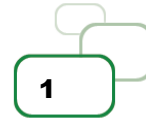


SECRETS OF WRITING
Winning
AUTORESPONDER SERIES
(WITH SWIPE FILE)



RAY L. EDWARDS

Secrets of Writing Winning Autoresponder Series (With Swipe File)



Secrets Of Writing Winning Autoresponder Series (With Swipe File)

*How To Write Effective Autoresponder Series From A Veteran
Internet Marketing Consultant And Million-Dollar Producing
Copywriter*

Legal Disclaimer

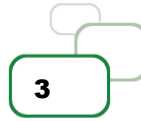
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ABOUT THE AUTHOR



Ray L. Edwards is a freelance copywriter, copywriting coach, internet marketing consultant and published author. He specializes in writing website copy for online marketers and has made his clients tens of millions of dollars over the past 12 years. He has written several books on the subject of online marketing, many sold under the names of other marketers (ghost written) who have profited handsomely from his writing skills.

Ray holds three academic degrees and taught high school and college for over seven years. He is married and has five children which includes two sets of twins who are homeschooled by his wife.

Ray is available to a limited number of clients each year who want to expand their businesses or are starting a new business and want to do so with the advice of an experienced copywriter and online marketing consultant.

You can check out his other websites at:

<http://www.webcopy-writing.com>

<http://www.learncopy.com>

<https://www.youtube.com/user/raydal>

Introduction

This book is a result of over seven years of studying copywriting and creating many winning autoresponder series (AR) for my clients.

There are few resources dedicated to teaching aspiring copywriters the art of writing successful autoresponder series. While many publications talk about email marketing, there are few in the niche of autoresponder writing.

When I was first faced with the challenge of writing an autoresponder series about the only book on the market was *Autoresponder Magic* compiled by Yanik Silver. This was simply a swipe file of AR series gathered from different marketers with little explanation on how to model their success. I hope to remedy this lack through this publication.

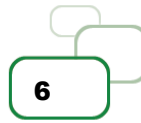
Whatever you do with the ‘secrets’ I reveal here, I hope these nuggets of autoresponder writing wisdom will help you become a better copywriter and more effective online marketer.

Best,



Ray L. Edwards, B.Sc., BA, MDiv

Raydal Marketing, LLC.



Why An Autoresponder Series

First, we need to define an autoresponder series.

An autoresponder series is simply a series of marketing emails sent over a scheduled period of time with the intent on selling a product or service.

This series of emails are referred to as “autoresponder” series simply because of the mechanism that is used to send the emails—an email robot or autoresponder.

Autoresponders are able to send a series of emails on a set schedule—like every other day—without further input from the sender. These scripts have revolutionized email marketing and every internet marketer uses such a service—or at least should be using such a service.

Now there are several reasons why you should use an autoresponder series, the most important of which are:

1. Marketing tests have shown that prospects are more likely to make a purchase the more they are exposed to an advertisement. In fact, prospects may require up to 7 contacts with an ad before they buy. An autoresponder series allows you to contact the subscriber several times as against a single visit to your website and thus increases the likelihood of making the sale. In my experience, you can double your conversion rate (sales) by simply adding an autoresponder series to your sales process.
2. The use of an autoresponder helps to automate your email marketing so you can set it and forget it. Because your direct involvement is not necessary after the first set up, this automation frees up your time that you can use in other forms of marketing.
3. By its very nature an email is more personal to a prospect than reading a sales letter on a website. The subscriber’s inbox is regarded as a personal space and any message there is perceived as more personal than when read from a website.
4. An autoresponder series can build a relationship with the prospect over time which a ‘one shot’ sales letter cannot accomplish. As the prospect continues to receive emails from you, the repeated contacts say you’re concerned about them receiving the benefits from your product or service.



5. You are able to offer 'bite-size' information for those prospects who find it tedious to read through a 25-page long sales letter on one sitting. The series of emails also allows you to try different persuasion techniques to target different types of prospects.
6. Only a 20-30% of your subscribers will open your email the first time it goes out, so follow up becomes even more important.

As a copywriter, I find that when I write the landing page, main sales letter and autoresponder for my clients, the increase in sales more than compensates for the extra investment they made in having me write the autoresponder series. Although I make this an option, those marketers who order my "Special Marketing Package" which includes the autoresponder series, build a longer term income.

So even if you have a main sales letter that is converting well, you should always consider adding an optin page with an autoresponder series to maximize sales.

The Persuasion Structure of The Autoresponder Series

I have chosen to define an autoresponder (AR) series as a group of emails sent one by one over a scheduled period of time intended purpose to make a sale. But not every AR series will have the same aim. Some AR series are intended simply to inform, build a relationship, build brand awareness etc. However, for the purpose of this discussion I'll assume that you want to make a sale from your emails and that's why you are reading this book.

Now an AR series is *NOT* simply a number of emails sent out one after the other on a predefined schedule. Each email will have an *internal* persuasion structure (like the well-known **AIDA** formula—Attention, Interest, Desire, Action) but the series collectively must also follow a winning formula. I want to share with you the formula I have used to crank out some of the most persuasive AR series that have made my clients millions of dollars!



Where The AR Series Fits In The Marketing Funnel

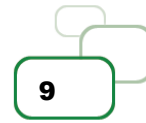
In order to understand the selling idea behind how I structure the AR, you need to first understand where in the marketing funnel the AR fits.

Prospects first come to the optin or landing page and are promised a special report or more information about a particular offer. In order to receive this further “report” they must give their name and email address where the report download information would be sent.

On clicking the “submit” button they are *immediately* forwarded to the main web page containing a long direct marketing style sales letter. This is often referred to as a “minisite” because it’s just a single page site with little option than to order or leave the page.

The follow up emails in the AR continues to sell the product advertised in the main sales page by continually referring the prospect back to that page with new reasons to order. The AR series then sells

Secrets of Writing Winning Autoresponder Series (With Swipe File)



the main page several times until the prospect either buys or unsubscribes from the series. Without the AR series the prospect will only see the main sales letter once and the sale is lost if they don't buy immediately or return by bookmarking the page.

The Macro Structure of the AR Series

When I am faced with a new AR series the question that I'm immediately confronted with is what do I say in the first email, then the second, then the third? ... You get the idea. You can quickly run out of ideas if you don't have a 'macro structure' in mind.

My favorite macro structure is based on the *idea* behind collection letter series.

Collection companies have the enviable job of collecting on accounts that are past due. The first letter you receive, if you are in that unfortunate position, is a kind letter with a 'by the way' reminder that you have 30 days to pay your delinquent bill or send in a legitimate explanation why you think you don't owe the bill.

The following letters then become tougher with the very last throwing the kitchen sink at you before they finally give up and write off your account—if you live in the US—and report your account to a credit reporting bureau.

As the copywriter for the AR series I see myself as collecting on the sale and I follow a similar soft-sell to hard-sell progression through the email series. The AR series would consist of 7-10 emails and follow this general CONTENT pattern:

Letter 1 – Thank you for sending for the report /more information, here's the link.

Letter 2 – Hope you got the report; here are some reasons why you'll want my product.

Letter 3 – Here are some questions people are ASKING about my product. (FAQ)

Letter 4 – Here are what people are SAYING about my product. (Testimonials.)

Letter 5 – Here are some of the strongest BENEFITS to getting my product. (Limited Offer)

Letter 6 – Time is running out on the special BONUS. How I beat the competition.

Letter 7 – What's keeping you back from ordering? Knock down objections.

Letter 8 – Other people who ordered are already enjoying the benefits, don't lose out.

Letter 9 – Here's a LIMITED offer—price reduction, sneak preview, secret link etc.

Letter 10 – Frankly I'm puzzled that you haven't ordered yet. Final hard sell.

As you can see the letters in this series links into a chain of persuasion, each letter forming an important link. The letters are not intended to stand on their own and each new email assumes that the *prospect has read the preceding letter*. Just this fact alone will determine to a great extent how you craft each letter.

The Micro Structure of the AR Series

The same copywriting principles that go into writing a persuasive sales letter also go into writing persuasive emails. But I find that there are many people who are skilled at writing a sales letter but choke up when it comes to writing emails.

An email is a different medium to a website sales letter and requires some adjustment to the sale environment. My intention here is not to teach you how to write persuasive emails but to share a **formula** with you that have worked like gangbusters for my clients. This is not a formula I read in a book or found in another course but one that I have worked out myself and I'm now sharing publicly for the *first* time.

First you must keep in mind as you begin to write your AR series that you are continuing a conversation that you have already started with the prospect. This is NOT your first contact. Therefore, it's best to start your email where the optin page left off. So if you promised a free report then mention that in the first email—even the subject line.

You may even want to remind the subscriber why they subscribed to your list because you're not sure that they would read the email immediately after they subscribe. Remember that they are automatically forwarded to the main sales page upon submitting their information.

You want to use good email marketing practices such as keep your text emails at 60-70 cpl, use the subscribers first name, avoid dense text (long paragraphs), avoid the SPAM filters, obey the SPAM laws, write in a conversational tone and show some personality, and use a reliable autoresponder service provider.

Below I'll now share with you the TEMPLATE for each email that you can use for quick reference when you are brainstorming your own AR series. You'll have to adapt this to your product but the guidelines are general enough to be used in any market.

Email 1 Template

Subject: Use the subscriber's first name and mention what they requested from your optin page or simply congratulate them. Example: "Ray, here's your report" or "Ray, Congratulations!"

Body:

Paragraph 1: Address the subscriber by first name and congratulate them for requesting more information. People love to be flattered.

Paragraph 2: State your USP—what sets your product apart from others and *what sets the subscriber apart from others* who didn't show enough interest to send for more information.

Paragraph 3: Give a teaser to what they would learn when they download the report and include the link for the download.

Paragraph 4: Close the letter with a promise about what you'll continue to send them so they are prepared to hear from you again.

You then close and include your name titles and full contact information to show that you are available to the prospect through other means—email, phone, social media etc. **Always include your main website link in every email.**

P.S : Use the PS to indicate a teaser for the next email or a call to action to download the report.

Email 2 Template

Subject: Just checking in to see if they received the report, or address a major objection.

Body:

Paragraph 1: Inquire if they received the report and (just in they did not) include the download link once more.

Paragraph 2: Call out a *major* objection to getting your product and answer the objection as clearly as possible.

Paragraph 3: Give some third party PROOF why your product works or is better than what they used before.

Paragraph 4: Call attention to your sales letter where they can get more proof and testimonials from satisfied customers. (Include link.)

Paragraph 5: Mention the strongest benefit and a *time limited* component of your offer.

Paragraph 6: Indicate how easy it is to get started by taking the first step

[Name and Contact information—be consistent with format.]

P.S. : Invite a comparison with the competition. Mention after sales support. Highlight your money-back guarantee.

Email 3 Template

Subject: Answering the prospects questions (FAQ).

Body:

Paragraph 1: You want to address a number of frequently asked questions that others have had and they might have too.

Paragraph 2: List questions one by one and answer them while selling your product. Do not think of these as just factual answers but as **OBJECTIONS to buying your product that you must knock down one by one like bowling pins!**

Paragraph 3: Questions and answers

Paragraph 4: Questions and answers

Paragraph 5: Questions and answers

Paragraph 6: Indicate what to do if they still have more questions which you didn't address—how to ask those questions such as on a blog or message board etc.

[Name and Contact information—be consistent with format.]

P.S. : Refer to your full FAQ page if you have one since you would only have room in this email to address the major questions. (Keep in mind that *you are always selling the visitation to your main sales page* so include this link in every email at least 3 times!)

Email 4 Template

Subject: here's what customers are saying ...

Body:

Paragraph 1: Refer back to the questions you addressed last email and now share what satisfied customers are saying. You want to include your STRONGEST testimonials—those that show the **results** you are promising from the use of your product or service.

Paragraph 2: **Strongest testimonial goes here.** Write this from the third person perspective or simply quote the testimonial verbatim.

Paragraph 3: The second strongest testimonial goes here.

Paragraph 4: Third testimonial goes here.

Paragraph 5: Indicate that you want to include their testimonial as well. By doing this you are expecting a positive outcome and picturing your prospect as already a customer!

Paragraph 6: “Imagine” what the prospects life would be like if they had your product followed by a call to action.

[Name and Contact information—be consistent with format.]

P.S. : Repeat the strongest benefit from the testimonial and invite the prospect to join the ‘inner circle’.

Email 5 Template

Subject: products selling fast, window of opportunity closing etc., ...

Body:

Paragraph 1: Educate the user on some aspect of your product by giving a ‘secret tip’ to show your expertise and help build your credibility. Make this a practical tip.

Paragraph 2: Illustrate how some users have already used this tip to cash in.

Paragraph 3: Give some *teaser bullet points* taken directly from the sales letter to show what other ‘secrets’ they can get from the product.

Paragraph 4: Give a short testimonial here. (2 lines the most).

Paragraph 5: Call to action—ask for the sale and say why they should buy now—they can lose special bonus, introductory price, any kind to ‘take away selling’ to play on fear of loss.

Paragraph 6: Say what would happen if they don’t act right away and how EASY it is to respond now.

[Name and Contact information—be consistent with format.]

P.S. : Show the countdown to the special bonus, price etc. Example: Only 48 hrs left to get the special subscriber price.

Email 6 Template

Subject: don’t be fooled by the competition, other products etc., ...

Body:

Paragraph 1: Show how your product stands out from the competition and why it is wise to get your product right away.

Paragraph 2: Raise other objections you haven’t raised before and answer each one, such as price, ease of use, after sale support, putting off the decision to buy, self-doubt.

Paragraph 3: If you’re using a 7-email series then this is the time to offer a final special discount or extra bonus to those who are still lingering on the fence.

Paragraph 4: .Show why this is the right TIMING and what they risk losing if they don’t act now.

Paragraph 5: Call to action—ask for the sale and say why they should buy now—they can lose special bonus, introductory price, any kind to ‘take away selling’ to play on fear of loss.

Paragraph 6: Include a short testimonial from a “skeptical customer”.

[Name and Contact information—be consistent with format.]

P.S. : Show the countdown to the special bonus, price etc. Example: Only 24 hrs left to get the special subscriber price. Show how many people have already made the purchase and how many you have left if this is a limited quantity offer.

Email 7 Template

Subject: Show how you're puzzled, confused etc., ...

Body:

Paragraph 1: Indicate how you are puzzled that they haven't made a purchase as yet despite all the evidence you've shown them.

Paragraph 2: Summarize the strongest benefits here.

Paragraph 3: Give some teaser bullet points taken directly from the sales letter to show what other 'secrets' they can get from the product.

Paragraph 4: Give a short testimonial here. (2 lines the most).

Paragraph 5: Call to action—ask for the sale and say why they should buy now—they can lose special bonus, introductory price, any kind to 'take away selling' to play on fear of loss.

Paragraph 6: Ask possible questions (OBJECTIONS) about buying the product and answer them in short statements. Indicate that this is your last call to them (for a 7-email series) and why it is important to act now.

[Name and Contact information—be consistent with format.]

P.S. : What are you waiting for? Don't lose out. This is risk free. The bonus/special pricing/ time is running out fast!

NOTE: Except for a product that is **new** to the market (so the prospect needs educating) or for MLM opportunity type business, all my AR series are made up of 7 emails. Seven contacts are enough to get any prospect deciding on whether they would buy from you or not. The following emails templates are used to extend a 7-email series to a 10-email series. *You can always give more free tips if you want to lengthen the series even more.*

Email 8 Template

Subject: Time to act is now etc., ...

Body:

Paragraph 1: Show how other people are enjoying the benefits of your product.

Paragraph 2: Show why the timing is rights and how they can miss out if they fail to act now.

Paragraph 3: Use some “intimidation” techniques, such as: indicate it would be their loss not to act, show how successful people decide fast, show how your life would *not* be affected if they didn’t buy etc.,.

Paragraph 4: Show how comparatively small the investment is compared to the value they would get and **repeat your guarantee**.

Paragraph 5: Call to action—ask for the sale and say why they should buy now—they can lose special bonus, introductory price, any kind to ‘take away selling’ to play on fear of loss.

Paragraph 6: Say what would happen if they don’t act right away and how EASY it is to respond now.

[Name and Contact information—be consistent with format.]

P.S. : Repeat the guarantee, how easy it is to order and how they are missing out by failing to act now.

Email 9 Template

Subject: The [results] are exciting etc., ...

Body:

Paragraph 1: Show how people are already enjoying the benefits of the products and how excited you are about the results people are getting.

Paragraph 2: “Show” don’t “tell” how the rush is on to get your products and how many people have already taken you up on your offer. For example, the number of blog post, number of orders you’ve made so far, your traffic stats., etc. (Bandwagon appeal.)

Paragraph 3: Give another teaser peep into the product such as a new tip or a video demonstrating one of the big advantages of using your product.

Paragraph 4: Give a short testimonial here. (About 2 lines would do.)

Paragraph 5: Call to action—ask for the sale and say why they should buy now—they can lose special bonus, introductory price, any kind to ‘take away selling’ to play on fear of loss.

Paragraph 6: Say what would happen if they don’t act right away and how EASY it is to respond now.

[Name and Contact information—be consistent with format.]

P.S. : Emphasize guarantee and special BONUS to those who act fast.

Email 10 Template

Subject: It's been [time] now etc., ...

Body:

Paragraph 1: Remind them of how long ago they showed interest in your product and you're surprised that they still have not bought as yet. Ask them to contact you about what is missing or questions they may have about your product. (Survey?)

Paragraph 2: Tell a story about someone who was skeptical and finally made the purchase only to experience the results you have promised from your product.

Paragraph 3: Express your hope that they received value from your report and emails and make a last offer (discount) if they made the purchase within a certain time. (If you make a lot of sales here this means that the price was a big objection.)

Paragraph 4: Picture them using your product and benefits they would receive.

Paragraph 5: Call to action—ask for the sale and say why they should buy now—they can lose special bonus, introductory price, any kind to 'take away selling' to play on fear of loss.

Paragraph 6: Say what would happen if they don't act right away and how EASY it is to respond now.

[Name and Contact information—be consistent with format.]

P.S. : Emphasize guarantee and special BONUS to those who act fast.

A Note On Email Schedule

Many people new to AR series writing often ask what schedule they should use for the emails. You don't want to send them an email everyday (or do you?) and you don't want to wait so long that they forget that they even subscribed to your series.

Below is the schedule I have used for both the 7 and 10-email series. Note that the email contacts are more frequent at the beginning and slows down towards the end.

Message Number	Schedule for 7-email Series	Schedule for 10-email Series
1	Day 0—goes out immediately on subscribing	Day 0—goes out immediately on subscribing
2	Day 1--goes out a day after subscribing	Day 1--goes out a day after subscribing
3	Day 3--goes out 2 days after previous email	Day 3--goes out 2 days after previous email
4	Day 5--goes out 2 days after previous email	Day 5--goes out 2 days after previous email
5	Day 7--goes out 2 days after previous email	Day 7--goes out 2 days after previous email
6	Day 10--goes out 3 days after previous email	Day 10--goes out 3 days after previous email
7	Day 14--goes out 4 days after previous email	Day 14--goes out 3 days after previous email
8	--	Day 14--goes out 4 days after previous email
9	--	Day 14--goes out 4 days after previous email
10	--	Day 14--goes out 7 days after previous email

Solo Ad Template

A “solo ad” is a long email advertisement sent to a list to get them to buy your product or service. I’ve included a number of these ads in the swipe file section for your study.

Keep in mind that a solo ad is a ‘one-shot’ opportunity to get your prospect to read your full advertisement and therefore it becomes the *mini-sales letter* that sells the reading of your larger sales letter. Its job is to get the reader to your website where he can read your full sales message.

Subject: Use a subject line that builds **curiosity** and gives an immediate **benefit** such as “*This traffic strategy can boost your website traffic overnight*”

Body:

Paragraph 1: Get their **attention** right away by asking a question or promising a benefit for reading the rest of the email. **Example:** “*Are you tired of working hard without seeing any improvement in your income?*” OR “*This email can drastically change your life .. but only if you follow its simple directions.*”

Paragraph 2: Summarize the **PROBLEM** that your product or service would solve. **Example:** “*So many people are wasting their time by using traffic programs that really don’t work. No wonder they are not seeing the results they expect.*”

Paragraph 3: Give a *reason why* the problem has not been solved before.

Paragraph 4: Introduce the *solution* followed by a link to your website.

Paragraph 5: Give 2-3 *strong testimonials* from users of your product or service.

Paragraph 6: Say what would happen if they don’t act right away and how **EASY** it is to

Paragraph 6: Give 3-5 *bullet points showing strongest benefits* of using your product or service. Include another link to your website here.

Paragraph 7: *Call to action:* Ask them to go to your website right away for complete information and provide an incentive for early responders.

Closing [Name and Contact information—be consistent with format.]

P.S. : *Summarize your offer* followed by another call to action to go to your website right away!

How To Use The Autoresponder Swipe File

The remainder of this manual is made up of some of my most successful AR series for you to study and MODEL. I share these with you because they all illustrate the principles I've discussed with you in the previous section.

Please keep in mind that these are actual AR series presently used by my clients who paid thousands of dollars to have them written. You're not expected to just copy them but use them for *inspiration* as you would use any other copywriting swipe file.

You will find notes written in the right column which repeat many of the strategies I've already shared with you in the email templates. Nothing beats repetition when it comes to learning a new skill. As you review the AR series, study those notes and even add your own to help you get the most out of the swipe files.

Along with the templates I've shared with you, this exercise should make it 10 times easier for you to write your own autoresponder series and even write for other businesses.

Now you have my secret winning autoresponder series templates so use them!

Autoreponder Series –ADDvantage™

Day 0, Message #1 (Goes out immediately on sign up)

Subject: {firstname}, Congratulations!

Comment [RE1]: Most people like to know they are congratulated for something even if it is very simple!

Hi {firstname},

First I want to congratulate you for your interest in learning how to save a ton of money with your home sale. Not a lot of people know about these methods and you're about to be among the few "in the know" people.

Comment [RE2]: In other words it's EXCLUSIVE and a SECRET

Most people know that if you want to sell a home or other property you can take either of two paths—you hire a real estate broker or you do it yourself. It's about the same thing you do with every other job you want done. So you can choose to do your own car repairs or hire a mechanic.

Comment [RE3]: Forces the reader to agree with you since he doesn't want to be in the minority.

If you do the job yourself, then you must live with the consequences. You pay someone to do the job for you and they are responsible for the results, and you, the payment.

It was only just recently that a new option has come along in the real estate market. Now you can pay LESS for a brokers help and still get fast results. In other words, instead of paying a percentage commission on the sale of your home you can pay a *flat* fee and save a ton of money.

Comment [RE4]: I want to EDUCATE the reader since this is a NEW option.

It's called 'flat fee listing' or 'discount brokerage'.

Now why would a broker choose to share this kind of information with you? Isn't it almost like shooting myself in the legs? I'm telling you how to get the same results and pay me less??

Comment [RE5]: This is REASON WHY copywriting: Tell them why and they'll buy!

Well, it's really a win-win situation.

Here's how: With flat fee listing you pay upfront (though smaller) and even if the property doesn't sell within 6 months I still get something. If it does sell you turn out the big winner!

Comment [RE6]: Answers one of the biggest OBJECTIONS in the reader's mind: "Why are you telling me this as the broker? Aren't you losing money?"

With traditional full service listing, if the property isn't sold I don't get paid—even after putting a lot of effort in marketing and showing your property. So I'm not as crazy as it may first appear.

The reason why I want to be upfront with you is because with the level of service that ADDVantage provides you'll soon be wondering why you're getting so much for so little. But we believe that satisfied customers are our best marketing tool. When you see how much you saved and how easy it was to work with us, our hope is that you'll tell even more people and our business will skyrocket.

We are here to help you with the biggest financial transaction you may ever make in your life. And perhaps help you make the biggest savings in your life.

Get all the details at <http://www.YourWebSite.com>

Comment [RE7]: Every email sells the main sales letter where the reader can make the purchase.

Sincerely,

[Your Name]
ADDvantage™ Broker

P.S. If you have any questions and would like to discuss your special situation with me, then just give us a call at xxx-xxx-xxxx. I'll love to talk with you.

Comment [RE8]: I'm not hiding behind a website, I'm accessible. You can call me. (Most people would NOT call but this helps to add credibility to the marketer.

--
Day 1, Message #2 (Next day)

Subject: {firstname}, Can you do it?

Comment [RE9]: Curiosity subject line. "do what?"

Hi {firstname},

Most people are more than a little intimidated at the prospect of selling their own homes. I mean, they bought their home using a broker and that's the way they know it's done.

Comment [RE10]: This email starts off by addressing the SECOND biggest objection to FSBO.

Other people think they are up to the challenge and go the FSBO route only thinking about the savings in broker fees. But when their homes remain on the market for 6, 7, 8, 12 months, then they start thinking differently.

You don't have to be caught in either trap because ADDvantage has the expertise to help you make it through from contract to close. That's why we

offer three different flat fee listing plans depending on how 'hands-on' you want to be.

From the MLS Advantage program, to the Street Smart and then our ultimate ADDVantage Plus program--if you need more marketing power and help, we can meet your various needs.

But just in case you think this is not for you, listen to what a few of our customers had to say:

Comment [RE11]: Social proof. You can do it too!

"We were hesitant to use the flat fee MLS process at first, although we had heard good things about it from friends. We decided to give it a try. In beginning our research, we were confronted with several different choices of companies, but eventually selected Advantage because we got the most for our money. Well, were we surprised!! Within days, we had several showings, and the week we finally got our offer, we were showing the house multiple times a day, with buyers waiting outside while other buyer was inside seeing the house. We accepted an offer within 3 weeks of the original listing date for close to our asking price. And the best part....we saved \$4300 in seller's agent commissions we didn't have to pay! Thanks Advantage!"

-Edgardo O.
Melbourne, FL

"Thank you for all your hard work, your excellent service and knowledge made this a smooth and painless transaction. I look forward to working with you again. Thank you."

-Andre Campbell
Lauderhill, FL

You don't have go it alone and professional help will be there at your fingertips. From contract help, to legal forms to getting your questions answered LIVE.

Why not start right now by listing your property right away! It's quick and easy.

<http://www.YourWebSite.com>

Sincerely,

[Your Name]
ADDvantage™ Broker

P.S. Feel free to compare us to other companies online and I'm sure you'll be convinced right away that we are hard to beat. We'll provide you with more information and get you started right away, but we won't leave you to struggle on your own. You'll be surprised at the kind of help you'll get. That's our commitment. So list with us today!

