

INBOX renegade

How To Write Better Emails Than
the Experts in Your Niche



Theo Poulentzas

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Preface

Congratulations... And welcome to my world.

By making the decision to get this product in your hands, you've just made a huge leap forward in your email marketing business.

It may not feel like that right now, but by the time you go through this guide, and the other documents, you will be so far ahead of the competition they won't know what hit them.

That's providing you put these tactics and strategies to use.

My name is **Theo Poulentzas**, and what you're about to discover will *dramatically* change how you approach writing emails.

I promise to share the good, the bad, and the downright ugly.

Most of what you're about to read will make you feel uncomfortable, of that I'm sure. The approach I take is *certainly* not for the faint of heart.

Now, it's imperative you understand that the majority of email marketers are struggling.

That's probably why you're here.

If that's the case, and you're sick and tired of getting *mediocre* results from the emails you write, now is the time to take on a different approach, yes?

Yeah, Sure... Whatever

The wild west of the Internet is full of people who'll tell you for *certain* that if you follow their advice to the letter, you'll make truckloads of money.

I'm making no such claims – and I make it a point to never promise specific outcomes.

Truth is, no one can guarantee results for you.

Sure, they can put you on the right path, but it's up to you to walk it.

So, I ask you to be sceptical from the outset. Do not believe anything I tell you, blindly. That would be a mistake.

I want you go into this with an *analytical* mind. I want you to question everything I tell you.

I *don't* want you to take everything I say at face value.

So for the love of Odin, please examine what I say with all the critical thinking you can muster, and then test everything out for yourself in the harsh reality of your own marketplace.

Introduction

I have *one* purpose for this guide; to show you how to write emails that people actually love to read, and who also trust you enough to take out their credit card and prove it to you.

It's not stuffed with vague, half-baked ideas and concepts that *haven't* been battle-tested in the harsh reality of the marketplace.

In fact, I know of nobody who *hasn't* been successful using the core principles of what you're about to read here.

Best of all, the strategies, techniques, concepts and ideas I share with you in these pages can be used immediately; today, and can increase your profits by tomorrow, maybe even sooner.

I can make one guarantee though; if you do take what I say on-board and apply the principles with your own emails, you certainly will stand out like a fart in church and get the lion's share of your subscriber's attention inside their cluttered inbox.

More.

The *biggest* mistake the majority make when communicating with their subscribers, is trying to be all things to all of them. It's foolish. It doesn't work, and you'll go broke trying to make it work. Many have.

What you'll discover when it comes to email, is that you don't need to compete on the "*content*" and "*experience*" front like so many failing marketers do.

I'm going to show you that it makes little difference whether you've been in this business for 5 weeks, 5 months or even 5 years. Sure, if you have experience and knowledge that can help solve your reader's problems, even better, but it's not something that'll make or break your email campaigns.

But we're getting ahead of ourselves, this will become obvious as we move forward...

I'm Confused; Who Are You?

Yesterday I was pattering about on Facebook, *skimming* through the statuses of my friends, family and relatives, when I saw a picture one of my cousins took of himself while looking in the mirror. I've seen many similar images plastered across the web, I'm sure you have too (are they called 'selfies'?).

I have to ask.

What in the world, is the *world* coming to when a man is taking selfies and posting them on Facebook?

Does this seem normal to you?

To me, it reeks of *insecurity and confusion*. There's science to back up my opinion, but I sure didn't need a scientist to tell me that "*insecurity*" is at the heart of it.

Unfortunately, that's the world we're living in today. Caring way too much of what other people think of us. The need to be liked. You know, the need for other people's *validation* to confirm our own self-worth.

You see, I'm not of that sort.

When I write emails, I write to people who are like me, or who *will* like me. I don't write from a place of confusion. I know who I am, and I don't care if *some* people don't like me. Truth is, I'm counting on it that they *don't*.

When writing emails:

You must go in with the same attitude.

You must write with *conviction*.

You must be *fearless, confident and self-assured*.

If you're not, you'll end up building a list full of people who are *confused* about who you really are – and as a result, they won't care about you, your message, or what you stand for. They simply won't give a damn either way.

Throughout this guide I will drop in a couple of quotes and statements from very successful people in many different industries, just to highlight the importance of separating yourself from the mediocre majority.

We'll start off with one of our very own marketing geniuses...

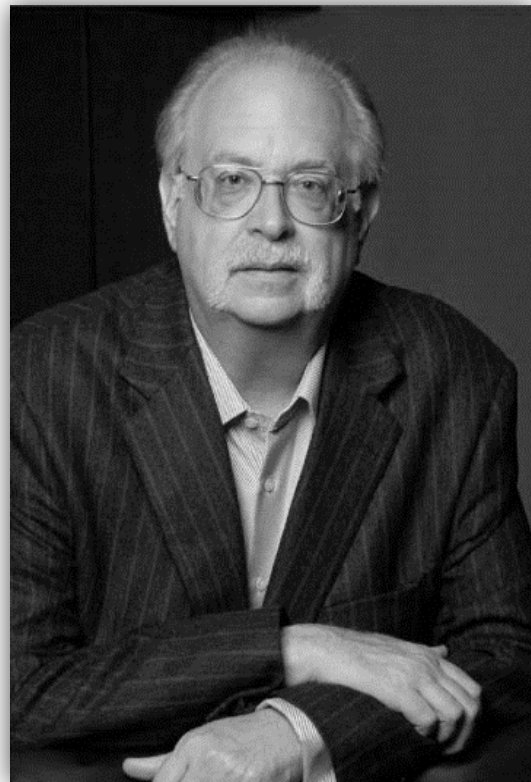
The uncomfortable, and contrarian path less travelled, for the marketing of your business has been proven in over 300 industries, professions and all types of businesses. And your business is not different; no business is.

We all must affordably, and effectively attract and persuade clients to choose us, instead of any and every other option available. What you see most business owners doing with marketing, is the norm, which is wrong, because it is... the common norm.

Industry norms are set, obeyed and reinforced by the mediocre majority who earn average, or even below average incomes, and never really rise to the top. The income pyramids are no different in your business, than any other business. With only 1% at the pinnacle; another 4% rich; 15% doing well, and 80% floundering and failing.

That makes 80% - 90% WRONG, as models for you. Success is ultimately about behaviour. You can't get the great results created by a profound minority if you emulate the behaviour of the mediocre majority

~ Dan Kennedy



Why Email Is Top Dog When It Comes to Selling Online

Email is the #1 most *profitable* skill to master when it comes to online communication, because, if you can persuade with email, you can persuade in any other media.

