't hold back. Without hesitation, I say, "The biggest mistake of them all is over-teaching in your emails. Let's be honest, teachers aren't very highly paid. There's no money in the profession. But there is big money in copywriting, especially email copywriting - and it's the easiest way for a copywriter to hit six figures per year."

When you hear this, your eyes pop with amazement. You can no longer stand on the sidelines and watch. You jump into the conversation to say, "But I heard an email needs to be loaded with content. I heard it needs to teach."

"It needs to teach all right," I reply. "It needs to teach people to sit up and pay close attention to everything you write. It needs to teach people to be in AWE - to be mesmerized. It needs to teach people how to laugh again, how to enjoy life, how to be inspired to reach for the stars and go for it. But anything beyond that is over-teaching - and when you over-teach, you cannot sell anything. That is where the fine line gets blurred."

We've all heard the roar about giving away the store in terms of free content in order to woo the buyer to purchase our products. But that's NOT the best strategy. And so, as an email copywriter, you need to be keenly aware of this important distinction.

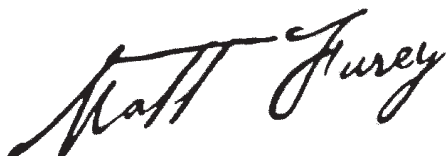
Write copy that teaches too much, and sales suffer.

Write copy that gets the reader curious, excited, and eager for more - then sales will BOOM and those you're writing for will love you.

Your job is simple: You write emails that **info-tain** the reader so much he can't wait to read your next dispatch.

Perhaps you're wondering, "Info-tain? Are you serious?"

Sure am. And do you want to know why? It's because those who entertain us make a boatload of money. You, as an email copywriter, can do something great with your talent - and be totally free and open as you take off the hat of "expert" and become an info-tainer. You entertain with information - and that leads to increased sales.



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