Comment [RE12]: This PS calls for a comparison with the competition. Again most people would not take you up on this challenge but assume that you are the best otherwise you would not ask them to look at your competitors.

--
Day 3, Message #3

Subject: {firstname}, the MLS advantage, part 1.

Comment [RE13]: Indicates there is more to come!

Hi {firstname},

The biggest advantage a broker has over the FSBO is access to list a property on the Multiple Listing Service (MLS).

Comment [RE14]: This email sells the Broker's special skills over the FSBO route but shows how they get his skills at a bargain. It's like having their cake and eating it too!

The MLS is a proprietary electronic database that contains every residential home, vacant land and commercial property listed by Realtors® for sale or lease. Created by the National Association of REALTORS® (NAR), the MLS is the largest database of properties for sale in the United States.

It combines all REALTOR®-listed properties into one database within a large geographic area. Realtors® are members of a local Board and pay an annual fee which allows them to access the MLS. The MLS contains detailed information on the properties it lists, records of all recent closed sales and their sales prices as well as property tax information. With this information, Realtors® are able to generate comparable analyses of properties and custom searches by any criteria.

Comment [RE15]: Educates the reader to build credibility for the broker.

It also provides a platform for Realtors® to state the listed properties' commission participation to other Realtors®. This is why you do not typically see For-Sale-By-Owner (FSBO) properties listed in the MLS. Additionally,

many Realtors® do not approach FSBO listed properties because there is no stated commission agreement. You can understand therefore how MLS ADDvantage™ bridges that gap between Realtors® and FSBO's.

As a FSBO that's not listed in the MLS you are leaving out one of the strongest selling arm in the home sale industry. And if you really want to see your home move fast, then you can offer a higher than normal buyer's agent commission (4% and higher) as we suggest in the Street Smart plan.

Why not get listed today? It's the clear competitive ADDvantage.

<http://www.YourWebSite.com>

Sincerely,

[Your Name]
ADDvantage™ Broker

P.S. Next email I'll answer some very important questions that people ask about MLS and how it relates to your flat listing plan. Look out for this or you could also check our FAQ section on <http://www.YourWebSite.com>

Comment [RE16]: Keeps the subscriber attuned to series by advertising the next email.

--
Day 5, Message #4

Subject: {firstname}, the MLS advantage, part 2.

Hi {firstname},

Last email I told you what a MLS was and how you could really benefit big time from listing your FSBO property. Today I want to address some common questions that people ask about using the MLS.

Comment [RE17]: This is really a FAQ for the product. FAQs seek to answer every objection the prospect could have and so knock them down leaving prospect feeling "foolish" not to order.

1. "Can I make changes to my MLS listing?"

You are allowed an *unlimited* amount of price and commission changes. For all other non-critical miscellaneous changes such as description, you are allowed one round of changes per month for free. After the one change has been made within that month, there is a \$20 charge per round of changes.

By “round of changes” we mean that you can go into the edit data function and change as many fields as you like within ONE submission.

2. What kind of exposure will my property get if I flat fee list in the MLS?

Realtors® represent the biggest sales force in the real estate industry and use the MLS database to search for available properties for their clients. Currently about 80% of ADDvantage’s flat fee MLS listings are sold by Realtors. This is exactly the reason why investors are our best customers. They know the best offers come from the biggest exposure possible and just 24-48 business hours after signing up for our Flat-fee service, your property will be in the MLS (Multiple Listing Service) in most cases.

By listing in the MLS, your property will also appear on Realtor.com’s website. Realtor.com allows the general public to search for properties in any area that are listed on the MLS in a limited way. The search results contain less information that what is available to Realtors® and does not allow a private party (like yourself) to list contact information in the Public Remarks or Description section of the listing.

However, our contact information is listed and when we get calls to our office, we forward them to you in whatever form you prefer (email or by phone). Additionally, people can come to our getmoreoffers.com website to access your listing which does contain your personal information including open house schedules. Click here to see a sample listing.

Comment [RE18]: Keep plugging the website!

3. Can I take my own pictures of my property and have them posted on the MLS?

Yes! You can submit up to 10 photos. Simply upload to your account. When logged in, you can manage and add photos at any time in the “My Account” section of our website.

If you don't have the means to take your own pictures, we can come to your property, take your pictures and upload them for you for a fee of \$150. You can add this service at checkout or at any time during your listing.

Be sure to check out the FAQ section of our website for the answers to a lot more of your questions. We have nothing to hide and want you to make an informed decision when listing with us.

Comment [RE19]: Continues to sell the website where they can make a purchase.

<http://www.YourWebSite.com>

Sincerely,

[Your Name]
ADDvantage™ Broker

P.S. We have invested a lot of money in making our website as user friendly as possible. Our account management software makes it easy for you to manage your account and make the changes you need on the fly.

--
Day 7, Message #5

Subject: {firstname}, avoid this FSBO mistake!

Comment [RE20]: Continues to address the “fear factor” for the new FSBO prospect.

Hi {firstname},

I’m sure that you see them all the time. It’s that big “For Sale By Owner” yard sign placed by well meaning home sellers. But did you know that these signs either keep away buyer agents or just invite solicitations from brokers who want you to list your property with their business.

Most brokers will bypass these properties because they know that there is no agreement in writing about the commission they get for bringing a buyer. Potential buyers may also consider you ‘unprofessional’ even though this may not be so. It’s a matter of perception. But when you are selling perception can be more important than the truth. That’s not a moral statement, by the way, but you know how they say that first impressions count.

It’s the same with MLS listings as well. If a broker sees a FSBO listing, then they are less likely to take this seriously—EXCEPT when the commission is generous—meaning 4% and above!

That’s why when you list with ADDvantage we provide you with a profession-looking yard sign. No one will know that you are FSBO and you’ll get more attention and offers in the process.

Comment [RE21]: Addresses an added benefit to go with this company.

In fact, when you use the ADDvantage yard sign with the Street Smart symbol, brokers will know that you are offering a high commission and your property will likely sell faster.

Now you know why that FSBO sign hasn't been working as well as you thought. And you have no excuse to continue using it since we provide you with a FREE yard sign when you list with us.

Comment [RE22]: FREE always works!

Get yours now!

<http://www.YourWebSite.com>

Sincerely,

[Your Name]
ADDvantage™ Broker

P.S. In selling a home, like selling anything else, the little things can make a BIG difference. Even the sale sign!

--

Day 10, Message #6

Subject: {firstname}, Is ADDvantage Plus for you?

Comment [RE23]: At this point in the series appeals have to be more 'in-your-face' direct to get attention.

Hi {firstname},

Maybe you are thinking about using our ADDvantage Plus plan and wondering if you should take the plunge by upgrading to this plan.

Well, this depends on your experience in negotiating real estate contracts and dealing with offers and counter offers without the help of a third party. The clear advantage of having contract representation available through ADDvantage Plus \$799 up front and \$799 at close is that you don't have to worry when it comes to negotiating counters and most importantly, resolving inspection related matters.

Comment [RE24]: Most likely the prospect is not experienced so they would need this service.

Most sellers have limited knowledge about what should and should not be negotiated. Staying firm and not getting pushed around by another Realtor can save you big money and time.

Comment [RE25]: Some things the FSBO will want to AVOID.

For example, listen to what one of our customers had to say about this service:

"I am very satisfied with the service we got from Advantage. We put our property on the market with a 4% commission for the Buyer's agent and the listing was quickly on the MLS and other sites. We got several calls within the first few days and had a contract on our house on the 5th day on the market. When we ran into some negotiation problems, I called for help and we got it the same day and the problem was solved. We used Advantage Plus and it was well worth it for the support and expertise. I highly recommend Advantage."

- Jim Stewart, Jacksonville, FL

The beauty of ADDvantage Plus is that you can upgrade to this plan from any of our other programs at any time. Many of our clients upgrade once they receive an offer. We only charge the *difference* between the original plan and ADDvantage Plus so converting requires very little additional money up front.

Comment [RE26]: An attempt as the upsell.

ADDvantage Plus may be just what you are looking for. Upgrade today!

<http://www.YourWebSite.com>

Sincerely,

[Your Name]
ADDvantage™ Broker

--
Day 14, Message #7

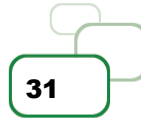
Subject: {firstname}, have you made up your mind?

Comment [RE27]: Again this subject line challenges the reader to be decisive and make a decision right away based on all the information that has been shared before.

Hi {firstname},

I'm sure by now you've realized that ADDvantage has set out to be the *de facto* flat listing company in the market today. We are not satisfied with just taking your money and entering your information into an online form and think that it's all over.

Comment [RE28]: This email summarizes many benefits of using this company and what separates them from the competition.



NO!

One thing that separates us from the rest is that we answer our phones, 7 days per week! An effective MLS listing company answers the phone, moves the buyer leads to you in real time and markets your property like there was no tomorrow. That's what you get from ADDvantage, period.

Our top sales statistics and the number of raving testimonials we've received from our customers says that you're in good hands with us. We've been in the flat fee listing business for over five years now and we won't disappear tomorrow.

We continue to work to update our website and add program features to make your job easier and your home sell faster. If there is a new method that shows promise you can be sure that we are investing our dollars into making it work for you.

But the bottom line is that you can save thousands of dollars and keep more of your money. What you'll do with all that extra money is up to you but making it happen for you and seeing that smile on your face is reward enough for us.

If you haven't done so already, now is the time to get kicking and list your property with ADDvantage.

<http://www.YourWebSite.com>

And be sure to send us your testimonial after you bank all that extra cash that you saved in commissions!

Comment [RE29]: Expecting a positive response.

Sincerely,

[Your Name]
ADDvantage™ Broker

P.S. Remember that listing your property with us is only the start because we have a bunch of tools and resources on the website. And what you don't see we'll be happy to provide once you ask us.

Comment [RE30]: This is the end of the series so this last PS sells the website where they can get more information.

Get listed today! <http://www.YourWebSite.com>

Autoresponder for Currency Exchange Cash

Day 0, Message #1 (Goes out immediately on sign up)

Subject: {firstname}, Congratulations!

Hi {firstname},

First, I want to congratulate you on your interest in finding out how to make a ton of money from the comforts of your home. Not a lot of people know about this "secret" method and you're about to be among the few "in the know" people.

Frankly, most of the "make money from home" stuff you see online is not half as easy as they claim to be. If they were, everybody would be a millionaire.

But you and I know that life isn't that simple.

On the other hand, you don't have to be a genius to make a decent income ... if you know how. And that's where the DIFFERENCE really comes in. KNOWLEDGE.

Just think about it: The miner who digs in the right place to find gold is not any harder working than the person who digs in the wrong place.

In fact, the person digging in the WRONG place will end up working harder.

My point here is that I want to show you a place where you can dig and find gold every time. And I have the proof to show you how quick and easy this is.

Get more details at <http://www.YourWebSite.com>

You'll be surprised to know the number of people who after losing money trying to start a home business, whether in MLM, online marketing or blogging, suddenly started seeing DAILY profits for the first time with my program.

Comment [RE31]: Most people in this market would have been 'burnt' before so it's best to acknowledge this early to get them saying "YES" (build empathy).

Comment [RE32]: The message here is that you are NOT STUPID because you failed before. They just "dug in the wrong place".

Comment [RE33]: Again I'm building empathy with those who lost money trying other programs.

Don't be left out.

Sincerely,

[Your Name]
Currency Exchange Expert

P.S. If you have any questions and would like to discuss this hidden opportunity, then just give us a call at xxx-xxx-xxxx. I'll love to talk with you.

--
Day 1, Message #2 (Next day)

Subject: {firstname}, Can you do it?

Hi {firstname},

I hope you got my message I sent yesterday and have had a chance to read through my letter at:

<http://www.YourWebSite.com>

If you haven't done so already be sure to do so and see the incredible opportunity you have before you.

Some statistics show that upwards of 95% of people trying to earn money from home end up losing money instead. So I'm almost sure this is NOT the first opportunity you have looked at.

So, if you're among the thousands who have failed to make a profit online before, you may be wondering what's so different about this business. I mean, how could you be sure you're not being scammed out of your money again?

Let me assure you right up front that this is unlike anything you've tried before for MAINLY 3 reasons:

Comment [RE34]: Sells the website early.

Comment [RE35]: Continues to justify why the reader hasn't succeeded at yet.

Comment [RE36]: "3" is a magic number. Always try to give 3 reasons, 3 advantages, 3 ____

1. You **don't** have to invest in advertisement or recruit anyone or get new customers. How many other types of businesses can say this?
2. You don't have to sell anything. Truth be told, most people just hate selling.
3. Your risk of losing money is virtually Zero.

Comment [RE37]: Sells on the NEGATIVE, people want to avoid pain more than gaining pleasure.

You see, as you may noticed, in the currency exchange business you are simply "lending" your money at an interest the same way a bank does it. You determine how much you lend and so how much profit you make.

This whole idea may be new to you and that's why I've created this entire easy to understand course to show you how to make the real BIG money.

Can you do this on your own? Of course! It's that easy.

But should you? I'd say, "No!"

Not if you really want to get in the profit lane fast. The bottom line here is that even though this may turn out to be the easiest money you ever made, there are some "tricks of the trade" that only an experienced trader can show you.

That's why you need to get your hands on these instructional videos right away ...

==> <http://www.YourWebSite.com>

You CAN do it!

Sincerely,

[Your Name]
Currency Exchange Expert

P.S. Feel free to compare us to other companies online and I'm sure you'll be convinced right away that we are hard to beat. We'll provide you with easy to understand instructions and get you started right away, but we won't leave you to struggle on your own. You'll be surprised at the kind of help you'll get. That's our commitment. So get in while you're still thinking about it.

--

Day 3, Message #3

Subject: {firstname}, your questions answered.

Comment [RE38]: Again FAQs seek to knock down prospects objections by raising them in the form of a question and answering them.

Hi {firstname},

I want to address a few questions that our past customers have asked and you may want to know the answer to as well.

Question: "Do I have to live in the US to do this business?"

No. The only requirement is an internet connection and a computer. Wherever you live in the world makes no difference.

Question: "Are there any additional charges apart from the training materials?"

No. This is not an ongoing subscription or membership site type program. Your only investment is for the training material and the money you choose to invest, which remains yours—like money on a bank account.

Question: "Do I have to send any money to you to invest for me?"

No. The best part in this is that you'll never have anyone between your money and you. You have all control. My part is to provide the training you need to start making profits as fast as you're ready to go.

Question: "How will I get paid?"

You can have it directly deposited into your PayPal account or have a paper check mailed to you, etc. Basically, you can choose the method that works best for you.

You can do this business from anywhere in the world and you don't need any special tool or software. The headache and frustrations you get from other types of online businesses just disappear.

Even if you still have more questions we are happy to answer everyone. We take customer support very seriously.

<http://www.YourWebSite.com>

We are here to help.

Sincerely,

[Your Name]
Currency Exchange Expert

P.S. Feel free to check out our FAQ section at
http://www.YourWebSite.com/currencyexchange_faq.htm

Comment [RE39]: Sells the website again.

--
Day 5, Message #4

Subject: {firstname}, here's what people are saying ...

Comment [RE40]: Social PROOF

Hi {firstname},

Last email I gave you some answers to questions people have been asking about our training program. This email I want to share with you what some of our customers are saying.

According to Jessica Davis, "After trying all kinds of programs online I decided to give Currency Exchange Cash a try. It has paid off exponentially!

Being a college student this has allowed me to pay my way through college... and then some!

I'm averaging over \$4,000 per month in pure profit working about 20 minutes a day... I couldn't recommend this program any higher."

Frank Regis made \$13,000 in profit in just one month, something he never did in his 25 years working 12 hours per day as a financial advisor.

And Jonathon Hensley started with an investment of just \$500 and made \$1,200 in just two months!

You already realize that I've made \$18,716.85 in just two weeks, but those big numbers can scare some people away, not because they are "made up" numbers but because most people find this unbelievable.

Comment [RE41]: Specifies help with credibility. Makes it more believable.

I can't wait to hear your story. But you have to make the first step and get started right away ...

<http://www.YourWebSite.com>

You don't have to be bullied by a boss or the economy. It's about time you start writing your own checks.

Sincerely,

[Your Name]
Currency Exchange Expert

P.S. You notice I'm not trying to make you a millionaire overnight like a lot of those other "opportunities" try to sell you. With this business it's steady consistent growth that makes the difference.

--
Day 7, Message #5

Subject: {firstname}, it's not rocket science.

Hi {firstname},

When was the last time you thought about how money works? Except you are an economist or financial guru, you just don't think about it.

But when you place your money in a saving account and then the bank in turn loans that money at profit, where is your money? I mean, you still have an account with "money in it" and the borrower has "your money", say, to build a house.

The point is that money is just a token that is widely accepted as a medium of exchange. The token can be tangible like a coin or note, or intangible like a bank deposit.

Online businesses like Paypal trade in this intangible money by moving numbers around until you request the "hard cash". So to allow these "intangible money" transactions online businesses need "hard cash" to back up these numbers.

Comment [RE42]: "Millions" spells "SCAM". People want to be able to envision making that amount of money—so make it 'reachable'.

Comment [RE43]: The argument here is that you don't have to understand how it works in order to believe that it does.

Comment [RE44]: Use the familiar to explain the unfamiliar—known → unknown.

That's where YOU come in as a currency exchange lender. Businesses can use your money, just like a bank, and share some of this "interest" with you.

But you need to know how to get the highest interest and a few "tricks of the trade" to make maximum profit.

Comment [RE45]: Selling point: "Even though it is easy you still have to have some special knowledge to make it work."

As I said before, you DON'T need a training program like mine to get you started. You can get started for free on your own. But you're likely to make some costly mistakes which could end up costing you more than the investment I'm asking you to make in this program.

So why risk it? Get started on the safe track today!

<http://www.YourWebSite.com>

Sincerely,

[Your Name]
Currency Exchange Expert

P.S. Don't wait until you understand how everything works before you get started. You can learn and earn at the same time.

--
Day 10, Message #6

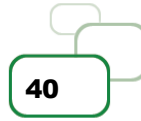
Subject: {firstname}, don't be fooled ...

Comment [RE46]: This email addresses one of the biggest objections to making a purchase: a lot of negative reviews from other websites.

Hi {firstname},

If you do a search for "currency exchange" you'll get a bunch of websites either singing the praises of this business model or warning you to stay far away.

Most of the negative reviews you'll read either concerns businesses that have gone belly up or business owners trying to smear the competition.



Like politics, you have to take everything you read and hear with a pinch of salt.

That's why I'm not asking you to just swallow everything I tell you or take it at face value. If you have doubts, this just shows you are a thinking person ... congrats!

Comment [RE47]: You are smart enough to decide for yourself. (Flatter the reader.)

But don't allow these doubts and the nay-sayers to scare you away from what may turn out to be the best decision of your life!

<http://www.YourWebSite.com>

You owe it to yourself to at least give this a try and at absolutely no risk!

Sincerely,

[Your Name]
Currency Exchange Expert

P.S. It's often said that if you continue doing the things you always did while expecting a different results, you're certifiably crazy. If you intend to change your financial situation you have to try new things. And we are here to guide you on this new pathway to financial independence.

--
Day 14, Message #7

Subject: {firstname}, I'm puzzled ...

Comment [RE48]: Placed the reader on the defensive to explain why he hasn't ordered as yet.

Hi {firstname},

Just two weeks ago you indicated that you were interested in making a change in your financial situation by banking an extra, \$500 to \$20,000 per month.

So, what's keeping you back from getting started?

According to a Chinese proverb, a journey of a thousand miles begins with the first step. Your first step was to investigate this opportunity but it's now time to take the second step and start making some money.

If you're looking jealously at the initial investment, then you can rest assured that you can make this money back easily within your first month.

Comment [RE49]: Tries to guess the final objection that's keeping the prospect from ordering and eliminate it.

And I've made this decision a no-brainer by offering you a DOUBLE YOUR MONEY BACK guarantee. So if you're worrying about risking your money, there's really no risk at all!

Once you're willing to follow some easy step-by-step instructions and put in at least 30 minutes per day, you're virtually guaranteed to make a profit.

<http://www.YourWebSite.com>

Don't let this opportunity of a lifetime slip away from you. This is the opportunity you have been waiting for.

Sincerely,

[Your Name]
Currency Exchange Expert

P.S. If you still have questions, give me a call at XXX-XXX-XXXX and I'll be happy to answer all your queries. There's really no reason why you shouldn't get in right away and start making money the easiest way possible (outside of winning the lottery!)

So what are you waiting for?

<http://www.YourWebSite.com>

Autoresponder Series For BioPerformance

LETTER 1
DELAY IN DAYS: 0

SUBJECT: #FIRSTNAME#, here's the information you requested

Comment [RE50]: Optin page involved sending for more information about this opportunity.

Hello, my name is #SPONSORFIRSTNAME# #SPONSORLASTNAME#. THIS IS EXCITING!

First, let me thank you for your interest in finding out more about this incredible and timely opportunity. You've made a very important first step.

I'm currently a distributor with BioPerformance. I consider myself really lucky to have stumbled into an opportunity like this so early in its launch. I think that it was Darrell Royal who said that "luck is what happens when preparation meets opportunity".

The way that I see it is that we have a chance to earn over a MILLION dollars with BioPerformance if we act quickly and with ample preparation.

Comment [RE51]: The greed appeal.

Here are just a few reasons why I say this:

Comment [RE52]: Reason Why copywriting and offering PROOF. (Should have given 3 instead of 4)

1. BioPerformance has proven itself to be a force to be reckoned with in the Network Marketing industry. In just 10 weeks of launching (December 10, 2006) 12,371 people joined with \$5,368,197 in sales and \$3,260,549 in commissions earned! So, over \$3 million in commission checks have been earned in less than 3 months.
2. The product has great mass appeal because of the high cost of gasoline. Everyone is looking for a way to pay less at the pump and this means great opportunity for you.
3. The president of the company Lowell Mims has over 20 years of network marketing experience and so is sympathetic to distributor concerns. Many other companies a lead by just corporate managers who have never been in the trenches and so don't understand what it takes to grow the company.

4. BioPerformance has a very lucrative compensation plan that places profit in your pocket fast. When distributors get rewarded quickly the more motivate they are to promote the product. Commission checks are mailed WEEKLY! That's hard to beat by any standard.

You ask: What about our product; **the Gas Pill?**

Comment [RE53]: Offered early proof because of the incredibly unbelievable nature of this product.

We have already received a ton of testimonials about how the gas pill has been saving a heap of money at the pump and increasing gas mileage while reducing harmful emissions.

Here are a few such testimonials:

"I was given some BioPerformance Fuel to try. After the second tank the savings went up 28%. That's an extra five miles per gallon. I just signed up!"

-Michael Rutan, Michigan

"I just did my first tank in my wife's car, the Lexus RX300 SUV. We got 20.9 on the highway without the pill. We got 23.04 using two pills!"

-Bob Sims, Texas

"I have used the gas pills on all of my 3 cars, 2005 Honda Odyssey, 1999 Mercedes M430 and my 2000 Porche Carrera. I'm getting an average of 20% savings per tank in the city. Great product!!!!"

-Joaquin Serra, Texas

We have a marketing system in place that costs over \$12,000 to put together so that even if you've failed at network marketing before you'll succeed with this one. Nothing is left to guess work. You'll be pleasantly surprised at how easy this is.

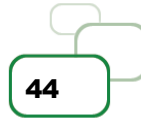
Take some time to read through my website at:

<http://www.YOURWEBSITE.com>

And give me a call anytime.

Thanks for your time!

Sincerely,



#SPONSORFIRSTNAME# #SPONSORLASTNAME#
#SPONSORHOMEPHONE#
mailto:#SPONSOREMAIL#
<http://www.YOURWEBSITE.com>

LETTER 2
DELAY IN DAYS: 1

SUBJECT: #FIRSTNAME#, Thanks again for visiting ...

Hello **#FIRSTNAME#**,

Thank you **#FIRSTNAME#** for visiting my website and requesting more information on this GROUND FLOOR launch in the "Network Marketing Industry" called BioPerformance.

Comment [RE54]: Remind the subscriber why you're contacting them.

I hope you enjoyed what you read and saw. My name is **#SPONSORFIRSTNAME# #SPONSORLASTNAME#**, I sent you a personal email yesterday and this is the first of a series of messages designed to acquaint you with our company. I am proud to be a BioPerformance distributor. I will be getting in touch with you as soon as possible by phone. Whatever your reasons for choosing to learn more about our company, be assured the information we provide is factual and well documented. We take your interest seriously.

Comment [RE55]: MLM works best when you try to build relationship early.

BioPerformance offers individuals a SOLID, LONG-TERM business opportunity with an UNPRECEDENTED income potential.

The 'gas pill' was formulated since 1989 but has only recently come to the wide attention of the American market because of high gas prices.

Comment [RE56]: Educates the prospects on how the 'gas pill' works because this is a NEW product. Also builds credibility for the product by giving some SCIENTIFIC information. Even if the reader doesn't understand the information the explanation will make the product sound credible.

The pill is a petroleum based fuel additive that impels the fuel system in a highly efficient way, as it controls pollution, drastically reducing harmful emissions. It is a Biodegradable Enzymatic Catalyst whose main components are:

- Two bio-organic enzymes
- High-density dispersants
- Aromatic and hydrocarbons based substances

The gas pills have the property of modifying the fuel's molecular structure and **liberating the energy** contained within.

Because the gas pills are a **catalyst**, they are capable of speeding a chemical reaction, without breaking down or changing the chemicals involved. The result is the **liberation of the total energy** contained in the fuel.

The main property of fuels is **the heat value**, or the quantity of energy that the fuel liberates during combustion.

The volatility or evaporation of a liquid fuel is determined by the air/vapor ratio that can be achieved at a given temperature. This is the result of the FLASH POINT (the temperature at which the quantity of vapor is enough to form a mixture of air and flammable fuel).

Now, when **lowering the flash point temperature**, one can obtain a DEW POINT, with more evaporation, achieving an air and fuel mix with higher energy saturation. This produces **more heat value with less combustible and a better and more complete combustion mix**.

The effect of the gas pills is to diminish the combustion point increasing the concrete characteristics of evaporation that all fuels have at normal pressure and temperature. This is why we obtain a FLASH POINT at a lower temperature, increasing the amount of burning gases.

The bottom line is that the pill is able to release more of the energy in the gasoline so that you use less gas and get more horsepower while producing less harmful emissions.

Comment [RE57]: The summary helps with the 'skimmer' who skipped all the 'scientific' explanation.

This is a needed product as we try to lower our fuel bills and save environment at the same time. Now YOU have an opportunity to do this while making a sizable income at the same time.