That's something we can't make a claim for with many other forms of communication.

Think about how powerful that really is, and then understand that putting the extra time into learning how to write great emails, will open up many doors for you with any other form of advertising.

Learning to communicate in a tight, persuasive, engaging way via email can *easily* carry over into everything else you do online.

Whether you're writing articles for your website, creating podcasts for iTunes, videos for YouTube, posts on social media, and even sales pages for products; when you can write emails that persuade, you can adapt the same principles to all the rest.

Of course, there are *slight* differences between email and other forms of online communication, but the core principles are still the same.

With so much noise out there at the moment, knowing how to get *straight to the point* in as little time as possible without losing the impact of your message, is what's going to get the best results on any advertising platform.

The other *obvious* advantage we have with email, is having the ability to communicate with our customers and prospects on their own turf.

People feel in control when inside their own inbox, and contrary to popular belief, we want our customers to feel in control.

And keep in mind, we're not talking about *face-to-face* selling here. Online, your target audience has the ability to completely ignore any advertising message without

resistance.

It's just a matter of hitting the back button on a webpage, or hitting delete on an email. It's easy to do, and people are doing it with very little thought.

The days of high pressured sales are dead. With so many pieces of advertising vying for people's attention in any given moment; they are looking for any given opportunity to ignore nearly all of it.

And rightly so.

That's why writing emails that engage, are the *only* real emails that sell. Without engagement, you **will** be ignored.

Look at the amount of emails you ignore on a daily basis. Most are not given 5 seconds of your time. And believe me; if your emails are poor, they will be ignored without question or contemplation.

That's NOT The Goal of Email, Genius

Most people just copy; they follow the *mediocre* majority. Very few understand the point in writing emails at all. They believe it's to get people to click on links and send them to a sales page as quickly as possible.

To the layman; this seems logical, but it's simply just not true. What's the point in getting people to open emails, click on links and go to a sales page, only to buy nothing?

Without engagement, trust, context and pre-framing, there is no point. You're just getting unqualified people to look at a sales page they have no intention of buying from.

Truth is, anyone can get an email opened. Anyone can get a link clicked, and anyone can get people to a sales page. The real trick is getting them to buy.

The Scarcest Commodity Online

The scarcest commodity online for us marketers is getting attention. If you think you can write just any old email and expect to get a positive response, you're seriously deluded. And yet, that's what most people are doing.

Considering the average person gets up to *80 emails* a day delivered to their inbox, you don't have to have *Einstein like Intelligence* to know you must approach things very differently than your average Joe, Jane, or whomever. Right?

That's great news for you. Because if there's a battle for the inbox (*which there is*), and your competition are *not* doing what I'll be teaching you in this course, you'll be miles ahead in every aspect.

The only way to get noticed by the people that really matter (in this case your subscribers) is by...

- *Being different*
- *Having a polarised approach*
- *Having the character to reject the status quo*
- *Being authentic*

Misinformation is Rife in This Business

You've heard a lot of bad advice from other marketers about open rates, clickthrough rates, length of email copy, unsubscribes, frequency of emails, etcetera. In this training you'll see why **almost all** of the standard, traditional advice is flat out wrong *and* downright misleading.

Personally, I don't care about open rates.

I don't care about clickthrough rates.

I *certainly* don't care about unsubscribes.

The only thing I care about - the only statistic that really matters - is sales.

Everything else is just ego-masturbation.

That's not to say that I think **less opened emails** are better than **more opened emails**.

That would be foolish at best and certifiably insane at the very least. And no, I'm not writing this from a bed in a mental asylum with underpants on my head.

Just know that there's a difference between high opens – and high sales.

The Real Purpose Of An Email

The purpose of email is to sell. That's a given, of course, but to sell with email on a consistent basis, you must engage, entertain and build solid relationships with your subscribers.

Remember: people are not reading every email that finds its way into their inbox. They are deleting most of them without much consideration. So even though the purpose is to sell; engagement is your number one goal over all.

Without engagement, you're just pissing in the wind. Besides, we don't build lists of subscribers, we build lists of fans. Just having that distinction in mind will set your intention up perfectly from the start.

Give me a loyal list of 1000 fans over a lukewarm list of 10,000 subscribers any day of the week, and I'll make a lot more money in the process.

Important: Don't think for one second that just because you're building relationships, that somehow means you treat everyone the same.

Nothing could be further from the truth.

I work *relentlessly* to get people off my list who shouldn't be there.

You should too.

That may sound harsh, but believe me, *people pleasing* is for the weak, it reeks of insecurity, and it will show in your writing.

If you want to be successful with email, you must ooze confidence, and more importantly, you must polarise your message. Without polarisation, you run a greater risk of being another sad statistic that blends into the background and eventually falls through the cracks.

See the attached PDF accompanied with this training that will go into how to write subject lines that get opened, without having to use low-class gimmicks and tricks. There will be examples to follow too.

That's EXACTLY what's happening to most people right now.

In short: you need to repel the people who are not like you, in order to attract the people who are.

After all, you can't build a raving fan base by appealing to the masses.

Email is a personal thing, so in order to get people to follow you, it's important to get others away from you.

This will all make sense as we move forward too.

Subject Lines

What's the big *hoopla* about subject lines these days? There are products (*you actually can buy*) that will teach you how to write cracking subject lines.

I've never heard of anything quite so absurd.

Now don't get it twisted. When your subscribers don't know who you are, it's important for your subject lines to get their attention. However, when they do get to know you, writing subject lines that get attention can be replicated and implemented by a monkey with typing abilities.

It really is that easy.

Anyway, the *sender* of the email becomes *infinitely* more important than the subject lines they use.

The reason, I assume, that we have so many people banging on about subject lines, is because they're not building strong enough connections with their lists.

They have to somehow trick people into opening their emails. The day you have to *fool a friend* into opening your emails, is the day you need to get new friends.

Long Emails Vs Short Emails

You can bet your bottom dollar that if someone is telling you to do what everyone else is doing, they clearly are not thinking as an individual.

This should be blindly obvious.

So, another myth is that people haven't got the time to read long emails, so short emails work best.

But wait. Surely the *shorter* your email is, the *less* qualified your clicks are going to be, right?

Right.

Truth is, many lemmings out there will tell you to write shorter emails so you can get people to a sales page as quickly as possible.

Nonsense.

It's the email that builds the trust.