It doesn't get any better than this. Save on gas. Save the environment. Save more money in your bank account.

Why not join us now? Go here now: <http://www.YOURWEBSITE.com>

At anytime, feel free to contact me if you have any questions or to discuss your options further.

Most Sincerely,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#
#SPONSORHOMEPHONE#
mailto:#SPONSOREMAIL#
<http://www.YOURWEBSITE.com>

LETTER 3
DELAY IN DAYS: 2

SUBJECT: #FIRSTNAME#, I have a few questions for you.

Hello #FIRSTNAME#!

This is #SPONSORFIRSTNAME# #SPONSORLASTNAME# again.

I just wanted to follow up with you to make sure that you did some more investigating into our business. This **is** the business you've been looking for.

YOU CAN BE SUCCESSFUL HERE!!!

Think about it: Why would I ask you to join a company thinking that you're going to fail when your success means my success and your failure means my failure?

If you think that I'm just going to leave your success to chance then think again. We have the best supportive team in the company and a paint-by-numbers success SYSTEM.

Comment [RE58]: Addresses a major objection within this industry.

You'll get help at every step of the way, so the only way you can fail is if you don't take action.

<http://www.YOURWEBSITE.com>

I encourage you to do all your research and due diligence and make an intelligent business decision.

The TIMING is perfect.

Those of us who get involved now and pioneer this GROUND FLOOR launch are going to become...

RADICALLY WEALTHY!

I'll not beg you ... I won't cry if you don't join ... but I will ask you ONE time...

Is there anyone else in your life willing to coach you to success?

Comment [RE59]: Questions are very persuasive because you force the reader to think and get engaged with your email.

Are you willing to make a judgment not to achieve INDEPENDENT WEALTH and TOTAL TIME FREEDOM without even involving your family in the decision making process?

Are you saying "NO" to BioPerformance without doing ONE HOUR of HONEST RESEARCH? Check it out thoroughly, and then choose.

For more information, go here right now:

<http://www.YOURWEBSITE.com>

If you are ready to GET STARTED NOW or would like to set up a phone conference, contact me at: #SPONSORHOMEPHONE# or via email at: mailto:#SPONSOREMAIL#

#FIRSTNAME#, I thank you for your time and anticipate your reply!

Warmest Regards,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#
#SPONSORHOMEPHONE#
mailto:#SPONSOREMAIL#
<http://www.YOURWEBSITE.com>

LETTER 4
DELAY IN DAYS: 2

SUBJECT: I'm not a genius, #FIRSTNAME#!

Hello Again #FIRSTNAME#,

First let me apologize for laying it on thick here. |

Comment [RE60]: Appeal continues to get stronger as the series progresses.

I believe you should know who you are working with and how I can help YOU. Hey, to tell the truth I am just an average person so I had to figure out a simple system. And I DID! It duplicates! YOU CAN DO IT, #FIRSTNAME#. I DID! ANYONE CAN!

Listen up:

It was the great playwright Shakespeare who said:

"There is a time in the affairs of men,
Which when taken by the flood
Leads to fortune."

In plain language, you only have a few opportunities in life when all the ducks are lined up for you to become rich. You can either take advantage of those times or pass them up for someone else to take. But, trust me, someone will.

You see, opportunities are never lost, only lost to YOU when let them pass by. What you lose another person wins. It's the law of nature.

Here's what we can offer you with BioPerformance ...

- Immediate Income
- Financial Independence with Residual Income
- Quality of Life
- Setting Your Own Hours
- No Bosses or Employees
- A scientifically tested and proven fuel-saving product
- Solid Home Business
- Proven Training and Support Programs

Go here now to view my web site and to continue your investigation:

<http://www.YOURWEBSITE.com>

BioPerformance is a remarkable company who has positioned itself to be the first company ever in network marketing history to make over 100 millionaires!

Thousands of people are coming to learn more about the gas pill and soon this ground floor opportunity will be all over. You are in a unique position to make some serious income and make 2006 your best year ever. Your financial past doesn't have to be your financial future.

Yes, once the rest of the world finds out about this, it's all over. The bottom line is that this product works. And you have the chance to get in on the very ground floor of its global marketing and distribution.

So, in closing, I'll ask you 3 simple questions...

1. Could you get serious about semi-retiring in 2-3 years on \$30-50,000 a month for the rest of your life?
2. Are you willing to set aside some time each week to work with us and our proven SYSTEM to build a business?
3. Are you willing to be teachable and learn the proven marketing SYSTEM that can build your business by over 50 new distributors per month without you having to talk to anyone?

If you answered yes to these questions:

Immediately get back to me to learn more about this breakthrough fuel-saving product. We've got the product and we've got the marketing system. However, the ground floor won't last forever.

The timing is right ... but your positioning is critical.

THIS IS INDEED, AN OPPORTUNITY OF A LIFETIME!!!

If you have any questions or need assistance, please don't hesitate to email or call me.

Most Sincerely,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#
#SPONSORHOMEPHONE#
mailto:#SPONSOREMAIL#
<http://www.YOURWEBSITE.com>

LETTER 5
DELAY IN DAYS: 2

SUBJECT: You haven't given up, have you?

Comment [RE61]: Tries to address the "fear of failure" objection.

"There is no security on earth, only opportunity."
-Douglas MacArthur

Hello again #FIRSTNAME#,

Are you having second thoughts? Is fear or apprehension starting to set in?

Looking at business opportunities can be overwhelming. A while back I mentioned that my business is based on professional Network Marketing coupled with a breakthrough and easily marketable product.

Perhaps when you think of Network Marketing you think of it as being difficult or uncomfortable. I used to feel the same way. In fact, truth be told, I avoided it for many years.

It wasn't until I took another look at the NEW marketing opportunity afforded by the internet that I realize that my way of looking at network marketing needed a radical shift. You see, the old way of running down your neighbors, family and friends until they started avoiding you are now over.

Forget about calling those COLD leads on the phone too and doing group presentations!

Comment [RE62]: Addresses another fear common to this market.

Perhaps you've tried Network Marketing before and given up for any number of the following reasons.

- You found it too hard to talk to people
- You do not feel like you know anyone
- You hate talking on the phone
- You do not like to sell
- Rejection is no fun

Comment [RE63]: Trying yo knock down ALL the possible objections.

The internet affords you a unique opportunity to market your business without ever having to talk to anyone IF you so choose. And all the work in building a marketing SYSTEM worth over \$12,000 have already been put in place for you just to plug in and profit from.

You see, I'm a firm believer that you should really enjoy the business if you're going to devote your time to working it. And believe me, there's nothing like working from home, helping others learn about this fuel-saving product and showing others how to do the same.

Here's the good news. I can introduce you to a SYSTEM that anyone can use to promote this business.

Networking is how big businesses have been built for years. Actually, that's what I've been communicating with you, just networking; exposing you to the information you requested and want to learn more about.

All the statistics are showing us that home-based business owners make an average of \$25,000 per year MORE than the national average income.

Dozens of Fortune 500 companies have already caught onto the new avenues made possible through MLM.

Now that the Internet has entered the picture, everything has changed yet again.

The power to work from your own home...the power to reach the entire globe...the power to automate your efforts!

Plus, BioPerformance offers a product that people want to know about.

I would be happy to show you how this business can change your life and make things happen for you. This is an exciting time in the history of this industry and BioPerformance.

Visit my web site and see what we are doing:

<http://www.YOURWEBSITE.com>

You can also view the online video presentation that got me interested in this business in the first place.

Thanks again #FIRSTNAME#.

Your Partner in SUCCE\$\$,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#
#SPONSORHOMEPHONE#
mailto:#SPONSOREMAIL#
<http://www.YOURWEBSITE.com>

LETTER 6
DELAY IN DAYS: 2

SUBJECT: Are You Really Serious about this?

Comment [RE64]: Again a tougher subject line to get the prospects attention and some fire in their pants.

Dear #FIRSTNAME#,

Have you tried the product as yet? How has your gas mileage improved?

We have been emailing you for awhile now to keep you updated. I understand your reluctance. So many products oversell their benefits and actually LIE about their effectiveness. Not BioPerformance fuel.

Comment [RE65]: "It's not your fault" argument/persuasion technique. This is very powerful.

You can order a few bottles for yourself and if you honestly think that they haven't improved your fuel efficiency you're money will be refunded 100%.

On another track: Are you tired of working to make some else rich?

Do you know that people just like you are earning a 6-figure income from the comfort of their own home? The number of people getting involved in this industry continues to grow faster than any other industry today. In fact, the new millennium is being coined as "The Entrepreneurial Age".

People want options to the old ways of corporate life. They don't want to worry about losing their jobs, being relocated, taking a pay cut just to keep their job and then expected to take on higher work loads because another employee was "let go."

If you are serious about building a secure financial future, something you can have long after a job is gone, take a closer look at BioPerformance. I can show you how to get started building residual income today. I can even show you a way to start part-time without disrupting your current situation and still work towards creating the income and home business environment you want.

BioPerformance and our business model is about assisting others to reach their life goals, experiencing a richly rewarding, debt-free, creative and fulfilling life...of developing your highest potential...of generating the real and tangible experience of financial freedom... and of contributing to other people in a unique and special way

To learn more visit my site at: <http://www.YOURWEBSITE.com>

If you have any further questions or need any additional help please feel free to contact me anytime. I will help you fully investigate our company and make certain you have enough information to make a sound decision about getting started.

Take care #FIRSTNAME#,

Most Sincerely,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#

#SPONSORHOMEPHONE#
mailto:#SPONSOREMAIL#
<http://www.YOURWEBSITE.com>

LETTER 7
DELAY IN DAYS: 4

SUBJECT: TIME'S RUNNING OUT!

Greetings again #FIRSTNAME#,

I just wanted to drop you a quick note to see if you had made a decision towards getting your BioPerformance business started...and creating your own Financial Plan B.

I'm talking of course about "Being Your Own Boss", creating a business that works for you and building a strong financial future. Not to mention having the time and freedom to do the things you enjoy most. Plus you'll have the chance to take advantage of a ground floor opportunity created by two leading MLM leaders in an industry that is going to create millionaires.

Comment [RE66]: Tries another appeal in guessing why the prospect would be interested in this product.

Yes, BioPerformance is set to create over 100 millionaires. Would you be one?

I'm sure you haven't given up on your dreams; it's just that life gets in the way sometimes.

I understand.

So, if you'd like to know how you can get involved and capture your share of this MULTI-TRILLION dollar industry, with a ridiculously low start up cost and a proven plan for success, then give me a call at #SPONSORHOMEPHONE# or just email me at mailto:#SPONSOREMAIL#.

I promise you quick information on how you can get started. I won't waste your time and it won't be unpleasant.

No catch, no obligation. It's your choice.

Don't miss out!

<http://www.YOURWEBSITE.com>

I look forward to our conversation.

Your Partner in SUCCE\$\$,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#
#SPONSORHOMEPHONE#
#SPONSOREMAIL#
<http://www.YOURWEBSITE.com>

LETTER 8

DELAY IN DAYS: 4

SUBJECT: The time to ACT, #FIRSTNAME#, IS NOW

#FIRSTNAME#,

It's been several weeks now since I first mentioned that my business is literally exploding!

More and more people are discovering the fuel-saving power of the gas pill and they are not keeping silent about it. The commission checks are getting bigger and some distributors are already clocking five-figure WEEKLY checks.

Never before in history has there been an opportunity of this magnitude...and it's about to re-shape business in the new millennium.

You haven't joined us and I am somewhat puzzled. My concern is that you may have become stuck or perhaps you're really not ready for this move in your life. Maybe you found a home based business already! If not, I would

Comment [RE67]: "don't feel left out" – Bandwagon appeal.

encourage you to check out our company. You have nothing to lose by looking it over and potentially your entire life to gain.

You are sitting right in front of the largest re-distribution of wealth in history, and you can be part of a leadership team where you will work with a select group of motivated and HIGHLY successful people.

Make no mistake about it; you'll hear about BioPerformance whether you want to or not. With rising gasoline prices and the shockwave that this is sending through the automakers industry people want a solution. And you could be the one to tell them about BioPerformance Fuel.

Comment [RE68]: The "intimidation" technique. "We don't really need you, but you need us."

If you don't then someone else will and they will benefit big time.

Want to learn more? Then get all the information here:

<http://www.YOURWEBSITE.com>

There is a wealth of information right at your fingertips. If you have questions, contact me personally. But don't pass up a financial opportunity, which would provide your entire family with a stress-free and debt-free life, without spending at least 30 minutes looking it over.

If you're ready to get started, you can sign up directly here:

<http://www.SIGNUPPAGE.com>

Or just phone me at #SPONSORHOMEPHONE#. We can have your BioPerformance business ready to go TODAY!

I wish you all the SUCCESS life has to offer!

Thanks Again,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#
#SPONSORHOMEPHONE#
mailto:#SPONSOREMAIL#
<http://www.YOURWEBSITE.com>

LETTER 9
DELAY IN DAYS: 4

SUBJECT: HOLY SMOKES! Read this, #FIRSTNAME#

#FIRSTNAME#,

Just wanted to try to contact you again regarding your interest in a business opportunity. We are offering a solid, long-term business that is backed by easy marketing SYSTEM that anyone can do.

Our business is simple ... we market a patented gas-saving product.

I'm looking for people who are teachable and have a burning desire to change their present financial situation.

Let me assure you of one thing: This is not a get rich quick Internet scam or some mail order business. This is a solid company who decided the most appropriate marketing plan for GLOBAL product distribution was professional Network Marketing. The product is a fuel-saving additive that every motorist needs.

Comment [RE69]: A last ditch effort to get the sale by hitting every objection possible why the prospect hasn't ordered.

This product has been safely used outside of the United States since 1989 and is now taking the US market by storm. Everybody wants to save at the pump.

Go to <http://www.YOURWEBSITE.com> to get the details.

If you've been following the news lately, you know about the OBSCENE profits that the major oil companies are racking up. You can either complain or get in the profit stream as well.

So, if the timing is right, and you are serious about making money and ready to create a significant income, call me. I am going to work directly with a few select leaders, people who are open-minded, willing to learn new business systems, and ready to go to work.

The income you generate over the next few years will create solid, long-term, true residuals that will last a lifetime.

To Your Success #FIRSTNAME#,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#
#SPONSORHOMEPHONE#
mailto:#SPONSOREMAIL#
<http://www.YOURWEBSITE.com>

LETTER 10
DELAY IN DAYS: 5

SUBJECT: I've Not Forgotten You...

Greetings Once Again #FIRSTNAME#,

I certainly hope all is well with you. I've been corresponding with you now for several months. I trust you've been staying abreast of our unprecedented business opportunity and the growth in this industry.

As you've probably figured out by now, I am very serious about my BioPerformance business. Actually, my persistence in keeping you in the loop is a good example of this.

But only because you indicated a strong interest in changing your current situation and improving your quality of life.

Great opportunities are about great timing and how you position yourself to benefit. Our opportunity is no different. It is hard to argue that getting paid just by helping others save on their gas bill isn't a great opportunity with perfect TIMING! Great timing without being positioned to benefit however, is another thing.

I'm looking for someone to help structure the growth that is taking place now and over the next 2-5 years. I have a proven turn-key training program that I would like you to look over and decide if you see it fitting your needs.

Comment [RE70]: Selling Message: "I'm still around the doing this business so it must be here to stay."

Please give me a call in the next couple of days at
#SPONSORHOMEPHONE#.

<http://www.YOURWEBSITE.com>

Thanks again #FIRSTNAME#.

Most Sincerely,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#
#SPONSORHOMEPHONE#
mailto:#SPONSOREMAIL#
<http://www.YOURWEBSITE.com>

Solo / Ezine Advertisement:

Comment [RE71]: This is a copy of the Sols Ad that went with this product. I included this to show how a "one-shot" solo ad differs from a drip-drip series of emails.

Dear #FIRSTNAME#,

Do you feel like you're too busy earning a living to make any real money?
Are you tired and frustrated living from paycheck to paycheck? Are you sick
and tired of being sick and tired?

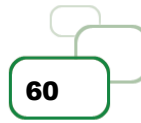
Comment [RE72]: All questions to engage the attention of the reader.

Then this will be one of the most important messages you read this year!

If you've seen the outrageous gas prices lately then you know that consumers are desperately crying out for relief. At the same time the BIG oil companies are making some obscene profits --- like \$10 Billion profits per quarter!

Now which side of the fence would you like to be on?

If you had some shares in those oil companies then you'll be set for life. But the next best thing you could do is share the news a breakthrough product that will allow the consumer to save up to 35% on their gas bill and make a windfall of cash in the process.



How is this possible?

Let me introduce you to BioPerformance Fuel.

Thousands of people have already seen this little "gas pill" save them tons of money at the pump. And this company has already attracted over 12,000 distributors in just 10 weeks launch and paying over \$3 million in commissions!

<http://www.YOURWEBSITE.com>

Comment [RE73]: Sell the website several times throughout the solo ad. The aim of the ad is to sell the reader on GOING TO THE WEBSITE and not makin' the direct sale.

This is a product that literally sells itself. As people use the product and see their gas savings they become hooked and want to share the news with every motorist they know.

Here's what some people are saying about the "gas pill":

"I was given some BioPerformance Fuel to try. After the second tank the savings went up 28%. That's an extra five miles per gallon. I just signed up!"

-Michael Rutan, Michigan

"I just did my first tank in my wife's car, the Lexus RX300 SUV. We got 20.9 on the highway without the pill. We got 23.04 using two pills!"

-Bob Sims, Texas

"I have used the gas pills on all of my 3 cars, 2005 Honda Odyssey, 1999 Mercedes M430 and my 2000 Porche Carrera. I'm getting an average of 20% savings per tank in the city. Great product!!!!"

-Joaquin Serra, Texas

We have invested in a REJECTION-FREE internet marketing system that allows you to grow your business online with the latest marketing tools. This system cost us over \$12,000 to put together but it's yours at no cost once you join our team.

All the elements are in place:

1. A breakthrough, consumable fuel-saving and marketable product with mass appeal.
2. A company with strong management and network marketing experience
3. An easy and proven marketing system
4. A very generous compensation plan that puts money in your pocket fast. This company pays every Friday!

The only element that's missing is YOU.

If I can show you how to semi-retire within the next 3-5 years with a business you can run from the comforts of your home, would this be worth 30 minutes of your time?

<http://www.YOURWEBSITE.com>

No special skills or experience are required and we will give you all the training and personal support you'll need to ensure your success. Even if you've tried other "opportunities" and they've failed to live up to their promises I can assure you that this is different.

This is NOT a get-rich-quick scheme even though you CAN get rich quickly if you choose to work the SYSTEM.

Isn't about time that you start living life on your terms? Why not become financially independent by using our system?

Go here for details: <http://www.YOURWEBSITE.com>

Now let me warn you that this is a SERIOUS business opportunity and you should only respond if you're serious about changing your life. This opportunity has drawn in so much interest that we had to place a screening process in place to help us determine who to work with.

Comment [RE74]: "Intimidation"

This is NOT for everyone, so you may not qualify.

Comment [RE75]: Exclusivity and Intimidation

But if you think that you're highly motivated about earning \$30 - \$50,000 per month in the next 6 months or so then we want you.

Go here for details: <http://www.YOURWEBSITE.com>

Aren't you tired of making your boss rich? Time to start your own business now.

You can use our advanced duplicatable SYSTEM to quickly build your business.

Since you've read this far I know that you are serious about making a financial change in your life right away.

Go here for details: <http://www.YOURWEBSITE.com>

Remember that the only shots you can make are the ones that you take.

Take this important first step. Don't delay!

Most Sincerely,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#
#SPONSORHOMEPHONE#
mailto:#SPONSOREMAIL#

Autoresponder Series for Used-Car (CC)

Day 1,

Subject: {!name_fix}, Congratulations!

Hi {!name_fix},

Congratulations on your decision to save some big bucks by buying a pre-owned vehicle through this little-known, secret channel.

This may come as a shock to you, but rich people didn't get where they are by buying retail. They know where all the deals are and they go after them!

Comment [RE76]: Sets up an "us vs. them" scenario. "Rich people know secrets you don't know and that's why they are rich."

You'll think that because wealthy people have so much disposable income they would just throw some at a car dealership. But think again. They are always on the lookout for the great deals.

Talking about deals, just check out these prices that your dream vehicle went for [right in your neighbourhood:] [or insert <city name>]

[INSERT PERSONAL SEARCH RESULTS HERE]

As you can clearly see, you can grab one of these deals for up to 90% off the book value. Now what are you going to do with all that extra money that you saved?

I don't even want to mention the jealous looks from neighbours and the probing questions from your brother-in-law you turned down for that "all-in-the-family" loan. 😊

Comment [RE77]: Picture the prospect as having already made the decision.

Little would they know about your "secret" source that was once the privilege of a few used-car dealers. Now you could be on the inside to all the great deals.

Get your keys to the kingdom right away by going here:

{Singup URL}

What are you waiting for?

Sincerely,

[NAME]

[Physical Address]

<http://www.used-cars.cc>

P.S. As a time-limited special BONUS if you register within the next 7 days you'll also get FREE access to our "State Repossessed Real Estate Auctions" (foreclosures), which by itself sells for an equal price of \$35. You can check out that site by going to: {Website URL}

Comment [RE78]: Teaser bonus for those who act fast. (Limit the offer.)

Day 2,

Subject: {!name_fix}, why so cheap?

Comment [RE79]: Addresses one of the major questions (OBJECTIONS) with REASON WHY copywriting.

Hi {!name_fix},

We frequently get this one question and thought that we'll just share the answer with you right now. What's that one question?

Comment [RE80]: Implies that this is a popular offer.

Here goes: "How can these vehicles be sold for such low prices?"

That's a fair question. I mean, you've heard it said many times that if something sounds too good to be true it's because it probably is. Well, here's the perfectly legitimate answer ...

Ever heard about the repossess man? Well, thousands of Americans default on their vehicle loans or lease payment each day and their vehicles get repossessed by their lending institutions.

Because of the high storage cost for these vehicles it's in the financial institution's best interest to auction off these cars as soon as possible. Otherwise the bank will not be able to make their lost money back.

Other common sources for these vehicles are seized cars by law enforcement, IRS, customs and the DEA. And they don't want to continue paying for storage.

If you're lucky enough to have access to these auction sources then you can get a car model of your choice for some ridiculously low prices. Other people who are not 'in the know' will think that these deals just don't exist.

But used car dealers have been tapping into this source for years now and making a killing in profits! And they've tried their utmost best to keep this information from the general public. And you really can't blame them.

Comment [RE81]: Something "THEY" don't want you to know!

However, we have gained the access rights for this information so that our members get the direct sources where they can pick up their next vehicle at up to 90% savings off the book value price.

I can't begin to tell you how many of these dealers are pretty upset that we're sharing this information with you.

Comment [RE82]: Sets up an enemy to the buyer—very persuasive technique.

But their loss is your gain. That's if you ACT right away:

→ {Singup URL}

And remember that you only have *6* days left to lock in your special bonus to also get FREE access to our "State Repossessed Real Estate Auctions" (foreclosures), which by itself sells for \$35. (Website URL)

Comment [RE83]: Reminder of the limited offer.

Sincerely,

[NAME]

[Physical Address]

<http://www.used-cars.cc>

P.S. We don't mind upsetting a few used car dealers in your area but what we cannot afford to do is let every Tom, Dick and Harry in on this deal. That's why we're LIMITING the number of members in your area to XX. We want to make sure that you have the best chance of getting the vehicle of your dreams so we must limit membership.

Comment [RE84]: Build EXCLUSIVITY into the offer.

So you have to get in right away to secure your position: {Singup URL}

Day 3,

Subject: {!name_fix}, don't be intimidated.

Hi there again {!name_fix},

If you are like a number of our members perhaps you're a little intimidated by the idea of taking part in a vehicle auction. Especially if you've never done this before, plus anything new involves some level of anxiety. So I thought that I'll share with you how the process works and give you some great tips on getting the car you want at the lowest price.

Comment [RE85]: Addresses another objection.

So here goes:

Comment [RE86]: Helps the reader visualize actually attending and buying their vehicle at the auction.

1. You'll need to pre-register to take part in the auction but we'll show you just how to do this.
2. You get to the auction site as early as possible after opening and inspect the vehicles on the lot that are up for auction that day. You'll notice that each vehicle will have an auction number and many auctions would offer a free CarFax™ VIN report with a full ownership history of the car.
3. Be sure to read all the terms and settlement conditions provided with the bidding instructions BEFORE you make any bid.
4. You should already know the retail value for your vehicle of choice and a great rule of thumb is that you should never bid over 50% of this value. So if the retail value of the car you want is \$30,000, never bid over \$15,000!
5. You could attend a few auctions just to see how the process works before making your bid. It's very easy to get caught up in the excitement of the bidding and end up paying more than you intended to spend. In fact, it's hard not to get excited when you see close to brand new vehicles with starting bids of \$100!!
6. Like any other auction, the bidder with the highest bid gets the vehicle. If you're the winner you'll need to make your payment with the transaction clerk. For this you can use most forms of payment such as credit card, cash or a check. In many cases you can also finance your purchase through the auction company.
7. After a successful purchase you'll receive an invoice so you can drive or transport your car to your home. You are guaranteed a clean title and a 90 day warranty on your new vehicle.

Of course the standard fees such as title and registration will have to be paid just as when you buy your car any other way. (Except the luxury tax which is already paid by the first owner.) There are no hidden fees involved whatsoever.

One thing I can assure you though is that whatever nervousness you may have now cannot compare to the excitement of knowing the thousands of dollars you saved on a quality vehicle.

You'll be so proud of yourself for driving such a "hard bargain"!

But only if you ACT right away:

→ {Singup URL}

And don't forget that you only have *5* days left to lock in your special bonus to also get FREE access to our "State Repossessed Real Estate Auctions" (foreclosures), which by itself sells for \$35.

The time is ticking away. I urge you to get access to this priceless resource right away.

Sincerely,

[NAME]

[Physical Address]

<http://www.used-cars.cc>

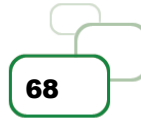
P.S. Our limited membership slots in [<city>] is filling up fast. I'll hate to see you miss out because you waited too long to invest such a small sum of \$35 which could potentially save you thousands! Get your membership now ...

{Singup URL}

Comment [RE87]: "Take away selling" You must act NOW to avoid disappointment.

Day 4,

Subject: {!name_fix}, did I forget something?