It's the email that builds the relationship.

So it should be the email that does *most* of the heavy lifting when it comes to shifting products.

Don't forget, people are *less intimidated* inside their own inbox. It's where they feel most comfortable. Why take them away from their safe haven inbox and out into the wilderness, prematurely?

It makes little sense unless your goal is to blast your list with promotion after promotion until they buy, die, or unsubscribe.

Not saying that business model doesn't work; it does, but it doesn't work as well as the relationship building model, simply because we *want* our customers to buy off us, repeatedly. If you don't build that relationship, chances are they'll just buy *willy-nilly* from someone else anyway.

Emails are for engagement, not for hard selling.

It's the job of the sales page to do the hard selling, of course. But it's the job of the email to do the trust building. And there ain't no engagement or anything *remotely* like a relationship being built, if you're writing short emails.

Thing is, the more *qualified* clickers are the ones who have already been partially sold in the email, either because they have bought into you, or have been pre-framed about the product before they waddle on over to the sales page.

Anyway...

So what if some people don't want to read long emails.

Why on earth would you be trying to appease these people?

Pay close attention to what Drayton Bird (the man David Ogilvy said has the greatest marketing mind in the world) has to say about conventional, traditional email strategies touted by the so-called experts...

Recently we sent out a series of emails which brought in business worth about \$45,000 / £30,000 in just over a week. More importantly it was well over twice as much as we expected, based on having run the same promotion previously. Why? Well, we broke (as we often do) many rules conventional marketers live by. "Send short emails," they say. "Let the landing page do the selling".

Phooey!

The difference between the last time we ran this promotion and this was simple. I wrote several much longer emails – actually they were almost all longer.

"Don't email too much," they say. "People don't like it. They won't open. They'll unsubscribe".

Rubbish!

We mailed even more than last time. One day, five times. And as I say we did far better than we expected. Actually, about three times better.

(Just remember, too, that you only want to talk to people who are interested. Your messages should filter out those who aren't).

*So here's a suggestion for you. If you've tried what the "experts" recommend - but it didn't work. Then do the opposite ~ **Drayton Bird***



Unsubscribes

It's another myth that people unsubscribe because of you.

They don't.

They unsubscribe because of THEM.

And since "*statistically*" the largest portion of your list are never gonna buy from you anyway, worrying about unsubscribes is pointless.

You should welcome them.

Whenever you send an email, you *should* be getting unsubscribes. If not; you're not really doing much of anything, are you? And yet, I see people working *really hard* to keep people on their list.

The obvious question is...

Why pander to the people who don't want to be there?

Surely those are the very people you don't want on your list in the first place. You should *grab-a-granny* and do the bloody tango every time dead weight drops off your list. Saves you having to delete the little fuckers yourself later on down the line.

Just sayin'

The *biggest* problem with worrying about unsubscribes, is that your message is going to be weak, and bland.

Because if you *truly* are writing emails that engage and interest people, it's because you have a personality. And if that's the case, a lot of people will not like you.

Your priority, first and foremost, is to build a list of people who know, like, and trust you. You've no doubt heard that you should write emails as if you were writing to a friend, yes?

I can't speak for you, but *rarely* do I read emails from friends that are watered down, diluted drivel.

And that's where your competition is dropping the ball. They write boring, mundane trite that is as interesting to read as a *terms & conditions* agreement.

Your writing must jump off the page.

It must encapsulate your true personality without resistance.

After all, these are real people you're talking to.

When you do that, you will get unsubscribes. But that's the point. In order to attract the right people for your business, you must also repel others.

It's inevitable.

It's unavoidable.

When I send an email, I know that I'm going to get people unsubscribing. I don't worry about it, and I *certainly* do not dilute my message to prevent it.

You just can't build solid relationships with people unless you repel others in the process. We're not dealing with people *face-to-face* here. They can't see your expressions. They can't see your body language. If your message is weak, so will you be perceived.

Does this mean that you have to be *all-up-their-face*?

Absolutely not.

But you do have to express who you truly are, without resistance. When you do, I guarantee you will have some *hard-brass* knob ends telling you they don't like your emails, your personality, or YOU.

That's just how it goes. And that's fine. You're not in the people pleasing business. Unfortunately, (*or fortunately depending how you look at it*) most believe they are.

And that's to your advantage.

People who feel the need to contact you with their opinions, are like my confused "*selfie-taking*" cousin. They reek with insecurities, have no back-bone and deep down inside they're just a little scared child.

Don't pay any attention to what they say to you. And don't reply to them either. If you do, you're just as insecure as they are.

So... welcome unsubscribes. They certainly are a blessing in disguise.

We'll get into all this when we move forward.

Free vs Paid Content

Give away more free content than you do selling content. That's what we're told. But it helps no one, especially the people on your list.

You're much more likely to take action with what you've invested in. The bigger the investment, the bigger the action you'll take. And yet, there's more free content available than ever before in this industry.

No wonder people are overwhelmed.

No wonder they are taking little action.

Unless you have skin in the game, it becomes *increasingly* easy to get distracted by another shiny free object.

Look at all the free reports you've downloaded on squeeze pages over the years. How many of them did you follow through with until you got a positive result?

Not many, right?

Me neither.

Free has become next to worthless in most cases.

Easily ignored.

Truth is, if you have a great product that you know will help the people on your list, you should be doing everything possible to get into their hands.

Every free bit of content you give away is most likely taking them further down the path of confusion and overwhelm, because they will NOT be taking action with it.

Bottom line: it's your job to help people on your list get a specific outcome. And since they value what they invest in more than what they've gotten for free, it's your moral duty to get them to buy from you as quickly as possible. Providing you're ONLY selling premium information that helps them, that is.

Sure, giving away a few tips here and there is fine, but don't think for one second that you have to give away the farm in order to build trust and credibility.

It doesn't work like that.

Bare Naked Fact: The more you hold back, the more sales you'll make. Forget about this crap that you MUST give away your best stuff for free, in order to build trust. It's complete tosh – and it doesn't work the way many would have you believe.

People DO NOT value free content as much as they do paid content... period!

And it's well known that, people love to buy, they just don't like to be sold. Tis why we want our emails to be engaging and entertaining – and NOT free content driven.

Now don't get it twisted.

I'm not suggesting that you never give away free tips inside your emails.

You should.

But it should be done sparingly if you want the best results. Once you start giving away free content in most of your emails, you're essentially playing the “*me too*” game just like your competition.

Looking for praise instead than fattening your bank account.

When you entertain and engage, you end up building relationships far quicker – and you have the added advantage of making your “*held back*” content seem much more valuable.

Listen, there are many people who will love you for giving them free content, but when it comes to taking out their credit card, they'll be hot-shotting it out the backdoor.

It's actually much more likely that they'll pay for someone else's products, and freeload off you. After all, why should they pay you for your content when all along you've been giving them it for free?

Seriously think about that^^^^^^^^

So, No. The goal is not to treat them to free content in the hope they'll buy your products. This has been consistently proved as being the wrong approach, time and again. You MUST get them to buy into YOU, and then your products.

Remember, teachers are paid nothing in comparison to entertainers.

Cut stingy, free loading peasants out of your life, immediately. Only work and give your best content to those who give you money. It's not as if there's a ration of people to work with, is there?

Before we move on: The GOAL of writing emails is to entertain and engage your audience. However, never forget that we build emails to make money. You should ALWAYS be selling in EVERY email.

(Look at the 50 email templates to see how I do it without coming off like a snake oil salesman)

Polarising Your Message

No matter what you do, you're going to piss someone off. It's inevitable, unavoidable... and irrelevant. Like I said earlier, if you're not pissing at least a few nitwits off, you're not doing anything of importance. Why? Because like it or not, your email list is full of all many different characters...

...And if you think you can please them all, you're delusional.

I get messages from people who think my emails are rude, and crude.

And messages from others who think my emails are honest, to the point, and bullshit free.

If I were to listen to the whiners, and tone down my emails just to appease their sensitive nature, I would lose the connection I have established with many others.

Thing is, I can only appeal to one of the two.

If I try to appeal to both (*like most people do*) I would have had little effect on either.

And therein lies the key to polarising.

Either you want a large group of people to see you much like everyone else, or a smaller group of people to see you as someone different than everyone else - and a lot like them (*Big fish in a small pond -vs- Small fish in a big pond*).

You can try, if you like, to be all things to all people, but I can assure you that you will *always* be jostling back and forth trying to “out content” your competitors for the attention of the same prospects.

And believe me, this is a fight you have to work so much harder to win. Never, ever forget that. It is what it is, and there's no escaping it.

Listen: You are in the attention *seeking and keeping* business. Most people just blend in, and so, they have to compensate by using gimmicks, tricks and hyped up promises.

That's how they get their attention.

They communicate in a way that appeals to what they think their audience wants to hear, rather than just telling it the way they see it.

Now of course, the point here is to get you to stop doing what everyone expects of you.

You may need a thick skin depending on how *in-your-face* your message is, but always keep in mind that, you can never dilute your message because of what other people might think, or say.

Truth is, it's hard to push too far these days.

Over the years we have become *less sensitive* to the things that used shock us.

So push the envelope.

Push a little harder than you are right now.

How else are you supposed to stand out?

With your amazing content?

You think that's going to be enough?

I wish it was that easy.

It's not.

It never is.

And if you're relying on your content to do all the heavy lifting for you, I guarantee you're fighting a much tougher fight than you really need to.

Why?

Because when you try to “*out content*” your competitors, you're DIRECTLY competing with everyone else who's doing the same thing... and you've decided to fight on their turf.

Now, no doubt that your content should always be exemplary, but that's *not* where your *immediate* focus should be.

It doesn't need to be.

Focusing on the content is what almost all email marketers have been taught to do.

And it's a mistake.

Having a great product is a given, of course.

It's *almost* everything.

But if you don't get that all important attention.

If you don't build those connections.

If you don't build relationships...

You're just another number that can, most likely will, be ignored.

Let me put it to you like this:

Marketers are *automatically* perceived to be untrustworthy. I know it. You know it. Every person out there knows it.

Don't get me wrong, there are plenty of ethical marketers too. But for people to distinguish between the good, and the bad, they must first see the real person behind the curtain.

Your content can go a long way to helping with this, but it's your personality that drives it home more than anything else. Unless, of course, you are an already established "*big brand*" company with years of PROOF built into your system.

However, if you haven't got that yet, the best way to build trust is by showing people the real character behind the computer screen. There's no quicker and better way to build a loyal list of raving fans that I know of.

Content is NOT King

People don't buy from people with the best content. They buy from people they trust. Someone they consider to be... well, NOT a manipulative slimeball.

This is why I write emails that have personality; to get rid of people who are not on the same wavelength as me. It's why I purposely push the envelope. And of course, people will get offended by things I say.

Good.

I'm not writing to appease and please the very people who more than likely will never buy into me. Notice that I said *"buy into me"* – and NOT *"buy from me"*?

There's a difference.

Remember: Getting attention and standing out is NOT a substitute for having great content. It is however, a great tool to get people to like and trust you enough to invest their precious time into consuming it.

Even marketers with *good* content can be manipulative little weasels.

So, no, your content is not everything.

The person behind the content, in most cases, is actually much more important to the person taking out their credit card and making a purchase. That's not always the case for sure, but on the whole, TRUST comes before PURCHASE.

Getting Complaints From Polarizing

I get a lot of personal responses from my emails. You will too when you write with confidence, and throw your personality into your emails.

Here's a question I got from Sarah the other day...

Just wanted to say thanks for the entertaining emails and I have a question...

How many 'complaints' do you get in your aweber account?

I would have thought that using 'Jesus' and 'bum-bandit for affiliates' in the same sentence would really get a fair bit of a response.

I seem to be getting more than aweber 'recommend' that you should, wonder if I'll be called to Mr. K.'s office for a telling off soon?

And I've never even mentioned a bum-bandit.

Well thanks again for making me laugh today.

Is it surprising that I *rarely* get complaints, even though I write with such freedom, and yet, Sarah is saying she gets complaints even though she doesn't.

Isn't that interesting?

That's Important to think about.

I'd imagine Sarah gets complaints because she's NOT revealing her true personality in her emails. I don't know that for certain, but from experience, this seems to be the case most often.

Why?

Because when you communicate and write emails like a marketer, you shouldn't be surprised if people don't trust you, and you should also expect to be bundled in with the *riff-raff* marketers who are automatically perceived as untrustworthy.

However, if you just let it all hang out – and show your true personality, people can't help but see you as a *genuine* person.

They're automatically drawn to you.

Sure, you will lose a few people in the process, but those are people who were never going to follow you anyway. The ones who do like you, and get you, will become much more loyal to you.