Hi {!name_fix},

Just a few days ago you said that you were looking for a great price on your next car purchase. I've tried to show you all the advantages that www.used-cars.cc offers to you such as:

Comment [RE88]: Piling on the benefits, followed by a powerful Call to Action.

** Your choice of cars starting at just \$100

**You can save up to 90% off the book value of your next car. You get to keep more money in your pocket.

** You get to choose from all makes and models from economy to luxury and sport vehicles

** You get all the hot listings within your immediate area so your travel to the auction site is at a minimum. (We feel the pinch of gas prices as well.)

** We even give you FREE access to our state foreclosure listings, a \$35 value without you having to pay a penny more.

With all these clear advantages and low one-year membership of just \$35 we can only assume that there is still a question that we haven't answered as yet. In that case, we'll love to here from you.

Just shoot us an email at [email@address.com].

If this has just been an oversight on your part, I urge o sign up right away at:

→ {Singup URL}

And remember that you now only have *4* days left to lock in your special bonus to also get FREE access to our "State Repossessed Real Estate Auctions" (foreclosures), which by itself sells for \$35.

Comment [RE89]: The countdown continues pushing the prospect to act fast.

Sincerely,

[NAME]

[Physical Address]

<http://www.used-cars.cc>

P.S. If there's anything at all about the process that you're not clear on, just shoot us an email right away and we promise to answer your question ASAP.

Otherwise, get in right now: {Singup URL}

--

Day 5,

Subject: Tick-Tock ...

Comment [RE90]: Reminder of the time pressure they are under.

Hi {!name_fix},

I don't know if you realise it, but time is quickly slipping away before your finally lose out on our special bonus valued at \$35. You're actually getting 2 for the price of 1 since we give you access to our foreclosure resource membership site.

Now even if you're not quite ready to purchase your new car please note that you have an entire year to make up you mind. But only 4 days left before you lose out on a valuable bonus membership.

Keep in mind also that we can only allow a LIMITED membership in your area in order to keep the value of our membership as high as possible. I mean, if too many people know a "secret" then it's no secret anymore. PLUS we want to give our members the highest advantage in winning on their auction bid.

Comment [RE91]: The entire letter is based on 'take-away' selling and fear of loss of the bonus and getting in the membership.

The fewer bidders at an auction the more likely you'll win at a lower price. That's what the game is all about. So get in right now while you're still thinking about it:

→ {Singup URL}

There are some other surprise resources that I cannot tell you about in this email because our competition will just love to get a hold of them. But you'll get these as an extra bonus inside our membership site.

Comment [RE92]: People love surprises and this helps to build curiosity. The 'reason why' it has to be a surprise is given making the surprise even more believable.

Just an additional incentive to sign up right away.

Sincerely,

[NAME]

[Physical Address]

<http://www.used-cars.cc>

P.S. You have less than 72 hours left to save an extra \$35 which practically covers your membership for one whole year. The faster you act, the quicker you can get to those auction sites and land a great deal.

{Singup URL}

Comment [RE93]: The countdown continues! (Fear of loss.)

Day 6,

Subject: {!name_fix}, less than 48 hours left!

Hi {!name_fix},

Not that all car sales men are created equal but the industry has become synonymous with dishonesty. Just as there are many lawyer jokes (sorry if you're a lawyer) so if someone wants to call you "dishonest" they compare you to a used car salesman.

Comment [RE94]: Hits the competition by setting up yet another "enemy", the used-car salesman and using a commonly held belief to drive them to action.

This is because the industry has become famous for being less than honest in their dealings with their customers. I mean, when you approach a used car lot you have to be armed to avoid getting sucked in by a smooth-talking salesman just looking for his next victim.

Now to be fair, I must admit that all car salesmen are not alike. But I'm sure you understand what I'm saying.

Comment [RE95]: Shows balance and "good spirit".

That's why at www.used-cars.cc we believe that you should have the opportunity to not only choose your vehicle, but also the price that you're willing to pay for it.

You won't have to deal with any salesman and there is absolutely no pressure except the low prices which may drive you crazy—like a kid in a candy store!

Comment [RE96]: Nobody likes to be pressured into a sale.

If there is a better way to buy your new car we haven't discovered it yet. But you must hurry if you want to lock in the special 7-day only bonuses.

→ {Singup URL}

This decision is really a no-brainer.

Sincerely,

[NAME]

[Physical Address]

<http://www.used-cars.cc>

P.S. You have less than 48 hours left to save an extra \$35 which practically covers your membership for one whole year. The faster you act the quicker you can get to those auction sites and land a great deal.

{Singup URL}

Day 7,

Subject: {!name_fix}, it's all over in 24 hours!

Hi {!name_fix},

Frankly, I'm more than a little puzzled.

Just about 6 days ago you were really excited about getting your hands on some great deals--saving you potentially tens of thousands of dollars. I'm talking about up to 90% off of book value price for your next dream car.

But our records show that you haven't locked in your membership as yet. Try as we may, we cannot imagine why you haven't joined us as yet.

It couldn't be the price because \$35 cannot even pay for a full tank of gas these days.

It couldn't be the process because it's so simple. You just go the website at: {Singup URL} and make your safe and secure payment and then in just a few seconds you are inside the doors.

Comment [RE97]: A well-known line used successfully by other copywriters which gets prospects attention.

It couldn't be the fear of attending an auction because we already showed you step-by-step how the process works and it's a piece of cake really. You can even attend a few auctions just to see how the process works before you start bidding.

Comment [RE98]: Knocking out all the likely objections left to why they haven't bought as yet.

Try as we may we just couldn't come up with a good reason for your delay except for simple procrastination—the great thief of time. Well, if you've been putting off this decision you have less than 24 hours (depending on when you're reading this message) to lock in your double membership for the price of one.

Remember that your membership lasts for an entire year—this is NOT a monthly fee—so you have up to a year to make your car purchase.

But this is your last chance to lock in the special deal we're offering right now. Keep in mind also that you may just find yourself locked out because our membership in [<city>] is filled up.

So you have all the reasons to get in while you may. Don't wait any longer!

→ {Singup URL}

See you on the inside.

Sincerely,

[NAME]

[Physical Address]

<http://www.used-cars.cc>

P.S. This is your LAST CHANCE to get in with the incredible 2 for the price of 1 membership that we are offering. Do it now. Don't delay any longer and miss out on this great deal.

{Singup URL}

[Add some short testimonials here when you get them]

Day 14,

Subject: {!name_fix}, can you keep a secret?

Hi {!name_fix},

We've noticed that you haven't taken advantage of our used car auction resources and wanted to clear all the hurdles.

Comment [RE99]: A lastditch effort at the sale. Answering all the remaining objections and new SPECIAL offer.

I'm are sure that by now you appreciate the fact that you get:

- ** Your choice of cars starting at just \$100!
- ** Savings up to 90% off the book value of your next car.
- ** Choose from all makes and models ranging from economy to luxury and sport vehicles.
- ** All the hot listings in [<city>] so you don't have to travel far from your home.
- ** "Insiders only" resources to get your best price at the auction.

We also offered a bonus membership to our foreclosure resource site for those who responded within the first 7 days. We are sorry that you missed this special bonus and would like to 'make it up to you'.

How?

As part of a limited marketing test we've decided to give you FULL access for 30 days at \$10 OFF the normal price of \$34.95.

Go here right away: {\$10 off Signup URL}

Now we realise that you're getting the same access (although for a shorter time) that our full paying members get. If our other members get wind of this offer they may not be too happy about this since they paid full price. That's why we are asking that you keep this to yourself.

Comment [RE100]: Flattering the reader by sharing a "special secret" with him.

Please do not share this offer with anyone else ... even your mother-in-law.

Now there is just one little catch. You have only 48 hours in which to get in at this reduced price. If you wait any longer you will find yourself shut out except you pay the full \$34.95—which is still a great deal—but why pay more?

Go here right away: {\$10 off Signup URL}

The car of your dream (minus the high price) is waiting for you ... just one click away. Please don't let someone else drive her away.

You deserve to be in that driver seat but you have to first take action.

Sincerely,

[NAME]

[Physical Address]

<http://www.used-cars.cc>

P.S. Remember this is just a LIMITED marketing test and so you must respond right away to get 30 days FULL access for just \$19.95—that's \$10 off the normal price! Please DO NOT share this offer with anyone else. For your eyes only.

Go here right away: {\$10 off Signup URL}

Autoresponder Series for Brazilian Jiu-Jitsu Center

Message 1, Day 0 – Sent out immediately on signup.

Subject: {first_name}, here's your jiu-jitsu report

Body:

Hi {first_name},

Thanks for visiting the Brazilian Jiu-Jitsu Center website and requesting this free report. I think that you'll find it both instructional and inspirational.

If you're living in the Ft. Lauderdale, Florida area and are looking for a professional Martial Arts school that specializes in Brazilian Jiu-Jitsu, we'll love to have you in for an orientation visit. So if you haven't done so before, please give us a call at (954)771-0084 or fill the form at our website to set up a FREE student conference.

Go the site below now for instructions on how to download "The Five Biggest Mistakes In Grappling" report.

=> [[Your URL]/report] (Insert download page)

Make today your greatest ever!

Comment [RE101]: Forms a logical link to the place the person opted in for this series—a way to continue the conversation already started with the prospect.

Comment [RE102]: It's best to deliver immediately what was promised in the optin form.

Respectfully,

[Your Name],
Master Instructor
9 times USA National Champion
2005 Abu Dhabi World Championship- 2nd Place
[Your URL]
Email: info@bjjcenter.com

Message 2, Day 1 – Sent out next day after signup.

Subject: {first_name}, did you get the Jiu-Jitsu report?

Body:

Hi {first_name},

This is Pablo from the Brazilian Jiu-Jitsu Center in Ft. Lauderdale, Florida and I was just checking in to see if you received the report you I sent you yesterday.

If somehow you missed that email here is the download page again:

[[Your URL]/report] (Insert download page)

Did you know that we recently (August, '06) won the North American Grappling Association (N.A.G.A) FLORIDA Team Award? Yes we did it again. The NAGA is America's largest mixed grappling tournament circuit with over 34,500 competitors worldwide.

So we won the Team award of the most prestigious Grappling tournament in the US of A! What do you think about that?

That's why I urge you today, that if you're living in the Ft. Lauderdale, Florida area and are looking for a professional Martial Arts school that specializes in Jiu-Jitsu, please give us a call at (954)771-0084 or fill the form at our website to set up a FREE student conference.

Comment [RE103]: Builds instant credibility and relevance for the reader. (Recency)



We have lots more we'll like to show you and can't do that on a website or in an email. We guarantee you'll love our school and immediately be enchanted by the learning atmosphere we've set up for our students.

Comment [RE104]: Selling the actual visit to the facility since this is for attendance to a martial arts school.

If you're a parent looking for a place where your kids can develop both physically, emotionally and mentally, then we'll love to sit down and talk with you. Why not make an appointment today if you haven't done so already.

Make today your greatest ever!

Respectfully,

[Your Name],
Master Instructor
9 times USA National Champion
2005 Abu Dhabi World Championship- 2nd Place
<http://www.YourWebSite.com>
Email: info@bjjcenter.com

P.S. Please note that classes are LIMITED and filling up fast and I'll hate to have to place you on our waiting list because you put off this important decision. So get in while you can.

Message 3, Day 3 – Sent out 3 days after signup.

Subject: {first_name}, listen what our students are saying!

Body:

Hi {first_name},

Pablo here ...

I realize that I could tell you all the wonderful things about joining the BJJ Center program and this could roll off like water on a ducks back. Despite the fact that ...

- ** Our instructors are among some of the greatest in the world
- ** We've produced a national champion grappling team
- ** I'm rated the 2nd in the world and #1 in the USA
- ** We maintain a family-friendly atmosphere
- ** We have a written curriculum unlike 90% of other Martial Arts schools

But all of this would mean little to you if our students thought otherwise. So I decided to share with you (in their own words) some of what our students are saying about the BJJC.

Comment [RE105]: Telling the reader what you want to say without boasting about it. In writing "we could say" you are actually SAYING IT!

Comment [RE106]: Social proof. About 3 testimonials would do here.

Before I started at the Brazilian Jiu-Jitsu Center I was riding my bike 20 miles 3 to 5 times a week but my cardio has never been as good as it is now. I have only been training for 2 months and I can work out with no muscle fatigue and I have much better stamina. I couldn't imagine a class more fun or effective. I would recommend it for anyone who is looking for a way to get in better shape and learn the most effective Martial Art in the World. Gracie Jiu-Jitsu is the Best.

-Matt Modist (Full Time Student/ Brazilian Jiu-Jitsu Center Green Belt)

"Hi, my name is Sean McCoy, and I have been attending classes at The BJJC since September, 2005. Although I am a new student in comparison to many others at the BJJC, I have been excessively impressed with the professionalism and patience of the instructors. The instructors give you personal attention, and seem genuinely interested in helping you meet your own individual goals.

-- Sean McCoy

"I have been training Brazilian jiu-jitsu for almost 8 years now, and I could say that I've never trained anyone as good as Master [Your Name], he is the "ultimate grappler", his wrestling skills are unbelievable, and his Brazilian jiu-jitsu is amazing. He is more than a black belt, he is a "Brazilian jiu-jitsu master" that's why he is the number one grappler in U.S and among the 3 best fighters in his weight class in the entire world, he is the one who can teach you high level and real Brazilian jiu jitsu" --- Raphael Chavez

Master [Your Name] - "Without a doubt the toughest grappler I have ever trained with. He's an incredible athlete who has found a way to seamlessly blend great Brazilian Jiu-Jitsu skills with great Wrestling skills. He is dangerous on his feet, on top, and from his back. Pablo is not only an

incredible fighter he is also a great person. One of the most humble champions I have ever met."
-- Mike Brown(Absolute Fighting Champion UFC Veteran MMA 11-3)

There you have it ... right from the horse's mouth.

What would *you* think? You won't know and I won't know until you give us a call at (954)771-0084 or fill the form at our website to set up a FREE student conference.

Make today your greatest ever!

Respectfully,

[Your Name],
Master Instructor
9 times USA National Champion
2005 Abu Dhabi World Championship- 2nd Place
<http://www.YourWebSite.com>
Email: info@bjjcenter.com

Message 4, Day 5 – Sent out 5 days after signup.

Subject: {first_name}, have any questions?

Body:

Hi {first_name},

This is Pablo checking in ...

I'm sure by now you have a lot of questions. Some I've hopefully answered in "The Five Biggest Mistakes In Grappling" report. But there are some others we get quite frequently. Here are a few with a brief answer:

1. Who can learn BJJ?

Comment [RE107]: Addressing readers objections through the FAQ.

Anyone can master the techniques in BJJ. The discipline uses leverage to its advantage instead of size and strength. One need not be in top condition to learn BJJ, although the training will lead to improved flexibility and fitness to whatever level the participant desires. Children are easily taught BJJ. Master [Your Name] began training when he was 5.

2. Do you earn belts in BJJ like you do in karate?

Yes, there is similar belt progression in BJJ, beginning with a white belt. Attaining a black belt in BJJ, however, is not as easy as it is in karate.

3. What kind of equipment do I need?

Fort Lauderdale's Brazilian Jiu-Jitsu Center provides everything new students need.

4. How did BJJ started. What's the history of the art?

For your answer you'll have to check out website at <http://www.YourWebSite.com/faqs.php>. The answer is little too long for an email message.

5. How can I get started?

Well, that's easy! If you haven't done so already just give us a call at (954)771-0084 or fill the form at our website to set up a FREE student conference.

Make today your greatest ever!

Respectfully,

[Your Name],
Master Instructor
9 times USA National Champion
2005 Abu Dhabi World Championship- 2nd Place
<http://www.YourWebSite.com>
Email: info@bjjcenter.com

Message 5, Day 8 – Sent out 8 days after signup.

Subject: {first_name}, how safe are your kids?

Comment [RE108]: A new appeal. Most parents especially in inner city areas are very concerned about their children's safety.

Body:

Hi {first_name},

If you are a parent looking around for a self-defense program for your kids let me be the first to applaud your decision.

And here's why: Some recent statistics tells us that

Comment [RE109]: Pile on the third-party proof.

- * 1 out of every 4 kids is bullied;
- * 1 out of every 5 kids admits to being a bully or bullying;
- * 8% of students miss at least 1 day of class each month in fear of being bullied;
- * 43% of students fear harassment in bathrooms at school;
- * 100,000 students carry a gun at school;
- * 282,000 students are physically attacked in secondary schools each month;
- * An argument with a bully will end up in a physical fight 80% of the time;
- * Every 7 minutes, a child is bullied on the playground.

Now you must agree these are some scary numbers and it's not getting any better with all of the school violence in the news lately. I'm not saying that we'll teach your children to go beating up on bullies, but knowing self defense is a DETERRENT to being picked on.

If the bully knows your kids train at the BJJC, they are less likely to get picked on!

In addition to this, your kids learn discipline, stay in shape and you'll notice their grades getting better. Why? Because the discipline we teach them spills over into other areas of their lives.

Comment [RE110]: A big sell for parents who want their kids to do better in school.

The kids really enjoy our program and you'll see the excitement on their faces when you pick them up!

If you're living in the Ft. Lauderdale, Florida area and are looking for a professional Martial Arts school for your kids, we'll love to have you in for an orientation visit. So if you haven't done so before, please give us a call at (954)771-0084 or fill the form at our website to set up a FREE student conference.

Make today your greatest ever!

Respectfully,

[Your Name],
Master Instructor
9 times USA National Champion
2005 Abu Dhabi World Championship- 2nd Place
<http://www.YourWebSite.com>
Email: info@bjjcenter.com

P.S. I started BJJ when I was only 5 years old! The younger you start the better; even though we'll accept you at any age up to 99!

Message 6, Day 13 – Sent out 13 days after signup.

Subject: {first_name}, some myth busters

Body:

Hi {first_name},

I'm sure you've heard about or seen the movie "Ghost Busters".

Well, there are few myths about BJJ that I'll like to bust in this email. So let's get armed and go kick some myths butt!

MYTH #1. You have to be young and in shape to take Brazilian Jiu-Jitsu.

Nothing could be further from the truth! Many people fear trying the unknown, especially when it has the mystique of Brazilian Jiu-Jitsu Training.

Comment [RE111]: This email addresses some more objections to starting with this program and answers them.

We have students in their 50's and over. And my Dad doesn't intend to retire anytime soon so get over the age myth as soon as you can.

MYTH #2. Grappling is waaay too hard!

This couldn't be any further from the truth. You don't need any prior Martial Arts experience or even be physically fit to start. I guess that there is a certain 'mystery' that surrounds BJJ and that's why you may hear people say that grappling too hard. But the quicker you get this out of your head the better.

MYTH #3. BJJ is only for people who want to enter competitions.

Again, many people take Martial Art as a means of learning self discipline; self defense and too keep in shape. Others even to lose weight or kick the nicotine habit. So you don't have to aspire to be a world champ like me to enter our program. In fact, you can set your own goals and we'll work with you to help you attain them.

If there is anything you are not clear on, I invite you to please give us a call at (954)771-0084 or fill the form at our website to set up a FREE student conference.

We may be able to bust a few other myths together.

Make today your greatest ever!

Respectfully,

[Your Name],
Master Instructor
9 times USA National Champion
2005 Abu Dhabi World Championship- 2nd Place
<http://www.YourWebSite.com>
Email: info@bjjcenter.com

Message 7, Day 15 – Sent out 15 days after signup.

Subject: {first_name}, are you serious?

Body:

Hi {first_name},

It's been a little over 2 weeks now from since you requested our free report, "The Five Biggest Mistakes In Grappling".

I've been writing to let you know more about the Brazilian Jiu-Jitsu Center and I hope that you found all the information helpful. But if you haven't visited our academy as yet, you're missing out on a real treat.

If you're *really* serious about getting started with one of our programs we want to hear from you today. I think it's a Chinese proverb which says: "A journey of a thousand miles starts with one step." You have to take that first step. That's the only way it will happen for you.

Comment [RE112]: Again at this point the calls to action become stronger and more direct. You have nothing to lose since the series is almost over and they may not buy anyway. Here you pull out all the stops!

Haven't you put this off long enough?

And I don't need to remind you that our classes are filling up fast. That's why you can't afford to wait any longer. Just give us a call or fill the form at our website and we'll make all the arrangements for you to visit our school.

Comment [RE113]: Selling idea: Fear of loss.

I look forward to shaking hands with you very soon.

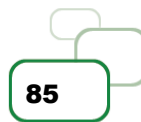
Make today your greatest ever!

Respectfully,

[Your Name],
Master Instructor
9 times USA National Champion
2005 Abu Dhabi World Championship- 2nd Place
<http://www.YourWebSite.com>
Email: info@bjjcenter.com

P.S. Be sure to look out for my new book on grappling coming out soon. More on this later.

Secrets of Writing Winning Autoresponder Series (With Swipe File)



Autoresponder Series for Puppy Training Ebook:

Day 0, Message 1

Subject: {first_name}, Here's your report ...

Body:

Hi {first_name},

This is Jill, the puppy trainer, and I just want to thank you for your interest in growing a well-mannered and healthy puppy.

I'm a dog-lover and animal lover in general and I'm so excited that you've decided to take this incredible journey into helping to train your puppy. So here's where you can **download your report:**

<http://www.reportlink.pdf>

I know that you'll get some really valuable tips from this report and over the next few days I'll be sending you some *more* tips as well.

In the mean time, please feel free to share this report with as many of your friends as you like. They'll be glad you thought about them enough to get this report into their hands.

Happy puppy training!

[Your Name],
Puppy Trainer, Author
<http://trainapup.com>

Comment [RE114]: Sells the downloading and reading of the report.

Day 2, Message 2

Subject: {first_name}, did you get the report?

Body:

Hi {first_name},

Just checking in to see if you received the report I sent you yesterday. In case you missed that email, here's the link again:

<http://www.reportlink.pdf>

I'm sure you don't eat out all the time but that's what your dog does every time you buy him commercial dog foods. And the same way in which eating out would be more expensive than cooking for yourself, preparing your own dog food could be cheaper and healthier for your dog.

You'll be surprised to know the ingredients used in many nationally known commercial dog foods. Many of these include euthanized dogs and cats, road kill and dead zoo animals. And (hold your nose) a whopping 25% excrement.

Comment [RE115]: Meant to SHOCK the reader into paying attention.

I'm sure you'll agree that this is good enough reasons for cooking your own dog food. Now I know becoming your dog's chef will not be practical for everyone, so I'll recommend these brands, which from my research are safer for you puppy:

- Natura. – This company makes a variety of healthy dog foods that are safe for your dog.
- Merrick – A pet food company that makes premium foods based on human favorites.
- Nature's Variety – Make several choices for you dog of which their Kibble and canned diets are designed to support your dog's health in various stages of life.
- Wellness – Healthy digestible meats, fruits and vegetables are combined into a formula to meet your dog's unique nutritional needs.

If you decide to use dry food, keep this in a closed plastic container instead of in the bag it came in. This way you'll keep the insects away and your dog won't gnaw at the bag either!

Comment [RE116]: Offer valuable tips so the emails are not seen as just being promotional.

Of course I don't have any "profit interest" in the companies I recommend but I know that most people are simply unaware about what goes into their dog food.

In fact, I've prepared a special bonus report you can get along with my puppy training manual at <http://www.YourWebSite.com>. In this report I give you much more details about your pup's nutrition and how simple choices can save you money and some extra veterinarian bills.

Happy puppy training!

[Your Name],
Puppy Trainer, Author
<http://www.YourWebSite.com>

Day 4, Message 3

Subject: {first_name}, foods your puppy should avoid
Body:

Hi {first_name},

It's Jill her again and today I'll like to share with you some foods that you should **never** share with your pet. Simply because you enjoy a certain food is not a good enough reason to give it to your puppy. These include ...

****Chocolate --** Chocolate contains a compound called theobromine, which can be fatal to dogs when ingested. Dark chocolate contains the most theobromine, milk chocolate the least. Because it's unknown how much chocolate will kill your dog and how much will simply cause stomach upset, never feed your dog any amount of chocolate whatsoever.

****Onions --** Onions contain thiosulphate, a compound that can cause a form of anemia where your puppy's red blood cells actually burst.

****Garlic --** Garlic also contains thiosulphate. However, it does not contain as much as onions do. You may have even seen garlic included in commercial and homemade pet food recipes as a seasoning. Some people swear garlic is safe in small quantities. Perhaps this is so -- but why take a chance? Since you don't know how much or how little garlic might make your dog sick, it's best to avoid it altogether.

****Macadamia Nuts --** Macadamia nuts are toxic to dogs as they cause weakness, tremor and even paralysis. While it's not known what compound of the nuts cause the problem, it is known that even a very small amount can cause this reaction.

****Fruit Pits --** Pits from fruits like peaches, pears, plums and apricots can cause cyanide poisoning in pets (and people, by the way).

****Alcohol --** A dog cannot metabolize alcohol in the way a human can. Therefore, feeding your dog any kind of alcohol such as beer, wine or liquor can be harmful and even fatal.

****Caffeine --** Caffeine can over-stimulate a dog's heart and lead to cardiac failure. Therefore, it should be avoided at all costs.

Comment [RE117]: A purely educational email to help build the author's credibility and goodwill with the prospect.

As a rule of thumb it's best to keep human food far away from your dog and restrict him to just dog food. She would be happier and so would you!

Happy puppy training!

[Your Name],
Puppy Trainer, Author
<http://www.YourWebSite.com>

P.S. Raisin and grapes has also been shown to cause kidney failure in dogs. Get my report as a bonus at <http://www.YourWebSite.com> for a more complete list of foods to avoid.

Day 7, Message 4

Subject: {first_name}, about rewarding your pup
Body:

Hi {first_name},

This is Jill again with a few tips this time about rewarding your puppy.

Most dogs will do anything for a treat, but treats are not the only thing you can use to reward your pup. Some ways in which you can reward your dog include:

*** Treats.***

As I just mentioned, using food rewards is one of the quickest and easiest ways to reward your puppy. Remember, when using treats for training, keep them small and take the number of treats given out in mind when feeding time rolls around. Cut back a little on your puppy's meals if he's getting a lot of treats during the day.

*** Playtime.***

Incorporate training whenever you're playing games with your pup. For instance, if your puppy loves a good game of fetch, ask him to do something (sit, down, etc) before throwing the ball for him.

*** Walks.***

If your puppy loves taking long walks with you, use this as a reward. This one comes in especially handy when you're working on housetraining. If your puppy comes outside and eliminates, he gets to go on a walk. If he fails to eliminate, no walk.

*** Anything your dog enjoys.***

Comment [RE118]: This email continues the educate the prospect and sells the idea the "you can get even more if you order my book."