To do it the other way round and just people please like almost all other marketers do, you just blend in, and eventually fall through the cracks.

Some will stick with you because of your great content, but I can absolutely guarantee that you will have to work so much harder to build a loyal following.

After all, you're NOT the only person with great content --- but you ARE the only person with YOUR personality --- and you ARE one of very few people who stand out from what everyone else is doing... providing you put to use what you learn in this training.

I rarely get complaints from my emails.

There are always a couple of "*soft-cantered*" folk who get offended by silly little things anyway - and they will complain, but they are the same people who love to complain about anything and everything.

To pander to these people, is naive.

I ignore them completely.

Society is full of these "*sleep-walking*" excuses for human beings. In my opinion, the more you complain, the less successful you will be in life, and business.

Actually, that's not an opinion at all... it's pretty much a fact, isn't it?

Complainers are talkers, not doers.

Obstacle creators, not solvers.

Your goal when it comes to building email lists, should be to filter out these very people.

A few ways to use filtering to weed out the time wasters, complainers and obstacle creators...

1) Polarise your message:

Nothing difficult here. Just be yourself. Write like you speak. Say what you feel. Don't coddle your subscribers.

A lot of them are not idiots. They don't want to be coddled. They want authenticity. Who doesn't? It's a very rare commodity online these days.

2) Send Daily emails:

If they don't like it, why on earth would you want them on your list anyway? We'll be covering this in more depth soon enough.

3) Never "blindly" opt people onto your list:

Most squeeze pages are designed to generate low-quality leads.

If you don't give people enough information for them to make an “*educated*” decision on whether they want your free offer, or not; you are going to build a crap list, period. *(This is covered in a separate guide called **The Little Black Book** that accompanies this product)*

4) Become immune to unsubscribes:

Of course, I also talked about this earlier. If it hurts your lil feelings when people unsubscribe, your writing will suffer and your message will be weak.

If your desire to be liked is stronger than your desire to succeed, inevitably you'll struggle to get the attention you need... and you will find it very difficult to stand out from the other 5 dozen email marketers inside your subscribers inbox.

Think... 80/20.

The delicate darlings you turn away when you write with personality and confidence, are part of the 80% that would have given you the most headaches in your business anyway.

How so?

Because the people who just tolerate you - and don't really get you, will not be the ones who *passionately* follow you. They will, however, follow someone else who they do get.

Makes sense, right?

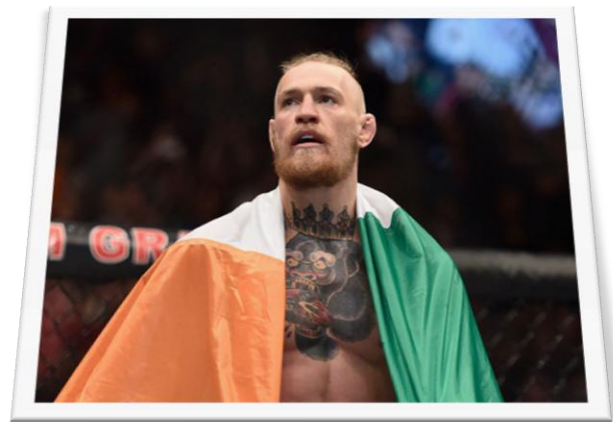
Right.

Everybody Hates Conor McGregor

Whether you follow MMA (mixed martial arts) or not, you must have heard of the Irish lad, Conor McGregor. He took the UFC by storm (this was a couple of years ago now) - and funnily enough, he had only 5 UFC fights before getting a title shot; way ahead of much more deserving fighters.

Dana White, the UFC president said the fighter is a bigger draw for the company than two of its all-time highest pay-per-view sellers: *former champs Brock Lesnar and Georges St-Pierre*.

Even though he's still young in his UFC career, McGregor's polarising personality, high-level fighting skills and strong following, lead *Dana White* to believe they'll have a lucrative future together. Some are even comparing him to Muhammad Ali -- and it has nothing to do with his achievements.



It does have EVERYTHING to do with his polarising personality.

There's no way McGregor would have had this kind of impact on skill alone. He wouldn't have had a title shot so early with his skill alone since he hadn't really proved himself among the best in his weight class.

But that's not why he's getting such incredible attention.

McGregor is hated by many of his fighting comrades - and fans across the globe want to see him get knocked on his arse. The lad is a master at self-promotion though.

He pisses people off wherever he goes; insulting everyone in his path. It's all for the attention, of course. And boy does it work incredibly well.

Love him or hate him; you most *certainly* can't ignore him.

With floods of marketing messages in the face of your prospects every minute of every day; it's paramount to polarise. It's paramount to stand out. It's ultimately imperative you get the attention.

My goal here is to get you to think like this all the time.

To stand out.

To get attention.

To piss people off.

To POLARISE your message.

Backing up any claims you make, is a must, but I've seen marketers with truck-loads of experience fall by the wayside. They don't get the whole "*polarising*" part of communication.

They try to people please.

They're boring.

Never controversial.

In fear of upsetting people; and they're certainly never opinionated enough.
McGregor, with only 5 UFC fights under his belt at one stage; was selling out stadiums.

There's a lesson here for sure, and one you *seriously* need to be thinking about. You don't have to be hated to be followed. That's not the point, but you do have to be different enough to stand out.

Most aren't.

You know this already.

Take a gander at the email messages you got today.

Are they worthy of your attention?

Are they memorable?

Or are they... blah blah blah blah... boring trite... "*look at this great product*" crap messages you couldn't care less about?

I already know the answer.

I have an inbox too.

Those boring emails are written for *fence sitters*.

You don't want *fence sitters* on your email list.

You want people choosing a side.

They either like you or they don't like you... you shouldn't care, but just tolerating you... is getting you nowhere.

DO NOT Fall Through the Cracks

Opening my emails earlier today, I came across a message from a lad I have no memory of ever meeting. It was a marketing email, of course, not a spam email.

Thing is: Obviously, at some stage I signed up to this guy's list.

No recollection of this happening though.

I bet this has happened to you before, more than once, yes?

Me too.

Many times.

And this is *exactly* what I mean about blending in and falling through the cracks. It's so fucking easy to be ignored these days.

That's why you **MUST** work harder at standing out from your competition.

It's essential.

A necessity.

Creating emails that have personality, that are memorable - and different from what others are sending... is the best way to achieve that.

That's the point of email, isn't it?

To build relationships.

It's the one thing that all email marketers actually agree on.