There are many possibilities you can use for rewards. Keep an eye on your puppy to figure out which things make him happiest. For some dogs it might be playing with other dogs, while others may do anything for a good bone to chew. Use everything your dog loves as an opportunity to train. Strengthening the association between performing a behavior and something he loves will have him looking forward to the training session as much as he does to the bone!

In my training manual at <http://www.YourWebSite.com> I explain how you can better use treats in order to obedience train your pup. You'll be surprised to know the simple ways you can use the things your pup loves in order to make him/her more loveable.

Happy puppy training!

[Your Name],
Puppy Trainer, Author
<http://www.YourWebSite.com>

P.S. There are two limited bonuses that I'm offering right now to those who order my puppy training manual. Don't miss out on these! Get the full enchilada right away.

Day 10, Message 5

Subject: {first_name}, all about socializing your pup
Body:

Hi {first_name},

Today I want to give you some important tips about preventing your pup from being a party pooper and turning him into a social butterfly.

Socializing your puppy is something that can be done in several ways. In terms of things you should be exposing your puppy to, the list is limitless.

Try to think of all the things and people your dog will experience in his lifetime, and do your best to hit all the bases. Keep in mind that people or things that are unfamiliar can be frightening to a dog.

Here are some ideas of things you should get your dog used to:

- * Children and babies. * People of different races. * Elderly people.
- * People in wheelchairs. * People in uniform. * Men with facial hair.
- * People in hats and sunglasses. * People with canes. * Places with lots of activity like the park or pet store.

There are several ways in which you can properly socialize your puppy. You can try one of several of the following methods to socialize your pup to the world:

**** Puppy kindergarten.**

Many trainers offer classes geared toward puppy socialization. For an hour a week, your puppy gets to meet a bunch of other dogs and new people, and the instructor usually sets things up to cover a good number of things your puppy will experience in the real world.

**** Have a party.**

Invite over some family and friends and their dogs and children. Let your puppy approach everyone as he gets comfortable, and give him lots of praise and treats for approaching anyone or anything new.

**** Run errands with your puppy.**

Take your puppy with you as often as possible. Go for walks in the park. Take your dog to one of the many pet stores allow dogs inside. This is a great way to socialize your puppy. Take your pup on a car ride to the nearest drive thru. A few trips in the car that result in a cheeseburgers for your pup will soon have your dog begging to go in the car.

No matter which method or methods you choose to socialize your pup, be sure that everything is as positive as possible. Keep lots of special treats on hand, and give them to your puppy every time you approach something new or someone new approaches you. Ask people to drop a few treats as they approach, and when you puppy is comfortable, have them feed him the treats themselves. Following these steps will help you to raise a dog that is comfortable in all situations, and less likely to become aggressive toward strangers.

If you haven't done so before and you need more vital training tips for your pup then I urge you to get my training manual at <http://www.YourWebSite.com>.

And I'll love to hear from you about how you are benefiting from these tips. I may even include your "testimonial" on my website with a picture of you and your dog for my website visitors to see!

Happy puppy training!

[Your Name],
Puppy Trainer, Author
<http://www.YourWebSite.com>

P.S. The manual contains even more tips for getting your dog socialized faster and less intimidated by new situations

Day 13, Message 6

Subject: {first_name}, heard of puppy-proofing your home?

Body:

Hi {first_name},

I'm sure you've heard about baby-proofing your home. You know, about securing the oven and refrigerator doors and placing those plastic dummy plugs into the electrical outlets. But how do you puppy-proof your home?

If you are gone too many hours at a time to humanely leave your puppy in his crate, you may want to choose a room to leave him in. This room should be as puppy-proof as possible before you leave your puppy to his own devices. Some things to do to make the room safe for your puppy include:

- Use a baby gate to keep your puppy confined to a room or a part of one room.
- Choose a room with hard floors rather than carpeting to help make clean-ups easier.
- Pick up toys, plants, rugs and anything else that may be chewed up or ingested by your puppy.
- Make sure garbage cans are removed from the room or placed out of puppy's reach.
- Spray some Bitter Apple (available in most pet supply stores) or pepper on objects that can't be removed from the room, but which may look like a chew toy to your pup (i.e. table legs, kitchen cabinets, etc.).
- Turn a radio or television on low to provide some comfort and to drown out outside noises.

Remember to provide lots of interesting things for your puppy to do while he's alone in his room (see Chapter 9 of my manual at <http://www.YourWebSite.com> for some ideas). Your puppy is most likely to get into mischief if he's bored.

Just think of all the mischief *you* got into as a child, simply because you were bored!

Happy puppy training!

[Your Name],
Puppy Trainer, Author
<http://www.YourWebSite.com>

P.S. There are lots of other tips and practical ideas in my manual that many readers are using and seeing some breakthrough results. You can read all the testimonials at <http://www.YourWebSite.com>

Day 17, Message 7

Subject: Getting rid of barking problems
Body:

Hi {first_name},

Barking is a tough problem for many puppy owners to conquer. The problem with barking is that there are times you may feel it's appropriate, like when a stranger is approaching the house, and times when you are left wondering why you ever got a puppy in the first place, like when your pup wakes you up in the middle of the night or you come home from work to hear complaints from the neighbors.

Many pet owners feel they are faced with a dilemma when trying to teach their puppies when to bark and when the time for noise is over.

In order to take the first step to making changes in your pup's barking behavior, you need to consider why your puppy is barking. The following are several reasons your dog may bark:

**** To get attention.**

This is fairly straight forward, and usually takes place when your puppy is left alone. Your dog barks because he wants you to pay attention to him. This problem is often found in puppies left alone in their crates or confinement areas for the first few times or a dog left alone in the yard with nothing to do.

**** To engage in play.**

This is pretty similar to the attention-seeking barking in that your dog is trying to get your attention. In this instance, however, the barking occurs when your dog is near you rather when he is left alone. This is a common behavior, especially in puppies.

**** To signal that something is going on outside your door.**

In this case, there are any number of things that can trigger the barking — someone walking by your house, a car going past, the mail carrier approaching. The busier your neighborhood, the more likely it is that the barking will become a problem.

****To warn someone off.**

This occurs when your dog is feeling threatened or feels the need to protect his territory. He may bark at a stranger approaching you while out for a walk or at you for coming near him when he is

chewing a bone. This type of bark may be a simple warning to you or it may be the predecessor of more aggressive behavior.

Once you've identified the type of barking your dog is doing, you are much closer to stopping it. In chapter 7 of my manual at <http://www.trainapup.com> I detail all the steps you can take to deal with this problem.

And this is without using electronic shock treatment or any inhumane methods. In fact, all the strategies I share with you avoid causing unnecessary pain and discomfort to your pup.

So if you haven't claimed your copy along with the valuable bonuses, don't wait any longer. And I'll be happy to hear about the results you are getting from using my manual.

Comment [RE119]: This final email uses a very soft-sell approach—there's more if you need more, but no urgent in-your-face call to actions. This goes with the personality of author and the product.

Happy puppy training!

[Your Name],
Puppy Trainer, Author
[Your URL]

P.S. I also provide free consultation by email to all those who choose to buy my manual. So if you have any problems that the manual doesn't cover I'll be happy to address those issues for you personally. And that's nothing to bark at!

Autoresponder Series for the promotion of: "The Super Teaching in Japan Handbook" by Craig Desocry

Message 1 (Day 1)

Subject: {firstname}, Japan awaits you!

Dear {firstname},

Does your life lack excitement?

Are you just tired of the same-o, same-o routine?

Have you thought about visiting other countries and opening yourself to new and exciting experiences?

Comment [RE120]: All these questions are meant to engage the attention and IMAGINATION of the reader.

Well, that was me BEFORE I moved to Japan and started earning good money as an English teacher. Eight years ago I moved from Hawaii, away from a dead-end job and with little experience to Japan to teach English.

I can tell you that I got a LOT more than I bargained for!

You'll be surprised to know how your view of life can be broadened by just being exposed to another culture. I think that I've learned more from my Japanese students than they've learned from me.

Here's just a sample of what I find so exciting (and maybe you will too!)

Comment [RE121]: Starts off by packing on the benefits, including the 'fring benefits' of being a teacher of English in Japan.

** The great respect I get from my student is second to none. They make me feel like a hero ... a king!

** In Japan, being a foreigner has its perks ... and I'm not complaining.

** Instead of competing with thousands of other candidates for the same job it's a great feeling to be finally in demand for what I already know ... English!

** There's so much to Japanese culture and the country that you

have to live here for a while to experience it for yourself. And I never felt safer living anywhere as I do here.

** I own a very successful English school with more than my share of students and I'm doing very well ...

You may be wondering why YOU should be excited that I run an English school. Well, this means that I can show you all the ropes about teaching English in Japan as well. You could be sharing this wonderful experience that you're reading about right now.

You can find all the details about how my 8 years of experience teaching English in Japan can help YOU by going here:

[[Your Website LINK]]

Now the \$75,000 salary that I earn is only part of the thrill of living in Japan. I mean, what is money if you can't enjoy it?

Comment [RE122]: Almost a 'by the way' method of introducing another benefit.

I'm sure that you already have lots of questions and that's why I've laid it all out step-by-step in my book "The Super Teaching in Japan Handbook". In 58 information-packed pages I've answered all the questions I get from time to time from the hundreds of people I've helped over the years to start their Japanese English-teaching experience.

Grazia is one such person. Listen to what she had to say:

"Mr Desorcy's e-book is something I really wish I had when I first came to Japan!!

Full of detailed information about the teaching business, success stories of foreigners active in this unique country gives you the tips for succeeding in the teaching field.

Life changes with the slightest of opportunities. By taking up this e-book, you are also starting to open a new page of your life by enjoying a variety of new business opportunities."

What will you say? Get your copy now!

[[LINK]]

Sincerest Regards,
Craig Desorcy
[Your URL]

=====

Message 2 (Day 2)

Subject: {firstname}, did you receive my email?

Hi {firstname},

I hope that you read through my message to you yesterday.
Because by now you'll realize that working in Japan is more than
the money (and you could make a lot of money!).
So the money doesn't hurt either.

Your minimum salary will be \$2,500 per month, but that's only the
start. As I mentioned yesterday I now make over \$6,000 per
month and I detail in the book how I 'graduated' to that salary.

[[LINK]]

All these secret tips are only available to those who've been
through the ropes so to speak. I can tell you just what traps to
avoid and how to get to the higher salaries as quickly and
easily as possible.

In "The Super Teaching in Japan Handbook" you'll discover:

** How to get to Japan for FREE. I mean absolutely free. (And
that's without joining the marines!)

** The step-to-step guide to landing your first job.

** Where all the jobs are and the fastest and easiest way to get
one ... without even leaving your home country!

** How to write a perfect resume for this industry. It's a
little trickier than you think.

Comment [RE123]: These were mainly bullet
points I pulled from the sales letter which I wrote for
his product.

** The do's and don't of taking a "Japanese interview". The rules are a little different here and just one little mistake can make you miss a great opportunity.

** Who are the 'big four' English teacher employers and what to look out for if signing a work contract.

**The minimum amount of money you should travel to Japan with if you're not already here.

There's nothing wrong in trying to maximize your income and save as much money as possible. And I share all these secrets with you in my book.

See for yourself ... [\[\[LINK\]\]](#)

Newell was a little surprised with how much I shared. Here's what he said in his own words:

"Craig Desorcy is as real as they come and the information he provides is a steal. I've told him he's stupid for making this information public!"

I know that you'll be a little kinder than to call me "stupid" for revealing it all like this.

Are you ready to make that change in your life?

The time is now ... [\[\[LINK\]\]](#)

Sincerest Regards,

Craig Desorcy
[Your URL]

=====
Message 3 (Day 4)

Subject: {firstname}, just checking in ...

Hi {firstname},

I just wanted to check in with you and tell you about a very handy feature of "The Super Teaching in Japan Handbook" at the same time.

[[LINK]]

The internet is one of the best tools you can use to carry out your research to find out about teaching English in Japan. There are many resources that I found very helpful. This can also be a tedious process as well if you don't know just where to look and what resources are best.

One of the things I found out in my research was that you must be able to separate hype from real facts. I mean there are companies that are out for your money rather than really trying to help YOU.

Comment [RE124]: Hitting the competition.

That is why I've included a very helpful resource section in my book that will save you many hours of research.

Comment [RE125]: Selling a section or special feature of the book.

You'll learn:

** The best places to start doing your research when deciding to teach abroad.

** Where to find tons of classified ads for foreigners - find a soul mate, job, apartment etc.

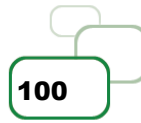
** Find information on immigration issues when traveling to or working in Japan.

** A resource for finding schools that can potentially hire you.

** Where to find the essential information that you should know BEFORE coming to Japan.

** Very helpful teaching resources and aids.

** And much more ...



You'll find this resource section as a very handy tool to help you save time and learn as much as possible about your new venture.

The work has already been done for you!

So if you haven't secured your copy of "The Super Teaching in Japan Handbook" now is the time to do so. This will cut your research time to a minimum.

I promise ...

[[LINK]]

Sincerest Regards,

Craig Desorcy
[Your URL]

=====

Message 4 (Day 7)

Subject: {firstname}, I want to be your coach.

Dear {firstname},

Change can be a little scary sometimes; especially when you don't have anyone to coach you along the way.

There's nothing like having someone by your side who've 'been there, done that' to guide you and be your protégé.

Now if you got the impression that's once you got my book you're on your own, forgive me. I forgot to mention that I'll be here and available to you by email and even by phone to answer any lingering questions that you might have.

Compare this to buying a book from Amazon.com.

You don't even think about being able to contact an Amazon.com author. But I'm not just an author but I really want to be your trusted friend. (Think that I'll be saying something like that

Comment [RE126]: This email sells the support behind the ebook, not typical with a normal print book.

before coming to Japan? Oh, how this country has changed me in just 8 years!. :)

[[LINK]]

This means that you get FREE consultation from me by email or phone and you can't place a value on that.

In other words I really want to help you. Period.

"I recently contacted Craig and was able to watch his lessons first hand; he is a very genuine and warm person who is dedicated to the betterment of English language teachers in Japan. I recommend him and his book highly." -Ken Marchant

Let me help you make it happen!

[[LINK]]

Sincerest Regards,

Craig Desorcy
[Your URL]

=====
Message 5 (Day 11)

Subject: {firstname}, here's the index of chapters!

Hi {firstname},

Just in case you haven't gotten your copy of "The Super Teaching in Japan Handbook" as yet I'll like to share with you the chapter index to see all the **Subjects** I covered.

This will give a sneak preview of all the information you'll have at your fingertips without any filler or fluff.

Here goes:

Comment [RE127]: Amazon.com uses the "look inside" feature to sell more books and that's what is employed here—a sneak peep.

Introduction
The teaching game
Know your outcome
Best time to come
Getting to Japan for free
Close to free
The fastest but very risky way to live and work in Japan
The Resume
What English Schools want
Interview process
Teacher contracts
Working Visa
Slackers beware
Network your way to wealth
80/20 Rule
The teacher
Teaching classes
Teaching Kids
Taking your game to the next level
Freelance magical models
Must have tools for teaching
The skies the limit
The community center king
The full-time free-lancer
How to find the jobs
Speaking Japanese
Get a coach or mentor fast
Mega Resources
Closing comments
About the Author

Just a quick review of these **Subject** areas should help you to see that I didn't leave any stone unturned. This is a very *comprehensive* manual.

And you won't be bogged down with unnecessary information but just what you need to be an English teacher in Japan. This is NOT a visitor's brochure telling you about the wonderful sights and smells of Japan.

Just about what you need to know to be a successful English teacher.

You'll agree that you're pretty covered here ...

So what are you waiting for? Get your copy now!

[[LINK]]

"I took a chance and ordered Craig's ebook. It was the best decision I could have made as a beginning English teacher. His motivating book is full of ideas, tips and inspiring stories. The clear, step-by-step plan for success laid out in his book is a must have for any beginner.

I had the opportunity to speak with Craig and view his incredible classes. Craig is a genuine individual with a passion for teaching. I would recommend this book to anyone starting out as an English teacher.

I haven't stopped talking about Craig's class to my wife since I got back. I can't get over it... I really want that type of enthusiasm in my class." -Former Lieutenant Charles Young, United States Navy

Charles has a point!

Sincerest Regards,
Craig Desorcy
[Your URL]

=====
Message 6 (Day 16)

Subject: {firstname}, here is a big tip for you.

Hi {firstname},

How is your research and preparation going? It has been 2 weeks now since you requested information about teaching English in Japan.

Comment [RE128]: Expecting a positive outcome.

I know that some people are concerned that they don't have any experience in teaching. I can tell you from EXPERIENCE that you shouldn't let that deter you.

Comment [RE129]: Tackling one of the major objections.

In fact, when I first started out I thought that I wouldn't survive the first day. Then look at me now 8 years later ... I'm just loving it!

You'll never know what you can do unless you try. And a journey of a thousand miles begins with one step. Have you taken that first step as yet?

[[LINK]]

Let me just share this tip with you. The best months to come to Japan are March and August. These are the times when schools are looking for teachers.

Comment [RE130]: Build 'good will' by sharing some secrets upfront.

However, having said this, November and December are good too because teachers are going back home and private language schools are looking for people to fill their vacant spots now!

Take note, however, that from around December 28th to January 5th the country closes down for New Year break.

Avoid coming here around August 10th to the 15th as well. This is another major holiday for Japanese people. I suggest March because it's right before April, a significant hiring time in Japan. This is the time of year people start moving into company dormitories, getting transferred and getting hired for new jobs.

[[LINK]]

Remember that I give you a whole *90 days* to evaluate my ebook. If you think that you didn't receive 10 times that value from it then I don't want to keep your money.

Comment [RE131]: Strong risk reversal.

Simple as that!

So your risk is zero, zilch, narda ... you get the point.

Sincerest Regards,

Craig Desorcy
[Your URL]

=====

Message 7 (Day 20)

Subject: {firstname}, it's really about your life ...

Hi {firstname},

You know I was thinking the other day about the great opportunity that has been afforded me to teach English in Japan.

And the bottom line is: It's all about the change it has made in my LIFE.

Just think about it for a minute:

** You get treated like a celebrity without making it in Hollywood!

** You have the time of your life in the Land of the Rising Sun.

** You get cultured and attain practical skills to last a lifetime.

** You meet people from all over the world in Japan.

** You can be loved and admired by Japanese children and adults.

** You can live and work in one of the safest countries in the WORLD.

** You can become a world traveler.

** You can start a personal development quest in Japan if you choose.

** And much more ...

Comment [RE132]: This email sells the benefits beyond the benefits. It's NOT just a job but a LIFESTYLE.

If you haven't ordered "The Super Teaching in Japan Handbook" as yet I must admit that I'm a little confused.

Frankly, I'm offering you a major part of my life's experience for less than \$30. I mean, take it or leave it, if you continue doing the same things as you've done before you'll continue to get the same results.

Comment [RE133]: Selling idea: compare apples to oranges.

I already told you what I did (almost blindly) 8 years ago in leaving my dead-end job and moving to Japan. BUT you don't have to do this because you have me as a guide to lead you gently along the way.

It's about your life and whether you'll live for regrets, because you never made that first simple step, OR you'll look back 10 years from now and be happy that you invested that lousy \$27.

[[LINK]]

Think of the adventure you have to look forward to!

You've waited long enough.

Sincerest Regards,

Craig Desorcy
[Your URL]

===== END OF SERIES =====

NAVIGO Autoresponder Series

(Message 1, Day 1)

Subject: {firstname}, why ... ?

Dear {first name},

This is a true story, as funny as it may seem to you.

Comment [RE134]: People love stories and this story is used to bridge the reader into asking an important question.

One husband noticed that his young wife would always cut the Thanksgiving turkey in halves before she baked it. When his curiosity got the better of him and he finally decided to ask her why she did this.

To his surprise, his wife said that she wasn't sure. It's just that her mother always cut the turkey in halves before baking it, so she did the same without ever asking why.

Anyway, the wife decided to call her mother and ask for the secret reason. Again her mother said that she picked up the tip from her own mother! So Grandma was bought into the investigation, but she had a perfect reason ...

Her baking pans back then were too small to accommodate the whole turkey so she had to cut the bird to size! This means that several turkeys were needlessly severed because both daughter and grand-daughter never stopped to ask "why"?

There are some much bigger "whys" in life that need addressing.

** Why do you work so hard?

** Why should you give to charity?

** Why worry about what happens to your assets after you've passed on?

** Why pay taxes ... just because you have to?

** Why save for retirement?

** Why give to charity anyway?

Now your typical secular financial advisor is more concerned about the method (how) and not the reasons (why). But if you're seeking to fulfill God's plan for your life then your

reason will guide these methods.

So every financial decision that you make will be guided by a higher wisdom revealed in the Bible. And you may be shocked to know that the Scriptures contain over 2,000 texts that has to do with money and investment.

Comment [RE135]: The target audience would respect the counsels given in the Bible.

In fact, Jesus says a lot about money ...

- a. 16 of 38 parables were concerned with how to handle money and possessions.
- b. The Bible offers 500 verses on prayer, fewer than 500 verses on faith, but more than 2,350 verses on money and possessions.
- c. Jesus said a lot about money because He wants us to know his perspective on this critical area of life.

Yes, the Bible speaks more about money than about heaven! I'll be sharing some of these counsels with you over the coming days.

Combining professional and competent financial counsel with biblical wisdom that recognizes that you are a manager (steward) of God's goods is what Navigo is all about.

So all of our methods have as the "why" the Word of God. If this "why" is strong enough for you, then I invite you to give our services your full consideration.

We'll like to discuss your financial and investment needs with you today.

Why not call us at XXX_XXX_XXXX to set up an appointment?

And, by the way: "Christian, competent and capable" is not an oxymoron.

Sincerely,

[Your Name], CFP
President & Founder

[Your Contact Info]

(Message 2, Day 2)

Subject: Is work negative or normative?

Dear {first name},

The benefits of retirement is often sold on the premise that you can finally escape from the 'slavery' of having to work. But how does the Bible view work?

It's surprising to most people that work was instituted by the Creator before sin entered the world. It's the weariness and fatigue that comes with work that was added with the curse.

Adam and Eve were asked to dress the garden and keep it. So they were gardeners.

So work is normative and is a part of living a fulfilled life. The idea of working hard for most of your life to retire to a life of leisure is foreign to the Bible.

Jesus said, "My food is to do the will of him who sent me and to finish his work." John 4:34 And "I have brought you glory on earth by completing the work you gave me to do." (John 17:4)

You can read about Moses, Jacob, Joseph, Elijah and they all remained active until the time of their passing.

The world's view of work comes squarely against that of the biblical view. This worldly view says:

- My work defines who I am
- The harder I work the greater my income potential
- Work is a necessary evil

But the biblical view goes more like this:

- Work is NOT a result of the fall
- Work is a part of God's created order for humanity (Genesis 2:5, 15)
- Jesus accomplished the works of His Father (John 4:34; 5:17; 5:36; 10:32-37; 14:10-13; 17:4)
- The Father gives us work to accomplish during our earthly sojourn (Acts 13:2; 1 Corinthians 16:10; Ephesians 2:10)
 - o God has appointed us over the works of His hands (Genesis 1:27-28; Hebrews 2:7)
- We are called to please God by bearing fruit in every good work (Colossians 1:10; Hebrews 13:21)
- Our work will be tested and rewarded by God (1 Corinthians 3:13-15)
- Scripture rebukes idleness and sloth and affirms that work has genuine value (Ecclesiastes 2:24; 3:12-13; 5:18)
- All honest professions are honorable, and there is dignity in manual as well as mental work, as is evident from the occupations of the characters of the Bible.
- When we seek to glorify God in whatever we do (1 Corinthians 10:31), we will pursue excellence in our work, whether others notice or not.
- Work embeds us in a natural environment in which we can exhibit kingdom values and hope in a temporal arena
- Work provides a context in which we can represent Jesus Christ by ...
 - ==> building relationships
 - ==> by demonstrating character, conviction, and integrity
 - ==> by doing our work with care and quality
- God is not impressed by or dependent upon our abilities or accomplishments

-- There should be a rhythm between work and leisure in our lives so that we can enjoy periods of refreshment, renewal, restoration and relationships.

It's possible for you to overwork and so become less effective as a worker but passing away years in idleness, however old you are, is not healthy spiritually or physically.

In fact, recent surveys show that anywhere from two thirds to 85% of baby boomers intend to work at least part-time during their retirement years.

If you haven't called to set up an appointment with one of our trained financial advisors then I urge you to do so today. We want to direct you according to infinite wisdom not by the limited wisdom of the world.

Sincerely,

[Your Name], CFP
President & Founder

[Your Contact Info]

(Message 3, Day 4)

Subject: {first name}, another view of investments.

Dear {first name},

By now you realize that Navigo has a very different perspective to the secular financial advisor. Our perspective is biblically based and sound and the advice we offer is prejudiced by those views.

But simply because we are "harmless as doves" doesn't mean that we are not "wise as serpents". In other words, our scriptural worldview doesn't compromise our 'worldly

Comment [RE136]: The email series and product tries to sell a NEW view of financial investing which is often a 'hard sell' to make.

competence'.

In fact, I practiced financial planning for 12 years using the 'worldly perspective' but had to change gears because I wasn't making a difference in the lives of my clients beyond what any other financial planner could do. And whatever I do I'm going to do an extraordinary job and one with purpose.

A typical case in point is the worldly perspective on investments. It says:

- ==> Get rich quick
- ==> Short time horizon
- ==> Spend and consume first
- ==> Time is an enemy
- ==> Upward trends always
- ==> Always buy low and sell high

But the biblical perspective teaches:

1. Preservation and Steady Growth of Capital. A faithful man will be richly blessed, but one eager to get rich will not go unpunished. (Proverbs 28:20)
2. Long Time Horizon. "Suppose one of you wants to build a tower. Will he not first sit down and estimate the cost to see if he has enough money to complete it? (Luke 14:28)
3. Saving/Investing First. "I have seen a grievous evil under the sun: wealth hoarded to the harm of its owner, or wealth lost through some misfortune, so that when he has a son there is nothing left for him. (Ecc. 5:13,14).
Finish your outdoor work and get your fields ready; after that, build your house. (Proverbs 24:27)
4. Time is a Tool. Go to the ant, you sluggard; consider its ways and be wise! (Proverbs 6:6)
A stingy man is eager to get rich and is unaware that poverty awaits him. (Proverbs 28:22)
5. Cycles are inevitable. They will say, "Where is this 'coming' he promised? Ever since our fathers died,

Comment [RE137]: Again the authority of the Bible is used to make a case.

everything goes on as it has since the beginning of creation." (II Peter 3:4)

6. Diversification Strategy. Sow your seed in the morning, and at evening let not your hands be idle, for you do not know which will succeed, whether this or that, or whether both will do equally well. (Ecc. 11:6)

An investment plan that is guided by these two different perspectives will be of necessity, different. They both lead down opposite pathways and you have to make the ultimate choice which path you'll follow.