It's batshit crazy then to see very few people actually doing it.

They just don't seem to care that most people opening their emails couldn't give a damn about them. And yes, even people who DO open your emails will not give a damn about you. Another reason open rates are a pointless statistic when it comes to making money with email.

It all starts with realising you're in the attention seeking business. Like a car crash or a train wreck, you want eye balls on your stuff.

But not just glancing.

You want consistent attention.

The good kind.

Not the needy kind.

The *alternative* is to write boring emails that engage no one. However, writing without fear of repercussion, will not sit well in the minds of the mediocre majority. They don't like people who colour outside the lines. So expect blowback from the nitwits. In fact, look forward to it, it shows you're on the right track.

Anyway, it's an insult to yourself, to be just like everyone else, isn't it?

I keep coming back to this, but it really is just common sense, which of course, is what most people haven't got, or have failed to bring with them into marketing.

With me so far?

Good.

Because later on in this guide, and with the other guides that accompanied this training, I'm going to show you how to do all this, and I'm also going to show you some examples of it in action.

Before I'm through with you, you'll stand out like a hard-on in a nudist camp.

But again, don't think that you have to be obnoxious, brash and that you have to *purposely* insult people to get attention. Doing that will have the opposite effect you're after.

What we're after is entertaining, engaging, and lighting a spark under your subscriber's asses.

At the end of the day, you want people to always be looking forward to reading your emails. You also want them to be contacting you on a regular basis thanking you for making their day brighter.

Yes, this really happens.

Intellectual Stimulation & Emotional Satisfaction

People *rarely* remember what an email is about after they read it.

It's true.

We are inundated with so much information every day, that it's very difficult to remember every important point we come across.

Truth is, we tune out almost all of the marketing messages we see. Even when we **do** come across a great insight, it usually stays with us for a short while until *eventually* something else grabs our attention.

And let's face it, there's ALWAYS something that wants our attention.

We'd all be *super successful* if we put to use even a fraction of the information we consume on a daily basis.

But we don't.

We forget more than we remember.

What has this got to do with writing persuasive emails?

Well, just about *everything* is all.

You see, marketers left and right are looking to "*out content*" each other. They falsely believe that whomever has the best content, will get the most attention. But as we've already discussed, this is *clearly* not the case.

You can have the best content in the world, but unless it's delivered in a way that makes people stand up and take notice, it will *not* get the attention it probably deserves.

And how do we do that?

Simples.

We write emails that *shake people out of their slumber* and get them engaged.

Easier said than done?

Well, no, it isn't.

Everything we've talked about up 'til this point gives you a solid foundation to work off. Polarising being at the heart of it all, and done in an entertaining and engaging way.

Stop Them in Their Tracks

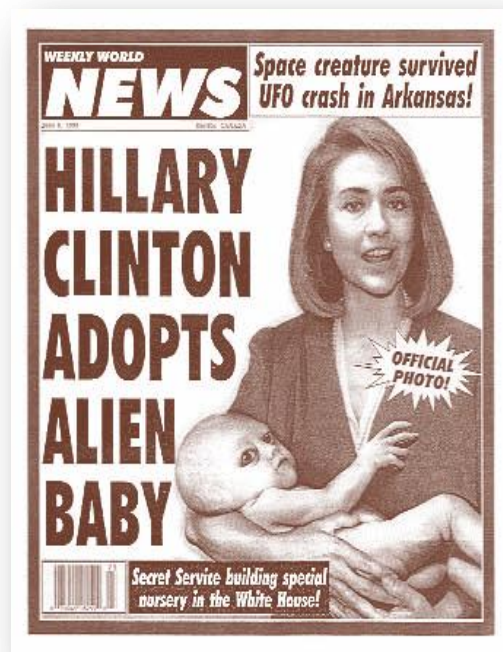
If you've ever read publications like *National Enquirer* or *Weekly World News*, you'll know that their *main* objective is to shock readers with their *over-the-top* stories.

I remember reading that the *National Enquirer* was more read around the world than giants like The New York Times and many of the other massively popular publications... combined!

Why is this?

It's because we're all drawn to stories that have the bizarre, controversial, kooky, eccentric, ludicrous, strange, laughable and absurd elements.

In reality, anything that's unusual will get our attention. And never forget, we're in the *attention getting & keeping* business. I know, I know, I just keep banging that little drum, don't I?



These elements tap into our *emotional reservoirs* and get us excited. When was the last time you read an email that got you excited?

Probably never, right?

Emails usually follow the same pattern; “*here’s this great product, here’s a great tip for you; here’s my... blah blah blah bloody blah blah blah free report.*”

Not memorable.

And that’s the point here.

We want our subscribers to open our emails with the *expectation* of finding something weird and wonderful inside.

Seems a wee bit over the top, doesn’t it?

But I tell ya, that’s exactly what we’re after.

While your competition is trying to “*out content*” each other; you slip in around the back and blow them away with your entertaining, engaging and much more exciting emails.

Even if your content is not the best out there, it doesn’t matter, because you *will outclass* the experts every time if your emails are entertaining.

In fact, people will respond *more* to an actor giving advice than they would an expert.

Crazy, isn’t it?

But true all the same.

Slap a white overcoat on a celebrity, give ‘em a script – and let ‘em go at it.

Now, if you can infuse entertainment with information that helps people; well, nothing will stop you owning that space.

That’s why I’ve given you 50 emails with this product that are really well written, personality driven, controversial, kooky, entertaining... and... also will help you demonstrate authority and credibility to your list. You know, everything we’ve talked about so far in this guide.

I could *stretch* this out a little and say that you could be doing your subscribers a disservice if you don’t infuse *entertainment* with *information*.

Why?

Because people remember far more when the content they’re reading is much more exciting.

It’s just more memorable.

Obvious, really.

Look at all the beliefs the vast majority of people hold dear to their heart. It ain’t because of *logic* or *reasoning* that people believe in psychics, Gods, and the law of attraction; oh no, it’s straight up emotion.

No logic required.

People cling to non-logical beliefs because of the emotional connection to an outcome they WANT to believe.

It’s as simple as that.

Chances are that this is true for you in *certain* areas of your life.

It is for most.

And that's fine.

I'm not judging either way.

Onward:

We want to inject "*unpredictability*" into our emails.

Hijack the reader's attention, and then *masterfully* redirect that attention to what our true purpose of the email is about.

Read that sentence again^^^^^^ and again until it sinks in.