We want to lead down the path that will give the greatest joy and fulfillment to your dreams of living a life in tune with your Creator. It's a path that has its unique set of challenges but we are up to it if you are.

It's called investing the Bible way! Why not get started today by giving us a call at XXX-XXX-XXXX ?

Sincerely,

[Your Name], CFP
President & Founder

[Your Contact Info]

(Message 4, Day 6)

Subject: {first name}, another view of debt.

Dear {first name},

You just know it ... the Bible has much to say about debt management as well that is different to what the world try to teach us.

And you're right!

Here are a few tidbits of biblical wisdom:

"The rich rules over the poor, and the borrower becomes the lender's slave." PROVERBS 22:7

"Come now, you who say, 'Today or tomorrow we shall go to such and such a city, and spend a year there and engage in business and make a profit.' Yet you do not know what your life will be like tomorrow. You are just a vapor that appears for a little while and then vanishes away. Instead you ought to say, 'If the Lord wills, we shall live and also do this or that.'" JAMES 4:13-15

"Suppose one of you wants to build a tower. Will he not first sit down and estimate the cost to see if he has enough money to complete it?" LUKE 14:28

"Do not be a man who strikes hands in pledge or puts up security for debts; if you lack the means to pay, your very beds will be snatched from under you." PROVERBS 22:26-27

Now all those text have strong warning against being in debt but there is a slight difference between borrowing and debt. Note the following pointers:

==> Borrowing is not a sin

==> Borrowing may deny God an opportunity to work

==> Borrowing always presumes upon the future

==> Debt is the inability to repay amounts borrowed on a timely basis

==> Debt is almost always symptomatic of spiritual problems

==> Consumptive borrowing will sentence one to a reduced lifestyle in the future and will also limit financial flexibility and future financial freedom

==> Husband and wife must be perfect agreement.

These are just a few of the counsels we share with our clients at Navigo. For example, we discuss the five

different types of borrowing and which to avoid like the plague. Debt management the bible way can be a liberating force to countless many who are struggling to escape this web.

We also discuss practical ways you could avoid "bad debt" and live the debt-free lifestyle. It's called debt-free living the Bible way!

Why not get started today by giving us a call at XXX-XXX-XXXX ?

Sincerely,

[Your Name], CFP
President & Founder

[Your Contact Info]

(Message 5, Day 9)

Subject: {first name}, another view of taxes.

Dear {first name},

I hope that you are finding these nuggets of biblical financial wisdom beneficial.

Today we'll take a look at income taxes. You know how the saying goes, taxes and death-you can't avoid them.

And here is some of what the Scriptures have to say about taxes:

"And He said to them, 'Then render to Caesar the things that are Caesar's, and to God the things that are God's.'" LUKE 20:25

"Render to all what is due them: tax to whom tax is due; custom to whom custom; honor to whom honor." Romans 13:7

"He who is faithful in a very little thing is faithful also in much; and he who is unrighteous in a very little thing is unrighteous also in much." LUKE 16:10

"Rather, we have renounced secret and shameful ways; we do not use deception, nor do we distort the Word of God. On the contrary, by setting forth the truth plainly we commend ourselves to every man's conscience in the sight of God."
II CORINTHIANS 4:2

"Dishonest money dwindles away, but he who gathers money little by little makes it grow." PROVERBS 13:11

Now there is a direct correlation between your income and income taxes due but tax reduction is still a legitimate goal. You can pay too much to Caesar!

Keep in mind also that tax reduction should never be the "tail that wags the dog" and so determine your overall financial strategy. Your biggest financial goal shouldn't be to reduce your taxes.

If you cannot pay your taxes due this is symptomatic of poor planning on your part and this should receive immediate attention. You must also understand that tax reduction and debt reduction are in direct conflict with one another. Trying to do both at the same time can place you in financial quicksand.

Popular cultural perspective says that:

- Cheating by the other guy is normal
- Paying taxes is largely a non productive use of money
- I shouldn't have to support an irresponsible Government

But you cannot allow yourself to be swayed by these ideas. Even Jesus paid his fair share of taxes although he pulled His out of the mouth of a fish. Perhaps, you wouldn't be able to do the same but He taught you this obligation anyway.

At Navigo we can help you to reduce your taxes without

Comment [RE138]: This is an uphill battle to climb since it doesn't come "natural" to the prospect.

resorting to questionable practices.

Ready to get started? Give us a call right now at
XXX-XXX-XXXX !

Sincerely,

[Your Name], CFP
President & Founder

[Your Contact Info]

(Message 6, Day 12)

Subject: The gift of giving.

Dear {first name},

Giving is not only a blessing to the recipient but to the giver as well. Some of the wealthiest people in the world also are the most generous. So there is a direct relationship between wealth and giving.

At the same time the Bible has much to say about giving. It's actually a command!
Here are some nuggets of biblical wisdom on the reasons for giving:

1. ==>Obedience

"Honor the Lord from your wealth and from the first fruits of all your produce; so your barns will be filled with plenty, and your vats will overflow with new wine."
PROVERBS 3:9-10

"Let him who stole steal no longer, but rather let him labor, working with his hands what is good, that he may have something to give him who has need." Ephesians 4:28

2. ==>Rewards.

"Not that I seek the gift itself, but I seek for the profit

which increases to your account." PHILIPPIANS 4: 17

"Give and it will be given to you. A good measure, pressed down, shaken together and running over, will be poured into your lap. For with the measure you use, it will be measured to you." LUKE 6:38

"Well done good and faithful servant. You have been faithful with a few things, now I will put you in charge of many things. Come and enter the joy of your master." MATTHEW 25:23

3. ==>Recognition of God's Ownership

The earth is the Lord's, and everything in it." I CORINTHIANS 10:26

The earth is the Lord's and everything in it. The world and all its people belong to Him. PSALMS 24:1(NLT)

4. ==>To Gain an Eternal Perspective

So if you have not been trustworthy in handling worldly wealth, who will trust you with true riches? And if you have not been trustworthy with someone else's property, who will give you property of your own? No servant can serve two masters. Either he will hate the one and love the other, or he will be devoted to the one and despise the other: You cannot serve both God and money." LUKE 16:11-13

"Command them to do good, to be rich in good deeds, and to be generous and willing to share. In this way they will lay up treasure for themselves as a firm foundation for the coming age, so that they may take hold of the life that is truly life." I TIMOTHY 6:18-19

5. ==>Love

"For you know the grace of our Lord Jesus Christ, that though He was rich, yet for your sake He became poor, that you through His poverty might become rich." II CORINTHIANS 8:9

"But whoever has the world's goods and beholds his brother in need and closes his heart against him, how does the love of God abide in him?" I JOHN 3:17

And here is the ultimate reason for giving:

"Do not store up for yourselves treasures on earth, where moth and rust destroy, and where thieves break in and steal. But store up for yourselves treasures in heaven, where moth and rust do not destroy, and where thieves do not break in and steal. For where your treasure is, there your heart will be also.

"The eye is the lamp of the body. If your eyes are good, your whole body will be full of light. But if your eyes are bad, your whole body will be full of darkness. If then the light within you is darkness, how great is that darkness!

"No one can serve two masters. Either he will hate the one and love the other, or he will be devoted to the one and despise the other. You cannot serve both God and Money.
-Matthew 6:19-24

So giving breaks the power of money over you so that God can reign in your heart, not money!

The motive for charitable giving goes beyond tax savings to realizing the spiritual blessing and sheer sense of doing a good deed that you get from this exercise.

The biggest Giver of all is God who gave His only Son. Giving places you in tune with your Creator.

At Navigo we can help you to reduce your taxes without resorting to questionable practices.

Ready to get started receiving the blessings of the giver? Give us a call right now at XXX-XXX-XXXX !

Sincerely,

[Your Name], CFP
President & Founder

[Your Contact Info]

(Message 7, Day 15)

Subject: Calling Steward {first name}!

Dear {first name},

In a previous email we looked at the fact that God owns everything including "your" assets. What does this make you? A steward or a manager, not a real owner.

A clear understanding of biblical stewardship is foundational to financial life planning. You must first appreciate your relationship to your time, talents and treasure before you can include godly principles into how you handle your finances.

We can look at biblical stewardship as the use of God-given resources for the accomplishment of God-given goals and objectives. That's the bottom line really.

And this has certain implications for you as you engage in financial planning.

First of all, stewardship is the only area of the Christian life that cannot be faked. The way we spend our money is a measure of our real priorities. (Matthew 6:19-21)

Every spending decision adds up to be a spiritual decision. Show me how you spend your money and I can tell you what your priorities are.

Secondly, God as owner can take whatever He wants whenever He wants. If you believe this then you're on your way to financial freedom.

Our goal for all of clients at Navigo is to see all Christians living financially free. While we have the same training as the secular advisor our perspective takes into account the eternal principles of God's word. The secular advisor cannot give you peace of mind but our approach to

financial planning and investment management surely can.

We are not only concerned about professionalism, competence, integrity, humility and skills but the ability to provide biblical wisdom, a faith-based worldview, training, the aid of the Holy Spirit for character development. In fact, we practice the same principles that we teach our clients because we share your values.

This is your calling to a higher standard of Christian stewardship by managing your assets in a way consistent with your faith. You'll then have a "why" that directs you "how" and the peace of mind of knowing that you're fulfilling your God-given purpose.

Why not let us be your partner on this journey of discovery?

If you haven't set up an appointment with us as yet why not do this right now while you're still thinking about it?

Comment [RE139]: This series used a sft-sell approach by piling on Biblical evidences for the product owners views.

God' Richest Blessing!

[Your Name], CFP
President & Founder

[Your Contact Info]

-----END of MESSAGES-----

Autoresponder Series for *The Lesson*

(Message 1, Day 1)

Subject: {firstname}, Alexander the Great and pool?

Comment [RE140]: Pure curiosity subject line.

Dear {first name},

Alexander the Great was one of the most well known kings of all time. But did you know that Alexander was taught by Aristotle, one of most well known philosophers of all time?

Comment [RE141]: Use a story to bridge into a case for coaching.

What's the point?

You often hear about a great player but seldom about the coach. But if you want to be a great pool player then you need to seek out a great teacher!

Tim Miller – “The Monk” – is one of the masters of teaching pool. Since 1983 after traveling to the wilderness of the Upper Peninsular of Michigan for a ‘mystic’ experience that catapulted him into the higher disciplines of the game, he has been training championship level pool players ever since.

For example, his student Suzanne Bosselman was the 1995 BCA North American Women's Open 8-Ball Champion. She also went on to win four other top-level championships that same year!

The training material produced by The Monk Billiard Academy is considered some of the top training resources in the world of pool.

If you want to take you game to the nest lesson The Monk WILL get you there.

The best way to start this journey towards excellence in pool is with The Lesson – A Handbook for Enlightened Students” This book contains all 166 lessons taught by The Monk at his 3-day Billiard Academy. In it you'll discover:

Comment [RE142]: Bullet points pulled from the main sales letter.

- ** How to use your natural instinct, feel and rhythm to build consistency in your shots. You'll be able to sense your shots even before you make them! And make more to them ...
- ** How to use the 'Four Strokes' to gain control of the track of the cue ball AFTER you've pocketed your shots. You already know that just making a shot is not enough but you must also be able to position the cue ball to sink the next ball.
- ** Why the draw stroke is the most abused stroke in pool and why so many players misuse this stroke and end up with terrible positions.
- ** The 7 rules followed by all smart pool players. This is not a game of just strokes and shots but strategy and cunning. Follow these valuable tips and stay one step ahead of your opponent every time.

** And a LOT more ...

Go here to secure you copy now .. {LINK}

Remember that if you want to be a great pool player then raw talent isn't enough. Alexander the Great had ... but he also needed a great teacher!

Get The Monk on your side right away ...

May all the rolls go your way!

YOUR NAME
YOUR URL

P.S. There is also a **surprise** bonus waiting for you if you act now.

(Message 2, Day 2)

Subject: {first name}, how did she do it?

Comment [RE143]: I like to loop my stories by finishing on the same note I started on to complete the cycle/circle.

Comment [RE144]: This email uses a testimonial story from one famous user of the product.

Dear {first name},

Remember yesterday I told you about Suzanne Bosselman who in 1995 won five top level pool championships? Just look at record:

- ** Player Of The Year, New England Women's 9-Ball Tour
- ** BCA North American Women's Open 8-Ball Champion
- **Grand Slam 8-Ball Champion
- ** Boston 9-Ball Classic Champion
- ** New England Hall Of Fame 9-Ball Champion (2 times)

What would you give to play at such level and with such consistency?

Well, how did she do it? Here's Suzanne's answer in her own words:

"When I began Playing Pool, I didn't intend to become a professional player.

Like you I simply wanted to be good at playing this game, enjoying a consistent performance that was up to my capabilities.

I used the Monk's ... program to have a dream year in 1995."

In fact, Suzanne goes on to say that all the shots that she used were from The Lesson book.

{LINK}

Suzanne's "secret" weapon can make you into a new and improved player as well. And you won't have to pay \$700 like she did for the same lessons. For less than \$40 you can have all her secrets at your fingertips.

I know that you're smart enough to know that to be successful you can just copy a successful person.

If she did it, so can you!

May all the rolls go your way!

YOUR NAME

YOUR URL

P.S. Suzanne is one of the calmest pool players you'll ever meet. I tell you a little later how you can 'meet' her.

(Message 3, Day 4)

Subject: {first name}, has this ever happened to you?

Dear {first name},

Did this ever happen to you ...?

You're playing a very important match. Things are coming down to the biting nail stages. You've one last shot to make. If you make this shot you're the winner. You sight your shot. You take your stance. You make your stroke. Grrr! You missed the shot!!

Then you call yourself some unkind names. Why? Because you've made that same shot a million times!

So what really went wrong? Why would you miss a shot that you've made so many times before?

Well, it's not in your stroke but all in your MIND. Yes, there are interferences that come from your own confusion about winning. You want to win but you're not sure you want the responsibility of winning. So you lost the 'inner' game.

You see pool playing involves more than just your body ... It's like 90% a mental game.

Remember how The Monk took his journey in Michigan to clear and discipline his mind? Why do you think they nicknamed him "The Monk?"

In The Lesson, you'll also learn how to get rid of those mental distractions that get in the way of the champion in you.

Comment [RE145]: This is one component of the game that most players are concerned about. Promising this BENEFIT is a main selling point.

{LINK}

"Though you may master a thousand men a thousand times, the great warrior is the one who masters self"

Learn to master the pool warrior within you ...

May all the rolls go your way!

YOUR NAME
YOUR URL

P.S. In The Lesson, The Monk tells a funny story about a "vision" he received while playing pool in a locked basement. Well, what can I say? He's The Monk, remember?

(Message 4, Day 6)

Subject: {first name}, here's a tip ...

Dear {first name},

Sometimes just one tip can make all the difference in your game. How's that for a tip?

Well here are few tips shared by The Monk in The Lesson:

** Always 'anchor' your successful shots with positive feelings. If you do the same thing before you make a good shot this will help you to make more shots. The Monk, for example, touches the tip of his hat just before he shoots.

** Always stay in your position until the ball stops rolling.

** Focus on the shot in front of you instead of thinking about winning the game

Comment [RE146]: Try to give value within the email itself to build credibility for the product owner. I call this 'value-added' copywriting.

** You need to practice until you can sight the cue ball automatically because pool is a game of instinct, feel and rhythm. You must be able to sense the shot before you make the shot.

Sprinkled throughout the 166 lessons you'll find bits of wisdom that The Monk has picked up from watching over ten thousand matches! That's a hard number to beat...

{LINK}

But you don't have to watch that many matches before you can benefit from these eye openers. And sometimes just one tip can get you over a bad spot in your game that's preventing you from going to the next level. So here's my final tip to you ...

Get The Lesson if you haven't done so already ...

{LINK}

May all the rolls go your way!

YOUR NAME
YOUR URL

P.S. Do you know the Ten Commandments of pool? You can find them on page 17.

Comment [RE147]: Selling point: There are a lot more where this tip came from!

Comment [RE148]: A teaser to get the book.

(Message 5, Day 9)

Subject: {first name}, 7 reasons why I love *The Lessons*

Comment [RE149]: These are really 7 benefits—pile on the benefits followed by a call to action.

Dear {first name},

I thought that I'll share with you a few things that I like about *The Lesson*. I'm sure that you'll agree that these are important factors that any training manual should have.

1. The Lesson was written by a real teacher. The Monk has been involved pool education for over 30 years now. That's a LOT of teaching experience. Even if you're not interested in becoming a championship level player but just want to win that game with a friend who keeps beating you then this manual is for you.
2. Every lesson comes with clear diagrams and illustration to help you get the most out of your practice sessions.
3. This comes in book form so you can easily take The Lesson with you to the table as you follow through each lesson.
4. Saves you hundreds of dollars over taking the course live.
5. You can review what you don't understand as many times as you wish. There's no pressure to complete any lesson. You can therefore work at your own pace.
6. These are not just physics lessons about angles and colliding balls (in other words just a bunch of theories) but real-life experiences written in an easy-to-understand format.
7. At the end of each lesson there is a special "thought for the day" that helps to program my mind for success.

Those are MY seven reasons. What would be yours?
{LINK}

May all the rolls go your way!

YOUR NAME
YOUR URL

P.S. I really love this 'thought for the day' on page 78 - "There is always something to overcome. That is why I overcome."

Comment [RE150]: Another teaser tip!

(Message 6, Day 12)

Subject: {first name}, it's not always your fault

Comment [RE151]: This is a classic selling position.

Dear {first name},

Who haven't some time in their lives blame themselves when it wasn't really their fault? But if you don't know any better then this is the easiest escape route to take.

You hear these comments all the time ...

"I'll never get any better at this game!"

"This game's not for me, maybe other people".

"Maybe I'm just too old and I don't have a steady hand."

Whatever you may be muttering to yourself you may have a hurdle to overcome that's blocking your way to bettering your game.

For example, The Monk gives two such cases in *The Lesson*.

One student kept missing the same shot over and over again. It was only on closer observation that The Monk realized that the player was hitting just to the left of the center of the cue ball when they thought they were hitting the exact center.

It turned out that the player had a vision problem. After compensating for this he made the shot. If this wasn't pointed out he would have given up in frustration.

Another time while in Las Vegas The Monk noticed that another student was having problems making a certain shot. After several attempts The Monk gave the student his cue stick. The shot was pocketed this time.

The culprit? Poor quality cue stick.

There may be many such "simple things" that may be spoiling your game without you knowing it. ... It's not always your fault.

Comment [RE152]: Using curiosity once again to get the reader to get the book while providing psychological pats on the back about their challenges.

But if you haven't ordered The Lesson as yet this one WILL be your fault. 😊

{LINK}

May all the rolls go your way!

YOUR NAME

YOUR URL

P.S. Check out the thought at the bottom of page 143 ... you'll love it!

Comment [RE153]: The teasers continue!

(Message 7, Day 15)

Subject: {first name}, it's more than your game ...

Dear {first name},

Congratulations if you've already ordered *The Lesson* ...

But if you haven't as yet ... frankly, I must say that I'm surprised.

Comment [RE154]: Hitting the last objections and pulling out all stops at getting the sale in this final email.

I know that you want to improve your game or you wouldn't have signed up for this report. So what's standing in your way?

I know it cannot be the small investment. Because at just \$39.95 for 166 lessons you're really only paying 24 cents per lesson! That's more than a bargain by any standard.

Comment [RE155]: Selling idea: Amortize the price.

Remember that you're not just buying words on paper but you're really investing in your game – your life.

You see, whenever we set out to accomplish something and you reach that goal it only leads to success in other areas of your life. The discipline you'll derive from playing pool will also help you improve in life--even if you're trying to lose weight!

Even if you play pool just for recreational fun then you can have more fun when you win—but it's more than just winning.

It's knowing that you believed in yourself and stuck to your guns and reached your goals. There's nothing that really comes close to that feeling.

It's time to take that first step ... You deserve it.

{LINK}

Because it's more than just your game ... It's about YOU!

May all the rolls go your way!

YOUR NAME

YOUR URL

P.S. Send me an email and let me know how your game is improving and how I can help you further.

Banking & Kicking Autoresponder Series

--Message 1, Day 1 ---

Subject: {First_Name}, read this today!

Comment [RE156]: A call to action in the subject line.

Dear {First_Name},

Congratulations!

There are many players who wish they could play better pool but are not willing to ****DO**** something about it.

You, on the other hand, want to hone your skills and improve your game by taking action. Improving your kicking and banking skills by just 5% could mean the difference between winning and losing your next game. It only takes a small edge over your competition to win.

Comment [RE157]: Flatter the reader.

* But how important are your instincts in this game?

* Why should you learn the math of the game?

* How can you make more shots even on an "off" day?

Comment [RE158]: All teaser questions prompting the prospect to read on to find out more.

Watch "Dr. Cue" as he answers these questions and more for you.

Go here now: <http://www.video-1-link.com> (Video Link)

Tom "Dr. Cue" Rossman is one of the leading masters in the world of teaching billiard. He is featured often on ESPN and several other sports channels, as well as a contributor to many leading billiard magazines.

This video clip is from Volume 1 of his famous Foundation For Banking & Kicking video series.

Comment [RE159]: The purpose of this email is to sell the watching of the video clip.

See it now: <http://www.video-1-link.com> (Video Link)

I'll be sharing some exciting news with you tomorrow. Be sure to look for this special message in your inbox!

In the mean time, rack up another victory!

-Your Name
Contact Info,
Website.

--Message 2, Day 2 ---

Subject: {First_Name}, as promised ...

Dear {First_Name},

I hope that you enjoyed the 'sneak preview' I gave you yesterday of the Foundation For Banking & Kicking video training series.

There are some simple math concepts that you must understand to calculate your bank/kick shots. And you don't have to be Einstein to learn these. In fact, not the way that Dr. Cue presents them.

Oh yes! Yesterday I promised you a cool surprise and it's a special report I prepared called, "10 Secrets of Mastering Banking & Kicking Shots". This is a special [X] page report that will answer a lot of your questions you have on the subject. You're bound to find some gold nuggets in this one.

Comment [RE160]: This expression makes the letter very conversational.

You can see the video and get the link to the report here:
<http://www.video-2-link.com> (Video Link)

If you have any problems in viewing these videos just send me an email because I want to know that you're getting some value from them.

In the mean time, rack up another victory!

-Your Name
Contact Info,
Website.

P.S. I recently had an interview with Dr. Cue himself that lasted over 2 hours! I was able to grill him on the subject of Banking and Kicking. I'll tell you later how you can get your hands on this interview. Stay tuned.

Comment [RE161]: A 'teaser' PS to expect more emails.

--Message 3, Day 3 ---

Subject: {First_Name}, the weather and pool?

Comment [RE162]: Another curiosity headline. The purpose of the headline is to get the letter opened—nothing else.

Dear {First_Name},

In the Olympics, medals are lost or won with just a fraction of a second making the difference. Pool isn't so much a game of timing but the "little things" can make a big difference.

Like the effects of the outside weather on your shots?

This may sound crazy but Dr. Cue swears by it. Maybe noticing these little nuances of the game is what distinguished him as a world master champion of pool.

There's more to the game than you may have noticed before. Go here now to see what I mean:

<http://www.video-3-link.com> (Video Link)

There are many other "little things" that you may have overlooked that can affect your game.

Comment [RE163]: This implies "easy".

As for the interview I did with Dr. Cue -- Tomorrow I'll let you now how you can listen to all the secrets he revealed to me. He really surprised me a few times by the things he revealed.

In the mean time, rack up another victory!

-Your Name
Contact Info,
Website.

--Message 4, Day 4 ---

Subject: {First_Name}, don't overlook these ...

Dear {First_Name},

All cue sticks are not created equal. Flexibility, weight, hardness and size of tip -- Do you know the best type of stick for banking and kicking shots?

Comment [RE164]: This email shares a tip to help build credibility for the author and also give free valuable information as a teaser for the full product.

Do you know the difference between reverse spin and natural spin? Spin or English is a skill that you must master but it's often easier said than done.

Well, you don't have to guess at these subjects anymore. Today I want to share with you another clip from the Foundation For Banking & Kicking video series. But I will also give you access to that 2-hour interview I did with Dr. Cue.

Be sure to get a pen or pencil and paper and be ready to take some notes. Don't say that I didn't warn you. Here is the master at work ...

<http://www.video-3-link.com> (Video Link)

(You'll also find the link to the interview on this page.)

I'll love to hear what you think about the interview. Just shoot me an email and let me know how helpful you found it.

In the mean time, rack up another victory!

-Your Name

Contact Info,
Website.

--Message 5, Day 5 ---

Subject: {First_Name}, you'll love these tricks!
Dear {First_Name},

There was a time when pool players kept their tricks and secrets to themselves. They discovered these through trial and error (plus hard work) and there was no way that they'll share these with you.

Now, thanks to gifted teachers like Dr. Cue, you can learn these skills without the pain and frustrations of figuring out these techniques for yourself.

Like testing the table to make sure that it's playing as it should. An "off" table could mean an off day for you.

Just check out these other million-dollar tips and be sure to use them in your game. I've done so and seen the improvement in my game.

Go here now: <http://www.video-5-link.com> (Video Link)

Comment [RE165]: These are all teaser clips for the full product.

If you haven't done so before, remember that you can get this entire series (over 3 hours long) in your home to review at your convenience ... and on as big a screen as you want--instead of your computer monitor. :)

If you enjoyed the video clips, report and interview you'll definitely want to own the Foundation For Banking & Kicking video training series.

Tomorrow I'll send you a final clip ...

In the mean time, rack up another victory!

-Your Name
Contact Info,
Website.

--Message 6, Day 6 ---

Subject: {First_Name}, the long and short of it.

Dear {First_Name},

How do you know if a table is playing 'long' or 'short'?

Do you know how a new table is likely to play, long or short?

What does "long" and "short" really means when it comes to a pool table?

That's the subject of this final video clip I'll like to share with you from the *Foundation For Banking & Kicking* video training series.

I can't begin to tell you how my game has improved since I've been through this training. I just pop the video in the VCR and follow the clear instructions, rewinding when I want to and repeating as often as needed until I finally 'get it'.