Attention Redirection

One of the most *powerful* writing skills you can develop, is to get the readers undivided attention, hold that attention with an Iron Fist, and then redirect it onto your product.

If you can do this, you will have no problem making money with your emails.

This doesn't mean your product, or content can be low quality.

On the contrary, without solid content and a great product, all you're doing is building a *flash-in-the-pan* relationship that disintegrates almost as quickly as it's been made.

"If you haven't got the experience and knowledge just yet; make sure to "sparingly" use the 50 emails I've provided in a separate document. Do not copy them verbatim; just adapt them to fit into your own way of communicating with your own subscribers – and if you're an affiliate, please don't be a twat and send people offers that are low quality. If you do, you're

defeating the whole purpose of building a solid email fan base in the first place."

Whenever you sit down to write an email, you want to set your intention to one of the following elements...

Bizarre
Controversial
Profane
Angry
Stupid
WTF
Funny

Now, crank up your internal dialogue to about 80% - and start writing from that place. You want to be *a/ways* walking a tightrope; colouring outside the lines, and making sure your emails have the element of unpredictability in them.

You want to tap into peoples' emotions.

This is what's missing from almost every email inside your inbox right now. Go take a look. You'll find all the emails are written to bore the life out of people. That's not the intention for sure, but that's what they end up doing.

It doesn't work.

If you want to stand out, get that much needed attention, and make your emails memorable; this is how you do it.

Remember: people are bored out of their minds.

They are in desperate need of emotional and intellectual stimulation.

If that wasn't the case, YouTube and Flakebook wouldn't be the *mammoths* they are today.

You also want to be using words that are just off the beaten track... that you wouldn't expect to read... that set off a little spark in the reader's mind.

A kind of jolt that snaps them out of their nap.

You'd be forgiven for thinking that our intention is to always be controversial and nutzo with our emails, but that isn't the case. All we're doing is bringing words, phrases and sentences to life, rather than just having empty sounds on a page.

There's no great mystery to this.

Not being boring is what we're after here.

That's it.

Nothing more.

But in order to not be boring, you must be, well... interesting, right?

Obvious.

While we're here, take a look at two of the following subject lines and ask yourself which one will get the most attention...

- 1) Why People Fall for Get Rich Quick Methods**
- 2) Why People Are Way Too F**king Gullible**

Whether you think the second subject line is too crude is not the point here, but you can't deny which one of the two will get the lion's share of the attention, yes?

Almost all marketers would be afraid to use the second subject line, even if they use swear words when talking to their friends down the pub on a Friday night.

That right there is *polarisation* in full flow.

It's my way of separating the delicate snowflakes from the people I ONLY want to build relationships with. You can clearly see how the second subject line will turn some people on; and others off. And that's the point.

Again, that doesn't *necessarily* mean you have to be as bold as I am. You are not me, and you should never try to be something you're not. That will only work against you in the long run.

Both subject lines have the same meaning too. It's just that one is *meh*, while the other snaps you out of your nap. All we have to do then is payoff the subject line in the actual email.

Also notice how the second subject line doesn't use any kind of cheap gimmick to get your attention. Sure, it has shock value, but there isn't any kind of manipulation being used.

When you use crazy subject lines, people don't feel tricked into opening your email; they are genuinely interested in finding out what it means.

However, you can't just use subject lines like this all the time. You have to use them sparingly. But it does give you a platform to work off.

If you are a sensitive flower, and you get offended by such things, know that when I use a subject line like the one above, I'm pushing you away from me – and at the same time I'm attracting the person who is not like you, but a lot like me. Those are the people I want on my list, and that's why it works so very well.

Let's look at one more (*not so crude*) example before we move on...

- 1) Do You Need to Be Smart to Be Successful?
- 2) Worlds Smartest Ape Goes to College

Again, *practically* they both have the same meaning, but the second one gets the lion's share of the attention, while the first one does nothing much at all.

Is there anything else noticeable about the above subject lines?

Well, it's *obvious* that the first subject line was written by a marketer, whereas, even though obviously the second one was too, it doesn't give off any "*marketing*" vibe at all.

That's what you ALWAYS want to keep in mind when writing emails.

The less marketing speak you use, the less defensive your list will be.

What we're looking for here are *unusual and unique* ways to say things that have been said so many times in the past, that they have now lost all meaning.

We *automatically* ignore what we've seen a million times before.

Anything that looks unusual **will** get attention.

It's just a matter of redirecting that attention onto what our message is really about.

We're not tricking people in any way, either.

All we're doing is spicing things up a little.

How you do that is up to you.

I wouldn't, for example, use these subject lines as headlines on my sales pages. That wouldn't make sense since we don't know the people who land on our sales pages. However, we do know the people on our email lists (kind of) so it's fine to get creative.

The idea is to make your emails not look, or read like any other emails they're getting from other marketers.

This is essential.

Contrast, is what we want.

Which can be created in many different ways.

First, you need to get the attention; then you need to control that attention.

Trust is far easier to obtain when you're ONLY writing to a specific audience that gets you. Trust doesn't come from having the best content, or the best products.

Sure, you'll get a few nitwits who get offended when someone expresses their opinions, but they are few and far between, and never worth paying attention to.

My accurate opinion is that the *more* you hold back, the *less* you should be trusted.

Don't you always feel that no matter what a marketer tells you, there's always something going on behind the curtain that they're not sharing?

We all feel like that.

And it's gotten to the stage where you just expect marketers to manipulate and lie.

I don't play that game.

You shouldn't either.

If I curse in an email for example, and that offends some nitwit; I'm glad they got offended.

To offend is never my intention, but it's unavoidable if you're not afraid to write without fear. I don't care too much for people who think that "*not being offended*" is a fucking right.

It's not.

The alternative is to pander to these fools and watch as they dictate how you run **your** business.

Fact is, *polarising* when it comes to building strong relationships via email marketing, is an absolute must.

If you write to just anyone, to please everyone, don't be surprised if you end up with a list full of freeloading peasants who will gladly suck you dry. Remember, you can't sell to everyone, to try is foolish.

Another very important lesson on the power of standing for something, not being a lemming – and just bloody doing what you do without fear of offending or upsetting a few delicate little blossoms along the way...

We soon had the Bank of Scotland, who'd loaned us so much money, on the telephone asking if I was in danger of over-exposing myself.

Well, that was how they put it. What they really meant was: who is this psycho to whom we've just given half a million quid?