That's why I'm so excited about sharing these precious lessons with you because I know the dramatic difference they can make in your game. If you can afford the money to attend one of Dr. Cue's clinics, then you should *BUT* this is the best next thing to having Dr. Cue next to you in the same room instructing you.

Comment [RE166]: Comparing the cost of attending live event to using the videos to reduce price perception.

And for just \$97 ... that's a drop in the bucket really.

That's why I want to encourage you to get the set right away if you haven't already done so. (If you have then you don't need to read this because you will understand what I'm talking about.)

Oh, for 'long' and 'short' of the table? Go here:
<http://www.video-5-link.com> (Video Link)

In case you missed any of the other clips, here are all the links:

<http://www.video-1-link.com> (Video Link)
<http://www.video-2-link.com> (Video Link)
<http://www.video-3-link.com> (Video Link)
<http://www.video-4-link.com> (Video Link)
<http://www.video-5-link.com> (Video Link)
<http://www.video-6-link.com> (Video Link)

It was great sharing these valuable information with you and be sure to get this video set ... you'll be glad you did. Your competition? ... that's another story!

In the mean time, rack up another victory!

-Your Name
Contact Info,
Website.

Autoresponder Series For SIBU

LETTER 1
DELAY IN DAYS: 0

SUBJECT: #FIRSTNAME#, here's the information you requested

Hello, my name is #SPONSORFIRSTNAME# #SPONSORLASTNAME#. THIS IS EXCITING!

First, let me thank you for your interest in finding out more about this incredible and timely opportunity. You've made a very important first step.

I'm currently a distributor with SIBU. I consider myself really lucky to have stumbled into an opportunity like this so early in its launch. I think that it was Darrell Royal who said that "luck is what happens when preparation meets opportunity".

Comment [RE167]: Provides all the video clips in one list to increase perceived value of what has already been given FREE.

Comment [RE168]: This is a series for another MLM business and follows a similar template to the series you saw earlier. Shows how you can adopt one successful autoresponder series to fit an entirely new product since the industry appeal is very similar.

The way that I see it is that we have a chance to earn over a MILLION dollars with SIBU if we act quickly and with ample preparation.

Here are just a few reasons why I say this:

1. SIBU has proven itself to be a force to be reckoned with in the Network Marketing industry. In less than 18 months of its launch it has already been featured in two national magazines and TV news.
2. The product has great mass appeal because of the great quest for healthier whole foods instead of depending on drugs and vitamin supplementation.
3. The president of the company, Boyd Jentzsch is a decorated war veteran and a graduate of law and marketing. Boyd comes from another network marketing company where he built his own organization within just a few months, ranking 2nd in the entire company.
4. SIBU has a very lucrative compensation plan that places profit in your pocket fast. When distributors get rewarded quickly the more motivated they are to promote the product. Commission checks are mailed WEEKLY! That's hard to beat by any standard.

You ask: What about our product: SibU Balance?

We have already received a ton of testimonials about how SibU Balance has literally changed people's lives.

Here are a few such testimonials:

"About 3 months ago I began giving my now 22 month old son SibU Balance to give him some relief from a persistent skin rash... after 5 days of taking an ounce of SibU Balance daily... 80% of his rash had cleared up. Now, 3 months later, his skin is clean and clear."

-Danette D.
Honolulu, HI

"I'm a nurse and SibU Balance is a God send! I have suffered from insomnia, but I now enjoy the best sleep of my life. After a week of taking SibU my wife asked why I was no longer taking ibuprofen, my answer even surprised

me, "I don't need it anymore!" Not only has this little miracle berry changed my life, it is changing the lives of those that I care for."

-Arthur R.
Cadiz, KY

"You know how at the hospital or doctor's office they ask you what your pain level is on a scale from 1 - 10. Well I'm a former football player and have had two torn ACLs. I've had two knee operations; one was a complete reconstruction of my knee. I've consistently lived with pain levels between six and ten-- remember ten is unbearable. Since being on Sibu Balance I rate myself between three and zero. It's a great product."

-James R.
Benson, NC

We have a marketing system in place that costs over \$17,000 to put together so that even if you've failed at network marketing before you'll succeed with this one. Nothing is left to guess work. You'll be pleasantly surprised at how easy this is.

Take some time to read through my website at:

<http://www.YOURWEBSITE.com>

And give me a call anytime.

Thanks for your time!

Sincerely,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#

#SPONSORHOMEPHONE#

mailto:#SPONSOREMAIL#

<http://www.YOURWEBSITE.com>

LETTER 2

DELAY IN DAYS: 1

SUBJECT: #FIRSTNAME#, Thanks again for visiting ...

Hello **#FIRSTNAME#**,

Thank you **#FIRSTNAME#** for visiting my website and requesting more information on this GROUND FLOOR launch in the "Network Marketing Industry" called SIBU.

I hope you enjoyed what you read and saw. My name is **#SPONSORFIRSTNAME# #SPONSORLASTNAME#**, I sent you a personal email yesterday and this is the first of a series of messages designed to acquaint you with our company. I am proud to be a SIBU distributor.

Whatever your reasons for choosing to learn more about our company, be assured the information we provide is factual and well documented. We take your interest seriously.

SIBU offers individuals a SOLID, LONG-TERM business opportunity with an UNPRECEDENTED income potential.

Seabuckthorn has been used for thousands of years in eastern medicine but is only now coming to the attention of the Western world. This is indeed a miracle food with over 190 nutritive compounds and with the essential omega fatty acids that you'll never expect to find in a plant.

According to Harvard trained physician and world-class Olympic athletes' trainer, Dr Marcus C. Elliott, seabuckthorn has been used successfully in:

- Strengthening immunity
- Inflammatory pain
- Cardiovascular disease
- Mental health
- Digestive disorders
- Skin health
- Diabetes
- Liver disease
- Muscular degeneration

Seabuckthorn is filled with antioxidants which can help fight free radicals which cause damage to cell walls.

The Russians, who led some of the earliest known research on the berry, had their cosmonauts use the berry to reduce radiation damage from early space flights. There are over 200 third-party, peer-reviewed studies showing positive effects from seabuckthorn on a component of health.

Comment [RE169]: Provide scientific PROOF for product.

Seabuckthorn also contains omega-3 fatty acids that more scientists are coming to realize is very important for mental health and development of children's brain. Most children do not get enough omega-3 because of the lack of cold-water fish in their diet. The omega-3 supplements (fish oils) have a funny after taste and so most people don't like taking these.

Here comes Sibubalance with no after taste and the perfect 1:1 ratio of omega-3 and -6 that have been shown to be the best synergistic proportions to get these fatty acids. It's rare to find these fatty acids in a fruit but seabuckthorn is indeed a "miracle food".

The bottom line is that seabuckthorn is about to change the lives of many people who haven't even heard about this plant as yet and you could reap the benefit from sharing this good news.

It doesn't get any better than this. Save on ineffective vitamin supplements. Save the money on doctor's bills. Save more money in your bank account.

Why not join us now? Go here now: <http://www.YOURWEBSITE.com>

At anytime, feel free to contact me if you have any questions or to discuss your options further.

Most Sincerely,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#
#SPONSORHOMEPHONE#
mailto:#SPONSOREMAIL#
<http://www.YOURWEBSITE.com>

LETTER 3

DELAY IN DAYS: 2

SUBJECT: #FIRSTNAME#, I have a few questions for you.

Hello #FIRSTNAME#!

This is #SPONSORFIRSTNAME# #SPONSORLASTNAME# again.

I just wanted to follow up with you to make sure that you did some more investigating into our business. This **is** the business you've been looking for.

YOU CAN BE SUCCESSFUL HERE!!!

Think about it: Why would I ask you to join a company thinking that you're going to fail when your success means my success and your failure means my failure?

If you think that I'm just going to leave your success to chance then think again. We have the best supportive team in the company and a paint-by-numbers success SYSTEM.

You'll get help at every step of the way, so the only way you can fail is if you don't take action.

<http://www.YOURWEBSITE.com>

I encourage you to do all your research and due diligence and make an intelligent business decision.

The TIMING is perfect.

Those of us who get involved now and pioneer this GROUND FLOOR launch are going to become...

RADICALLY WEALTHY!

I'll not beg you ... I won't cry if you don't join ... but I will ask you ONE time...

Is there anyone else in your life willing to coach you to success?

Are you willing to make a judgment not to achieve INDEPENDENT WEALTH and TOTAL TIME FREEDOM without even involving your family in the decision making process?

Are you saying "NO" to SIBU without doing ONE HOUR of HONEST RESEARCH? Check it out thoroughly, and then choose.

For more information, go here right now:

<http://www.YOURWEBSITE.com>

If you are ready to GET STARTED NOW or would like to set up a phone conference, contact me at: #SPONSORHOMEPHONE# or via email at: <mailto:#SPONSOREMAIL#>

#FIRSTNAME#, I thank you for your time and anticipate your reply!

Warmest Regards,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#
#SPONSORHOMEPHONE#
<mailto:#SPONSOREMAIL#>
<http://www.YOURWEBSITE.com>

LETTER 4
DELAY IN DAYS: 2

SUBJECT: I'm not a genius, #FIRSTNAME#!

Hello Again #FIRSTNAME#,

First let me apologize for laying it on thick here.

I believe you should know who you are working with and how I can help YOU. Hey, to tell the truth I am just an average person so I had to figure out a simple system. And I DID! It duplicates! YOU CAN DO IT, #FIRSTNAME#. I DID! ANYONE CAN!

Listen up:

It was the great playwright Shakespeare who said:
"There is a time in the affairs of men,
Which when taken by the flood
Leads to fortune."

In plain language, you only have a few opportunities in life when all the ducks are lined up for you to become rich. You can either take advantage of those times or pass them up for someone else to take. But, trust me, someone will.

You see, opportunities are never lost, only lost to YOU when you let them pass by. What you lose another person wins. It's the law of nature.

Here's what we can offer you with SIBU ...

- Immediate Income
- Financial Independence with Residual Income
- Quality of Life
- Setting Your Own Hours
- No Bosses or Employees
- A scientifically tested and proven fuel-saving product
- Solid Home Business
- Proven Training and Support Programs

Go here now to view my web site and to continue your investigation:

<http://www.YOURWEBSITE.com>

SIBU is a remarkable company who has positioned itself to be the first company to bring the benefits of seabuckthorn to the Western world.

Thousands of people are coming to learn more about the SibU Balance and soon this ground floor opportunity will be all over. You are in a unique position to make some serious income and make 2007 your best year ever. Your financial past doesn't have to be your financial future.

Yes, once the rest of the world finds out about this, it's all over. The bottom line is that this product works. And you have the chance to get in on the very ground floor of its global marketing and distribution.

So, in closing, I'll ask you 3 simple questions...

1. Could you get serious about semi-retiring in 2-3 years on \$30-50,000 a month for the rest of your life?
2. Are you willing to set aside some time each week to work with us and our proven SYSTEM to build a business?
3. Are you willing to be teachable and learn the proven marketing SYSTEM that can build your business by over 50 new distributors per month without you having to talk to anyone?

If you answered yes to these questions:

Immediately get back to me to learn more about this breakthrough product. We've got the product and we've got the marketing system. However, the ground floor won't last forever.

The timing is right ... but your positioning is critical.

THIS IS INDEED, AN OPPORTUNITY OF A LIFETIME!!!

If you have any questions or need assistance, please don't hesitate to email or call me.

Most Sincerely,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#
#SPONSORHOMEPHONE#
mailto:#SPONSOREMAIL#
<http://www.YOURWEBSITE.com>

LETTER 5
DELAY IN DAYS: 2

SUBJECT: You haven't given up, have you?

"There is no security on earth, only opportunity."
-Douglas MacArthur

Hello again #FIRSTNAME#,

Are you having second thoughts? Is fear or apprehension starting to set in?

Looking at business opportunities can be overwhelming. A while back I mentioned that my business is based on professional Network Marketing coupled with a breakthrough and easily marketable product.

Perhaps when you think of Network Marketing you think of it as being difficult or uncomfortable. I used to feel the same way. In fact, truth be told, I avoided it for many years.

It wasn't until I took another look at the NEW marketing opportunity afforded by the internet that I realize that my way of looking at network marketing needed a radical shift. You see, the old way of running down your neighbors, family and friends until they started avoiding you are now over.

Forget about calling those COLD leads on the phone too and doing group presentations!

Perhaps you've tried Network Marketing before and given up for any number of the following reasons.

- You found it too hard to talk to people
- You do not feel like you know anyone
- You hate talking on the phone
- You do not like to sell
- Rejection is no fun

The internet affords you a unique opportunity to market your business without ever having to talk to anyone IF you so choose. And all the work in building a marketing SYSTEM worth over \$17,000 have already been put in place for you just to plug in and profit from.

You see, I'm a firm believer that you should really enjoy the business if you're going to devote your time to working it. And believe me, there's nothing like working from home, helping others learn about this "miracle food" and showing others how to do the same.

Here's the good news. I can introduce you to a SYSTEM that anyone can use to promote this business.

Networking is how big businesses have been built for years. Actually, that's what I've been communicating with you, just networking; exposing you to the information you requested and want to learn more about.

All the statistics are showing us that home-based business owners make an average of \$25,000 per year MORE than the national average income.

Dozens of Fortune 500 companies have already caught onto the new avenues made possible through MLM.

Now that the Internet has entered the picture, everything has changed yet again.

The power to work from your own home...the power to reach the entire globe...the power to automate your efforts!

Plus, SIBU offers a product that people want to know about.

I would be happy to show you how this business can change your life and make things happen for you. This is an exciting time in the history of this industry and SIBU.

Visit my web site and see what we are doing:

<http://www.YOURWEBSITE.com>

You can also view the online video presentation that got me interested in this business in the first place.

Thanks again #FIRSTNAME#.

Your Partner in SUCCE\$\$,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#
#SPONSORHOMEPHONE#
mailto:#SPONSOREMAIL#
<http://www.YOURWEBSITE.com>

LETTER 6
DELAY IN DAYS: 2

SUBJECT: Are You Really Serious about this?

Dear #FIRSTNAME#,

Have you tried SibU Balance as yet? How has your health improved?

We have been emailing you for awhile now to keep you updated. I understand your reluctance. So many products oversell their benefits and actually LIE about their effectiveness. Not SIBU BALANCE.

You can order a few bottles for yourself and if you honestly think that they haven't improved your energy and sense of well-being you can get your money back.

On another track: Are you tired of working to make some else rich?

Do you know that people just like you are earning a 6-figure income from the comfort of their own home? The number of people getting involved in this industry continues to grow faster than any other industry today. In fact, the new millennium is being coined as "The Entrepreneurial Age".

People want options to the old ways of corporate life. They don't want to worry about losing their jobs, being relocated, taking a pay cut just to keep their job and then expected to take on higher work loads because another employee was "let go."

If you are serious about building a secure financial future, something you can have long after a job is gone, take a closer look at SIBU. I can show you how to get started building residual income today. I can even show you a way to start part-time without disrupting your current situation and still work towards creating the income and home business environment you want.

SIBU and our business model is about assisting others to reach their life goals, experiencing a richly rewarding, debt-free, creative and fulfilling life...of developing your highest potential...of generating the real and tangible experience of financial freedom... and of contributing to other people in a unique and special way

To learn more visit my site at: <http://www.YOURWEBSITE.com>

If you have any further questions or need any additional help please feel free to contact me anytime. I will help you fully investigate our company and make certain you have enough information to make a sound decision about getting started.

Take care #FIRSTNAME#,

Most Sincerely,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#
#SPONSORHOMEPHONE#
mailto:#SPONSOREMAIL#
<http://www.YOURWEBSITE.com>

LETTER 7
DELAY IN DAYS: 4

SUBJECT: TIME'S RUNNING OUT!

Greetings again #FIRSTNAME#,

I just wanted to drop you a quick note to see if you had made a decision towards getting your SIBU business started...and creating your own Financial Plan B.

I'm talking of course about "Being Your Own Boss", creating a business that works for you and building a strong financial future. Not to mention having the time and freedom to do the things you enjoy most. Plus you'll have the chance to take advantage of a ground floor opportunity created by a stable and committed leadership.

Yes, SIBU is set to create over 100 millionaires. Would you be one?

I'm sure you haven't given up on your dreams; it's just that life gets in the way sometimes.

I understand.

So, if you'd like to know how you can get involved and capture your share of this MULTI-TRILLION dollar industry, with a ridiculously low start up cost and a proven plan for success, then give me a call at #SPONSORHOMEPHONE# or just email me at mailto:#SPONSOREMAIL#.

I promise you quick information on how you can get started. I won't waste your time and it won't be unpleasant.

No catch, no obligation. It's your choice.

Don't miss out!

<http://www.YOURWEBSITE.com>

I look forward to our conversation.

Your Partner in SUCCE\$\$,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#

#SPONSORHOMEPHONE#

#SPONSOREMAIL#

<http://www.YOURWEBSITE.com>

LETTER 8
DELAY IN DAYS: 4

SUBJECT: The time to ACT, #FIRSTNAME#, IS NOW

#FIRSTNAME#,

It's been several weeks now since I first mentioned that my business is literally exploding!

More and more people are discovering the health-boosting power of Sibu Balance and they are not keeping silent about it. The commission checks are getting bigger and some distributors are already clocking five-figure WEEKLY checks.

Never before in history has there been an opportunity of this magnitude...and it's about to re-shape business in the new millennium.

You haven't joined us and I am somewhat puzzled. My concern is that you may have become stuck or perhaps you're really not ready for this move in your life. Maybe you found a home based business already! If not, I would encourage you to check out our company. You have nothing to lose by looking it over and potentially your entire life to gain.

You are sitting right in front of the largest re-distribution of wealth in history, and you can be part of a leadership team where you will work with a select group of motivated and HIGHLY successful people.

Make no mistake about it; you'll hear about SIBU whether you want to or not. With rising healthcare costs and the need for healthy whole food products people want a solution. And you could be the one to tell them about SIBU BALANCE.

If you don't then someone else will and they will benefit big time.

Want to learn more? Then get all the information here:

<http://www.YOURWEBSITE.com>

There is a wealth of information right at your fingertips. If you have questions, contact me personally. But don't pass up a financial opportunity, which would provide your entire family with a stress-free and debt-free life, without spending at least 30 minutes looking it over.

If you're ready to get started, you can sign up directly here:

<http://www.SIGNUPPAGE.com>

Or just phone me at #SPONSORHOMEPHONE#. We can have your SIBU business ready to go TODAY!

I wish you all the SUCCESS life has to offer!

Thanks Again,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#
#SPONSORHOMEPHONE#
mailto:#SPONSOREMAIL#
<http://www.YOURWEBSITE.com>

LETTER 9

DELAY IN DAYS: 4

SUBJECT: HOLY SMOKES! Read this, #FIRSTNAME#

#FIRSTNAME#,

Just wanted to try to contact you again regarding your interest in a business opportunity. We are offering a solid, long-term business that is backed by easy marketing SYSTEM that anyone can do.

Our business is simple ... we market a breakthrough health product.

I'm looking for people who are teachable and have a burning desire to change their present financial situation.

Let me assure you of one thing: This is not a get rich quick Internet scam or some mail order business. This is a solid company who decided the most appropriate marketing plan for GLOBAL product distribution was professional Network Marketing. The product is a "miracle" whole food that every family needs.

This product has been safely used outside of the United States since the 8th century and is now taking the North American market by storm. Everybody wants to live longer and healthier lives.

Go to <http://www.YOURWEBSITE.com> to get the details.

If you've been following the news lately, you know even the government is calling for reforms in the diet of American schools. One of those suggestions is the reduction of harmful trans-fats and the inclusion of more omega-3 fats as found in seabuckthorn.

So, if the timing is right, and you are serious about making money and ready to create a significant income, call me. I am going to work directly with a few select leaders, people who are open-minded, willing to learn new business systems, and ready to go to work.

The income you generate over the next few years will create solid, long-term, true residuals that will last a lifetime.

To Your Success #FIRSTNAME#,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#

#SPONSORHOMEPHONE#

mailto:#SPONSOREMAIL#

<http://www.YOURWEBSITE.com>

LETTER 10

DELAY IN DAYS: 5

SUBJECT: I've Not Forgotten You...

Greetings Once Again #FIRSTNAME#,

I certainly hope all is well with you. I've been corresponding with you now for several months. I trust you've been staying abreast of our unprecedented business opportunity and the growth in this industry.

As you've probably figured out by now, I am very serious about my SIBU business. Actually, my persistence in keeping you in the loop is a good example of this.

But only because you indicated a strong interest in changing your current situation and improving your quality of life.

Great opportunities are about great timing and how you position yourself to benefit. Our opportunity is no different. It is hard to argue that getting paid just by helping others gain optimum health isn't a great opportunity with perfect TIMING! Great timing without being positioned to benefit however, is another thing.

I'm looking for someone to help structure the growth that is taking place now and over the next 2-5 years. I have a proven turn-key training program that I would like you to look over and decide if you see it fitting your needs.

Please give me a call in the next couple of days at #SPONSORHOMEPHONE#.

<http://www.YOURWEBSITE.com>

Thanks again #FIRSTNAME#.

Most Sincerely,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#

#SPONSORHOMEPHONE#

mailto:#SPONSOREMAIL#

<http://www.YOURWEBSITE.com>

Solo / Ezine Advertisement:

Comment [RE170]: This is the sola ad that went with the SIBU business series. Again the aim of this letter is to get people to the optin page where they would sign up for the autoresponder series. Note also the "model" followed from the previous "gas pill" solo ad.

SUBJECT: How A 1000-Year Secret Of The Himalayas Can Make You Rich

Dear #FIRSTNAME#,

Do you feel like you're too busy earning a living to make any real money?
Are you tired and frustrated living from paycheck to paycheck? Are you sick
and tired of being sick and tired?

Then this will be one of the most important messages you read this year!

The health and wellness industry is projected to reach \$1 TRILLION by 2010.
And the alternative medicine sector is growing by leaps and bounds as
mainstream medical training is waking up to realize that they are not God.
Now medical school is emphasizing the importance of good nutrition to
health instead of just concentrating on curing disease.

What if you discovered a fruit that's been used for over one 1,000 years,
contained over 190 nutritive compounds and that's proven beneficial in the
treatment of ...

- ** Strengthening immunity
- ** Inflammatory pain
- ** Cardiovascular disease
- ** Mental health
- ** Digestive disorders
- ** Skin health
- ** Diabetes
- ** Liver disease
- ** Muscular degeneration

Would you use it? Would you want to tell everyone you know about it?

Well, now you have an opportunity to help tell the world about a little bright orange berry that grows high up in the Himalayas that dubbed the "miracle fruit". Thousands of people are already raving about this fruit and what it has done to improve their health.

Here are just a few:

"About 3 months ago I began giving my now 22 month old son Sibü Balance to give him some relief from a persistent skin rash... after 5 days of taking an ounce of Sibü Balance daily... 80% of his rash had cleared up. Now, 3 months later, his skin is clean and clear."

-Danette D.
Honolulu, HI

"I'm a nurse and Sibü Balance is a God send! I have suffered from insomnia, but I now enjoy the best sleep of my life. After a week of taking Sibü my wife asked why I was no longer taking ibuprofen, my answer even surprised me, "I don't need it anymore!" Not only has this little miracle berry changed my life, it is changing the lives of those that I care for."

-Arthur R.
Cadiz, KY

"You know how at the hospital or doctor's office they ask you what your pain level is on a scale from 1 - 10. Well I'm a former football player and have had two torn ACLs. I've had two knee operations; one was a complete reconstruction of my knee. I've consistently lived with pain levels between six and ten-- remember ten is unbearable. Since being on Sibü Balance I rate myself between three and zero. It's a great product."

-James R.
Benson, NC

<http://www.YOURWEBSITE.com>

This is a product that literally sells itself. As people use the product and see their health dramatically improve they become hooked and want to share the news with every family they know.

We have invested in a REJECTION-FREE internet marketing system that allows you to grow your business online with the latest marketing tools. This system cost us over \$17,000 to put together but it's yours at no cost once you join our team.

All the elements are in place:

1. A breakthrough, consumable and marketable product with mass appeal.
2. A company with strong management and network marketing experience
3. An easy and proven marketing system
4. A very generous compensation plan that puts money in your pocket fast. This company pays every week!

The only element that's missing is YOU.

If I can show you how to semi-retire within the next 3-5 years with a business you can run from the comforts of your home, would this be worth 30 minutes of your time?

<http://www.YOURWEBSITE.com>

No special skills or experience are required and we will give you all the training and personal support you'll need to ensure your success. Even if you've tried other "opportunities" and they've failed to lived up to their promises I can assure you that this is different.

This is NOT a get-rich-quick scheme even though you CAN get rich quickly if you choose to work the SYSTEM.

Isn't about time that you start living life on your terms? Why not become financially independent by using our system?

Go here for details: <http://www.YOURWEBSITE.com>

Now let me warn you that this is a SERIOUS business opportunity and you should only respond if you're serious about changing your life. This opportunity has drawn in so much interest that we had to place a screening process in place to help us determine who to work with.

This is NOT for everyone, so you may not qualify.

But if you think that you're highly motivated about earning \$10,000 - \$50,000 per month in the next 6 months or so then we want you.

Go here for details: <http://www.YOURWEBSITE.com>

Aren't you tired of making your boss rich? Time to start your own business now.

You can use our advanced duplicatable SYSTEM to quickly build your business.

Since you've read this far I know that you are serious about making a financial change in your life right away.

Go here for details: <http://www.YOURWEBSITE.com>

Remember that the only shots you can make are the ones that you take.

Take this important first step. Don't delay!

Most Sincerely,

#SPONSORFIRSTNAME# #SPONSORLASTNAME#

#SPONSORHOMEPHONE#

mailto:#SPONSOREMAIL#

<http://www.YOURWEBSITE.com>

Autoreponder Series – Review Riches

(NOTE: The prospect must be removed from this series as soon as they order!)

Day 0, Message #1 (Goes out immediately on sign up)

Subject: {firstname}, you're one of the lucky few!

Comment [RE171]: Flatter the reader as being part of an exclusive group.

Hi {firstname},

My guess is that you have requested more information about the ReviewRiches system with a lot of doubt. As far as you are concerned, this may just be another one of those empty claims trying to enrich some 'gurus' pocket.

Comment [RE172]: This market is filled with empty promises and it is assumed that the reader has been disappointed before.

Well, I really don't blame you for thinking that way. But believe it or not, there are exceptions to this general rule.

I've been in this business for several years and I've helped to train hundreds of ordinary people, just like you. People who were even intimidated by operating a computer.

So, for starters, you don't need a lot of computer skills to succeed at this. If you can follow a simple step-by-step, paint by numbers system, then you are ready to run all the way to the bank.

Comment [RE173]: Handles one of the main objections early.

And this is one of the simplest ways to start on online business that I've found so far. (I have over 16 online businesses where I teach people how to make a living online.)

So be sure to get all the details at <http://www.YourWebSite.com>

This is nothing like you've ever seen before.

I still laugh when I think about how I ran into this system by accident. But some of the greatest scientific discoveries were made by accident. Did you know that?

Some of these are X-rays, penicillin, artificial sweeteners, microwave ovens, vulcanized rubber, silly putty and potato chips, just to name a few! And just think about what your life will be like without a few of these breakthroughs—especially potato chips!

Comment [RE174]: These little-known “trivia” facts helps to make the email entertaining and engaging.

This may just be the financial discovery you’ve been waiting for.

Check it out now ... <http://www.YourWebSite.com>

Sincerely,

NAME
ReviewRiches

P.S. This system is what I call “dummy-proof” and “fail-proof”. If you follow the easy steps you’ll have to try hard to NOT make it work. But if you use this secret system you’ll be rewarded handsomely.

Comment [RE175]: Again tackling one of the main objections that it may be too difficult for the prospect.

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Day 1, Message #2 (Next day)

Subject: {firstname}, are you as excited as me?

Hi {firstname},

There are few businesses you can successfully run online that don’t require some training, coaching, learning new software and a lot of trial and error.

And even after you’ve gone through all that investment in time and money you may still fail to make a decent profit. That’s why I’m so excited about ReviewRiches.

You see with the Review Riches model you don’t have to ...

Comment [RE176]: Once again selling how EASY the program is.

- Buy new software
- Know how to create websites using HTML coding
- Be some well-known guru
- Spend hours going through thick manuals and training courses

- Risk a bunch of money
- Have a ton of experience
- Spend all day in front your computer
- Create products or offer a personal service

I'd say if you know how to 'cut-and-paste' then you are pretty much set. Most people can become so overwhelmed with options and end up suffering from "information overload". But this is the least of your worries with ReviewRiches.

In fact, your greatest danger is that you would let this opportunity pass you by because you let your doubt crush your desire for financial freedom. Don't' become a victim to skepticism. Some is healthy, but too much is crippling.

That's why I urge you to get started right away while you're still thinking about it ...

<http://www.YourWebSite.com>

You have nothing to lose and a lot to gain. But nothing will happen unless you decide to take action.

So what are you waiting for?

Sincerely,

Your Name
ReviewRiches

P.S. You can't imagine how fortunate you are to be in the position you're in right now. If I had this same system when I first started out it would have shaved years off of my learning curve and more than tripled my present online income. Consider yourself lucky, but only if you make use of it!

--

Day 3, Message #3

Subject: {firstname}, why the RR system works.

Hi {firstname},

Comment [RE177]: This email will use the softsell "white paper" approach.

ReviewRiches is based on the idea that many people who don't go for the 'hard sell' approach will buy based on a user reviews of a product.

In fact, a recent study from Deloitte & Touche shows that user reviews are absolutely essential—especially if you're selling electronics. The study, consisting of 3,331 US adult Internet users and during August and September 2007, shows that 45% of those users were influenced by user reviews when purchasing home electronics, while 39% were influenced when purchasing personal electronics.

I'm sure that you have read the reviews of other users before making an online purchase before. Why? Because you expected to get a more honest opinion from another customer than from the seller.

And this is the basic philosophy behind ReviewRiches ...

<http://www.YourWebSite.com>

Marketers have known for decades that nothing beats word-of-mouth advertising. When one satisfied customer can share the 'good news' with other people, then the sales increase rapidly.

If you can get people talking about your business you've won a great marketing battle and your bottom line will show it.

You see, friends have a lot more credibility with friends than a business owner will ever have with a prospect.

For example, right now as you read this email your guards are up, but if a friend were to recommend ReviewRiches to you you'll be sure to try it without question.

Can we be friends? ☺

<http://www.YourWebSite.com>

Sincerely,

Your Name
ReviewRiches

P.S. Next email I'll answer some very important questions that people ask about ReviewRiches and how it relates to your online success. In the mean time if you have any questions, shoot me an email and I'll be sure to answer it.

--

Day 5, Message #4

Subject: {firstname}, your ReviewRiches questions answered.

Comment [RE178]: The FAQ answering objections email.

Hi {firstname},

Last time I told you why ReviewRiches was so effective at raking in the big bucks. Today I want to address some common questions that people ask about using the ReviewRiches system.

1. "Can I really do this without some prior experience?"

Comment [RE179]: Tackle the BIGGEST objection FIRST! Keep in mind that in the answers you are SELLING!

I know that it's hard to think about being successful at anything without some training or experience. We've been trained to think that we go to school in order to train and get a good job.

And I'm not against training and experience. For sure I want my surgeon to be well trained and with a ton of experience. I don't want to be his first patient.

But there are some exceptions and ReviewRiches is one of them. Because all of the heavy lifting has been done for you by my programmers in developing this marketing platform, then all you have to do is prepare your 'dish' from the buffet menu.

And because I've been training 'newbies' for several years there's hardly a scenario you can bring that I haven't met before. All the online videos will show you step-by-step how to get everything set up and running.

If you can cut-and-paste and follow simple directions then you have what it takes to do this.

2. "How long would it take before I can see some real money?"

There is simply no 'correct' answer to that questions because it may take 5 minutes, 5 weeks, 5 months ... this all depends on how fast you can get people to your website. Legally, I cannot promise you how much money you'll make but I know that just one site brought in over \$200,000 for me in less than two years.

The point is that if you work the system and follow the simple direction there is really no limit to how much you can make—this all depends on you.

All I can promise you is that the system works and it's one of the most long-term and solid strategies to earn a steady online income.

3. Why would you want to share this secret with anyone else, why not keep all the money yourself?

This is a legitimate question and don't think it hasn't crossed my mind. The point is that the field is so wide and limitless that it just wouldn't make sense for me to keep this secret all to myself. Even if I worked for 25 hours a day 8 days per week, I'll just be scratching the surface. Just think about the number of niches out there.

No one person will be able to cover them all and it just doesn't make sense for me to be greedy.

I'll be more than excited to learn of your success and even share you story with others.

4. "I've tried other programs before and failed, how is this any different?"

First of all, you have a full month to try this system without committing either way. So your risk is really zero, except for the time you spend watching the videos and setting up your review sites. And you'll learn a bunch from the videos anyway.

Now I've found that most people starting an offline business get overwhelmed with all the hats they have to fill and the new skills they have to learn. And they still have to wait, sometimes a couple years, before they see any profit at all.

With ReviewRiches your learning curve is drastically reduced and your investment of time and money is minimal, yet you can replace your present income in less than two years.

This is NOT a get-rich-quick scheme, but a real business opportunity with real profit potential. It's no pie-in-the-sky idea but one that works whether you are an expert or a beginner.

So let me prove this to you right now ... Get started today!

<http://www.YourWebSite.com>

Sincerely,

Your Name
Review Riches

P.S. We have invested a lot of money in making our website as user friendly as possible. All the tools you need are right at your fingertips and our support team is top notch. So get started right now while you're still thinking about it.

Comment [RE180]: Keep plugging your website.

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Day 7, Message #5

Subject: {firstname}, the traditional way vs. the ReviewRiches way ...

Comment [RE181]: Another soft-sell approach by giving the prospect valuable information.

Hi {firstname},

Affiliate marketing is nothing new. Especially since Amazon.com has made this model so popular—you simply promote a product for a piece of the pie.

The upside of affiliate marketing is that you have no customer service issues, products to create or deliver—you simply promote a merchant's products and collect your check at the end of the month.

The downside? The merchant or product owner doesn't have to pay for your advertising and only pay out when the sale is successful. (The perfect arrangement for the merchant.) Well, that's life. You can't have your cake and eat it as well.

And many marketers have made a killing online from affiliate marketing, so I'm not bashing this model.

But what if you can tweak this model so you have less risk and make more money?

And that's where ReviewRiches comes in. You have less to do in creating review websites and all the work has practically been done for you. And you can still get the same results like those marketers who started their businesses from scratch.

If you were to go the traditional route of building websites one by one, writing articles, sending out Ezine ads ... and the list goes on, it would take a lot longer and you could easily become discouraged, if not broke in the process.

With ReviewRiches you can control all of your websites from one central control area, track how all your websites are doing and make sweeping changes with just one click of the mouse.

With the built-in tracking and list-building capability, you are in control instead of running around from one website to another like a headless chicken.

The bottom line is that ReviewRiches takes the best of affiliate marketing and pack it into one application so you can be ready on day one!

ReviewRiches in one sense is affiliate marketing on steroids ...

But it's more than that. Why not see for yourself what I mean?

<http://www.YourWebSite.com>

Sincerely,

Your Name
Review Riches

--

Day 10, Message #6

Subject: {firstname}, the bonuses may soon disappear.

Hi {firstname},

By now you should know that I'm offering you over \$380 in bonuses just for trying ReviewRiches at absolutely no risk.

But what you may not know is that I may just pull those bonuses anytime now. I simply cannot guarantee you how long I can keep this offer open.

Comment [RE182]: Take away selling.

Of course the main offer may still be around but no guarantee on the bonuses. Just as a reminder (and as of the present date) you get ...

1. A free 1-year certification subscription to FederalBusinessReview.org -- good for 1 URL for free account and 5 URL's for paid. - \$168 value
2. A free 3-month subscription to PremiumWebTracking for any websites you own - a \$167 Value
3. 3 Months Free Web Hosting account - a \$28.50 value

When you add it all up you see that this more than pays for the entire ReviewRiches membership, less monthly hosting of your websites. So you're literally getting ReviewRiches for free!

But only if you act now ... because if you snooze you can lose. Get in now before the bonuses are forever removed.

<http://www.YourWebSite.com>

Sincerely,

Your Name
Review Riches

P.S. Instead of standing on the sidelines and see other players score the financial touchdowns, why not get on the field and feel the exhilaration of finally making the kind of money you know you deserve?

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Day 14, Message #7

Subject: {firstname}, have you made up your mind?

Comment [RE183]: Subject line implies a weakness in the prospect if they don't decide right away.

Hi {firstname},

It's been about 2 weeks now since you expressed interest in learning about a system that has placed over \$200,000 into my bank account just from one website promoting one program.

I've tried to show you how this system is so easy that even a 10-year old can do it, and how there is no risk on your part. Yes, you can test the system for yourself and even try to prove me wrong if you can.

Comment [RE184]: Continues to sell the EASY angle.

The point is that I know so many people for whom ReviewRiches can be the turning point in their financial situation. I'm just so tired of hearing the sad news about families who are drowning in debt when the Internet can turn their fortunes around if they would just look in the right direction.

Frankly, whether you try ReviewRiches or not wouldn't change my situation much at all. I'll still travel the world, eat at fancy restaurants and live where I want to rather than where I have to. The point is that ReviewRiches is one of the quickest and easiest systems I can recommend to anyone trying to start an online business.

Comment [RE185]: "Intimidation"

And I say this with years of online experience in my pocket, so I don't say this lightly.

The question is: What can be holding you back from making the simple step of just trying ReviewRiches for just one month to see for yourself the power of this system?

If you're reading this it means you're serious about making a difference in your life and that of your family. Why not join the hundreds of others who are already enjoying a new source of income ... and even replacing their day jobs?

<http://www.YourWebSite.com>

And when the checks come rolling in be sure to send us your testimonial!

Sincerely,

Your Name
Review Riches

P.S. With all the bonuses, training videos, customer support and proven step-by-step instructions, it's simply hard to miss the target. If you allow this opportunity to pass you by it wouldn't be lost but just passed on to someone else ... like any other opportunity in life.

I urge you not to let this happen to you. Get started today!

<http://www.YourWebSite.com>

Comment [RE186]: Last ditch piling on the benefits attempt to get the sale.

Autoresponder Series For Agel™

Comment [RE187]: This is a series for another MLM company but uses a slightly different model to the previous companies.

Message 1 Day 0

Subject: {firstname}, Congratulations!

Hi {firstname},

Just wanted to congratulate you on taking this first step.

You're about to learn more of what I think will be THE company that will talked about around water coolers for many years to come.

Why am I so certain?

Well there is what I refer to as the recipe for success for any Network Marketing company and this company has it all. Here are 3 of the 5 ingredients:

Comment [RE188]: The magic number!

1. Company. You must choose the right company with visionary leaders. The **Founder and CEO, Glen Jensen**, started in customer service and worked with NuSkin in early 89 to 92 helping to grow the company from \$2-3 million per month to about \$800 million per year.

The **President, Craig Bradley**, served as Vice President of Sales for Melaleuca for 8 years where he had direct responsibility for all areas of marketing and sales for one of the largest direct sales companies in the industry. The management team not only has a wealth of knowledge and experience in the network marketing industry but they have been involved in international development and have led successful start-ups.

2. Products. The products must be innovative and naturally call attention to themselves. Once the company has exclusive rights to these products then you know that competition will be minimal, dramatically increasing your chances of success. This company has a 'breakthrough' nutritional delivery system that is simple but very effective.

3. Timing. When the baby boomers were babies then the pamper industry saw increased sales. Now this same large segment of the population, now in their fifties, are demanding products that will keep them healthy and looking young. No wonder the health and wellness industry is a multi-billion dollar industry. It's the best time to be a part of this industry.

Look out tomorrow for the other 2 ingredients. You'll understand why so many MLM leaders flew in from all over the world to be in Tampa, Florida just this past February to be a part of the pre-launch of this incredible company.

Comment [RE189]: Builds anticipation and gets me to use "3" instead of 5 reasons.

If you knew about it you'd want to be there as well.

You'll understand what I mean very soon!

Until Tomorrow,

Greg Aldrich
<http://www.YourWebSite.com>
[Your Contact Info]

Message 2 Day 1

Subject: {firstname}, here are the other two ...

Comment [RE190]: This email along with the preceding one educates the reader towards making a certain choice later on.

Hi {firstname},

Yesterday I referred to the recipe for success for any Network Marketing company and this company has it all. Here are the remaining 2 of the 5 ingredients:

4. Generous Compensation Plan. Many companies are either very stingy in their compensation plans or they give one-time bonuses when you sign up a new distributor and that's it. What happens is that you get a healthy check when you are actively recruiting and a precipitous fall in income when you are not. Most people don't stay around when they see a decrease in their income.

This company understands this and so created a brand new never-before-used compensation plan that takes care of this distributor attrition problem.

5. The Right Team. You are in business for yourself but not by yourself. That is why I prefer to think of this business as corporative marketing than network marketing. Because of the strong leadership and years of experience and success already enjoyed by our team leaders you'll get all the guidance and training that you need to succeed as well.

Sometimes you get a company that may have 4 or 3 of the success ingredients. But when you find a reputable company with leaders of integrity and strong financial backing, you know that you are in for a treat.

But only if you act now!

[<http://www.signupURL.com>]

Such is the Agel opportunity.

Most Sincerely,

[Your Name]
<http://www.YourWebSite.com>
[Your Contact Info]

Message 3 Day 3

Subject: {firstname}, what's the BIG deal?

Hi {firstname},

Every Network Marketing Company that introduced a new category of products to the industry made billions of dollars. Just reflect for a minute ...

*Mary Kay brought cosmetics ...
*Herbalife brought weight loss ...

Comment [RE191]: Proof from a past pattern. Very common argument in the trading (stocks) market.

- *Shacklee brought vitamins ...
- *Excel brought Telecommunication and ...
- *Amway brought Home care products.

Now what's so incredible about the Agel opportunity is that a new nutritional product is NOT being introduced. Instead a NEW way of delivering nutritional products that have already been proven beneficial in the market place is what is being introduced.

****What Agel has done is taken a PROVEN product and made it better.****

It's like adding wheels to luggage. Just this simple act sparked a whole new industry. Now you can see the results when you visit any airport. The beauty and power is in the simplicity of the idea.

Comment [RE192]: Simple illustration helps to clarify a NEW concept for a product.

Now here is a simple test that you can perform at home. Just take your vitamin tablet and place it in a glass of vinegar for a few hours. Did it all dissolve and how quickly?

This simple test mimics what happens in your stomach. You'll be shocked to know that the majority of supplements on the market today are not absorbed by your body because they DON'T dissolve. If they don't dissolve then your body cannot use them and so you are literally throwing your money down the toilet!

Comment [RE193]: EDUCATE the prospect by sharing a tip. This builds your credibility with the reader.

So Agel comes along and introduces a gel suspension technology where the supplements are in gel form (close to the consistency of honey) and are already dissolved making the nutritional value immediately available to your body.

Now this technology has two main advantages:

1. Now you can be sure that you are getting ALL of what the label says is in the supplements.
2. You don't have to walk around with big bottles of liquid supplements or require water to take a tablet.

Think about it: no glasses, no super-sized pills, no waterlogged juices, no ineffective sprays and creams—just pure, concentrated nutrients in an easy to take, readily absorbed, taste bud-busting gel. Entirely original, the

Gelceutical market represents an untapped arena of wellness. And the landmark realization of the industry is Agel™. Agel stands at the head of a supplement revolution—incredible convenience, incredible flavor.

This means that people are more likely to travel with their supplements in little packets so they will get used. When they are used they buy more and you make more money!

Serious money will be made with Agel ... this will either go in your pocket or the other person who is savvy enough to respond to an opportunity that is not just knocking but is breaking down your door!

Comment [RE194]: People hate to know that others are benefiting from what they turn down!

[<http://www.signupURL.com>]

Most Sincerely,

[Your Name]
<http://www.YourWebSite.com>
[Your Contact Info]

Message 4 Day 5

Subject: {firstname}, here's the bottom line ...

Hi {firstname},

Are you sensing the GREAT opportunity that you have just ran into?

If you've ever read or listened to Paul Zane Pilzer, expert economist and trend forecaster... the next shift of wealth in this country is going to come from the "WELLNESS" industry. Today, that industry sits at \$200 BILLION and will exceed \$1 TRILLION by the year 2010. Check out his book entitled, "THE NEXT TRILLION".

Comment [RE195]: Borrowing credibility from a respected figure.

When you really study the industry and the people who are making TRUE residual income with checks in upwards of \$10, \$20 even \$200K a month,

the great majority of them come from product-driven companies.... in the "WELLNESS" arena.

Consider these facts:

** This is a unique product. No one else can copy it - ever!

** This is still practically a SECRET - the big hitters have not heard about it yet!

** This product is consumable - this means repeat orders!

**The market is GLOBAL - every living person in the world will soon use this product!

** One of the most lucrative compensation plans in the industry!

[<http://www.signupURL.com>]

So I'm looking for a few people who are serious about retiring in 2-3 years -- a few leaders to tell as many people as possible about Agel. To help market the product, introduce others to Agel and teach them how to do the same.

Comment [RE196]: "Intimidation" to keep away the 'tire-kickers'.

The question is "How long does it take for you to recognize a once-in-a-lifetime opportunity and how long does it take for you to ACT?"

On average, everyone experiences two chances in life to create wealth. The question is: "Is this your first or your last?"

So, if the timing is right, and you're serious about making money and ready to create a significant income, contact me. I am going to work directly with a few select leaders, people who are open-minded, willing to learn new business systems, and ready to go to work. The income you generate over the next few years will create solid, long-term, true residuals that will last a lifetime.

Comment [RE197]: Emphasize timing-time is running out!

[<http://www.signupURL.com>]

Most Sincerely,

[Your Name]
<http://www.YourWebSite.com>
[Your Contact Info]

Message 5 Day 7

Subject: {firstname}, are you a burnt child?

Hi {firstname},

Ever so often I run into people who have had a bad experience with network marketing and so their defenses go up as soon as they hear the word.

Of course there are legitimate reasons for failure such as a company that goes 'belly up' because of poor management and planning. But note here that the company failed its distributors. This doesn't mean that YOU failed.

The most common reason for failure in this industry is a failure to work the system. All the facts show that people who stay with the program and work the system for at least 5 years become independently wealthy.

Often some people get the idea that no work or effort is involved and money will just fall from the heavens but you're smart enough to know that there are no free lunches in this life.

This industry has been more than kind to me over the past 15 years but I had to do some work. The beauty about it all is that I worked once but got paid over and over again. That's the power of linear income--work once and get paid multiple times. It's a matter of leveraging your time and effort.

If you're scared to get your feet wet because you almost drowned once, then I can understand your fears. But you know the best way to deal with those fears is to get into the water and start learning to swim again.

Don't allow your past failures to rob you of an opportunity like this one.

It's your life. Live it to the maximum.

Join me now!

Comment [RE198]: The failure rate in the Network Marketing business is very high, so I try to tap in to this general dissatisfaction. Rather than fight the major forces you use their momentum like a wise fighter does with his larger opponent.

Comment [RE199]: The powerful "it's not your fault" persuasion technique.

[<http://www.signupURL.com>]

Most Sincerely,

[Your Name]

<http://www.YourWebSite.com>

[Your Contact Info]

[<http://www.signupURL.com>]

Message 6 Day 10

Subject: {firstname}, how big is your bucket?

Comment [RE200]: This email attempts to get the prospect to upsell to the highest level.

Hi {firstname},

I hope by now you've had a chance to review the revolutionary compensation plan that Agel is offering its distributors. If you haven't done so go here now:

Comment [RE201]: Emphasize a strong benefit.

<http://www.YourWebSite.com/compensation.php>

Now if I were to tell you that I had a ton of gold dust and you could take as much as you wanted. What size bucket will you use? I'm sure you'll take the biggest bucket you could carry.

The logic is simple. The bigger the bucket the more value you'll get.

The same holds true for this compensation plan. That's why I think that if you're really serious about this opportunity you should join at the executive level—the \$1000 level.

Now you may think that you don't have \$1000 to invest and that's the perfect reason why you **should** get in at the executive level because you **NEED** more money. In fact, you could recoup your investment by just signing on 5 other recruits at the executive level. You'll then be in profit fast.

Comment [RE202]: Answer a common objection.

You'll also see that it's at the executive level that you can share in the Executive Bonus Pool. You only have to do the simple math to see that this can be very rewarding as your team grows.

Of course there are those who just want to supplement their present income rather than replace it. If that describes you then you can join at a lower level. Just keep in mind that you cannot upgrade to the executive level later on. If you can live with that then go for it.

[<http://www.signupURL.com>]

It's your decision. You're in control.

Most Sincerely,

[Your Name]
<http://www.YourWebSite.com>
[Your Contact Info]

[<http://www.signupURL.com>]

Message 7 Day 15

Subject: {firstname}, still on the fence?

Hi {firstname},

Do you know that people just like you are earning a 6-figure income from the comfort of their own home? The number of people getting involved in network marketing continues to grow faster than any other industry today. In fact, the new millennium is being coined as "The Entrepreneurial Age".

Comment [RE203]: Show what others who took you up on your offer are doing now.

People want options to the old ways of corporate life. They don't want to worry about losing their jobs, being relocated, taking a pay cut just to keep their job and then expected to take on higher work loads because another employee was "let go."

If you're serious about building a secure financial future, something you can have long after a job is gone, take a close look at Agel. We can show you

Comment [RE204]: Intimidation.

how to get started building residual income today. We can even show you a way to start part-time without disrupting your current situation, and work towards creating the income and home business environment you want.

Agel and our business model is about assisting others to reach their life goals, experiencing a richly rewarding, healthy, creative and fulfilling life...of developing your highest potential...of generating the real and tangible experience of financial freedom... and of contributing to other people in a unique and special way.

[<http://www.signupURL.com>]

If you have any further questions or need any additional help please feel free to contact me anytime. I will help you fully investigate our company and make certain you have enough information to make a sound decision about getting started.

[<http://www.signupURL.com>]

It's your decision. You're in control.

Most Sincerely,

[Your Name]

<http://www.YourWebSite.com>

[Your Contact Info]

Message 8 Day 21

Subject: {firstname}, the time is now!

Hi {firstname},

I just wanted to drop you a quick note to see if you had made a decision towards getting your Agel business started...and creating your own Financial Plan B.

I'm talking of course about "Being Your Own Boss", creating a business that works for you and building a strong financial future. Not to mention having the time and freedom to do the things you enjoy most.

Plus you'll have the chance to take advantage of a ground floor opportunity in an industry that is going to create millionaires. I'm sure you haven't given up on your dreams; it's just that life gets in the way sometimes.

Comment [RE205]: A quick summary of the benefits of joining now is given in this email.

I understand.

So, if you'd like to know how you can get involved and capture your share of this MULTI-TRILLION dollar industry, with a ridiculously low start up cost and a proven plan for success, then shoot me an email or give me a call today. I promise you quick information on how you can get started. I won't waste your time and it won't be unpleasant.

No catch, no obligation. It's your choice.

So be sure to send me an email or give me a call so that we can discuss your future with Agel.

I look forward to our conversation.

Yours In Success,

[Your Name]
<http://www.YourWebSite.com>
[Your Contact Info]

Message 9 Day 28

Subject: {firstname}, I haven't forgotten you

Comment [RE206]: This follows the 'model' of the previous final email in the MLM series. Most people who get this email are surprised that the marketer is still "thinking about them".

Hi {firstname},

I certainly hope all is well with you.

I've been corresponding with you for a few weeks now. I trust you've been staying abreast of our unprecedented business opportunity and the growth in this industry.

Comment [RE207]: Remind them of the length of time to add the pressure of "how long does it take you to make up your mind?"

As you've probably figured out by now, I am very serious about my Agel business. Actually, my persistence in keeping you in the loop is a good example of this. But only because you indicated a strong interest in changing your current situation and improving your quality of life.

Great opportunities are about **great timing and** how you position yourself to benefit. The Agel opportunity is no different. It's hard to argue that getting paid just by helping others achieve a healthy life isn't a great opportunity with perfect TIMING! Great timing without being positioned to benefit however, is another thing.

Comment [RE208]: Again, emphasize timing!

I'm looking for **someone** to help structure the growth that is taking place now and over the next 2-5 years. I have a proven turn-key training program that I would like you to look over and decide if you see it fitting your needs.

Comment [RE209]: Appeals to exclusivity and intimidation techniques. (Not a lot of people, but 'someone'—are you the one?)

Please give me a call in the next couple of days or shoot me an email.

[<http://www.signupURL.com>]

Thanks again {firstname}.

Yours In Success,

[Your Name]
<http://www.YourWebSite.com>
[Your Contact Info]

+++++++