It did, however, have a good effect on business. The phones were soon smoking; 50 percent of the callers were saying: how can you be such an arsehole? The other 50 percent were saying: if that's how passionate you are about food, we want to come and eat with you.

There's a big percentage of people out there who've seen me on the TV and who think I'm an arsehole. That's fine; the people who come up with this crap have never worked for me, and obviously haven't bothered talking to anyone who has.

I don't give a damn if some dental hygienist comes up to me and tells me that she would never tolerate my behaviour from her boss – or behave in similar fashion to someone in her employ.



Gordon Ramsay

Split Your Audience

As long as you're not infringing on people's rights, you should do and say whatever you please. And once again, "*not being offended*" is not a right.

When you get a few delicate darlings telling you what you're doing is *offensive*, or *unprofessional*, you can be sure that you're on the right path.

Go ask a bunch of people in any forum how you should go about building *relationships* with your subscribers, and they'll rattle off the same nonsense...

John Wayne and Boy George both have their raving fans... and never the twain shall meet. Some people like macho guys who mow down Japanese people with machine guns, and some people like sexually confused singers who wear dresses... and never the twain shall meet
Gary Halbert

Give away your best stuff, for free.

Teach them how to succeed.

Send them free reports.

Ask them what they want.

It's a lovely concept in theory, but it's the wrong one in practice.

In a market where everybody is trying to "*out content*" each other; creating real connections with real people requires that you engage them, entertain them, and relate to them on their level.

The *entertainment* industry is the best paid industry.

Teachers earn *nothing* in comparison.

When you attract people who get you, and repel others who don't; you'll *always* get emails from subscribers thanking you for being REAL.

Like so...

*I'm 64 and have been trying this internet biz for a while now.
(Sorry to say, NO success AT ALL though). Since I'm rather
new to your mailing list and reading your mails, man alive, my
perspective has changed a lot because I took on this very path
when I started, because it seemed that was the norm to internet
marketing.*

But what you say and how you lay it all out, man I love your style!!!!!!

*You have blown me away... In my opinion you are unique in what you
do and how you do it. And it seems to be working for you very well. But
as you and I know the "hype" is not going away. But I enjoy this "unique
spin" you possess.*

Really enjoying it brother, yet learning at the same time....

Mike

Pay close attention to the words Mike used here... *"Blown away - Unique – I love your style"*

Is it because I write *amazing* emails?

Nope.

All you need is a *personality* – and the *confidence* to express it without resistance.

Nothing more is needed.

Truth is, I'm no different than you in that sense.

You, perhaps, will be a much better email writer than I am.

Believe me, that wouldn't be too difficult a task at all.

More...

*Thanks for the Sunday laugh, it's always good hear a strong
opinion about something.*

Too many milk toast marketers are too afraid to be themselves.

Keep up the good work.

P.S> I love that you are no BS and ALWAYS open your emails.

Glen

Or this one...

Hey there my friend,

Thanks again for your great emails you send my way. You have a great way with words that makes your emails both informative and immensely entertaining.

I've told you this before, but again, just want to say that I always look forward to getting an email from you, and I save every one of them for later reading as well.

Keep up the good stuff!

Jesse

People are fed up with all the *wishy-washy* nonsense marketers are peddling these days. I know I am. In an industry where most people are considered to be *manipulative little bastards*, it makes complete sense to go the other way.

Without polarising your message, you're just another marketer tarred with the same brush as all the rest. And why wouldn't it be that way? Act and talk like a marketer, and you'll get treated like one. Act and talk like a real human being, and you'll be treated as such – with the added benefit of building a loyal fan base to boot.

Here's what Matt Furey (arguably the king of email persuasion) had to say about taking the contrarian approach to writing emails...

When you're not afraid of offending people, that's called confidence. Confidence gets noticed. Confidence makes sales; however, timid "I don't want to offend anyone" does NOT garner attention – rough talk, does. In the end, you're much better off offending a few idiots whilst entertaining an entire herd of people who enjoy your writing. It is, after all, the only way to build a list of loyal fans.



Once Upon a Time There Was...

Nothing builds trust in an email like a personal story, but you know what? Every personal story I read from a marketer makes me want to throw up. They're all the same. *"This is how I got rich..." "This is how poor I was..." "This is the small apartment I used to live in..."*

Pure drivel.

You've no doubt read or listened to this crap a million times before. These stories are meant to inspire, but they do little more than make the person out to be some kind of hero. At the core, it's just mental masturbation for them.

Who really cares, though?

Who really cares about their rise to fame?

Again, don't get it twisted.

There's a time and a place for that hero stuff, but it isn't in an email.

Maybe in a sales video, or maybe once you've already built a strong relationship with subscribers. However, the **best** stories that build the most **solid** relationships, are the stories people can **relate to on their level**.

Stories not of how you went from poor to rich, but real stories that show the character behind the name.

We all love a good story, don't we?

They open up the soul (*if souls existed that is*) and lower defences.

Perfect for emails.

In fact, the best leaders throughout history, were ALL story tellers.

Stories can come from just about anywhere too, even the “*apparent*” mundane stuff that happens to you on a daily basis can be turned into an interesting story.

Anything Can Be Turned Into a Story

The worse your day is, the more you have to write about in that days email.

Someone criticized you today? Good. Write an email about it to your list.

Did you watch a funny show, or hear a funny joke? Cool. Write about it. Give your subscribers a good laugh too.

Have an embarrassing story in your closet? Take a deep breath, and share it. The more embarrassing the story; the more relatable and authentic you will come across.

Are you seeing the pattern here?

Rocket science it ain't.

Most people *falsely* believe emails are for teaching.

They're not.

No more than a T.V. or radio show is.

People are screaming out for personality. Someone they can put their trust in. When you take off the “*professor*” hat and put on the “*entertainer*” hat instead, you'll get a much better response I assure you.

Ever watch a movie with no character development?

You don't care at all whether the character lives or dies, do you?

If you haven't been given a window into that character's life, you have *nothing* emotional to connect your life, to theirs, and so you don't care.

To trust someone. To empathize with them. To give a damn; they **MUST** reveal a piece of themselves. If they don't, why should you care?

You won't.

And therein holds the key to building a strong bond with the people on your email list.

Are You a Bad Story Teller?

Never forget, people relate to everyday things that are going on in your own life, and because of this, it shows that you are just like them. Either way, it makes you more relatable. So yes, even *mundane* things that happen to you can be put into an email. Just make sure to spice it up a little.

A little exaggeration is fine, just don't overdo it, or lie about it.

You know, I'm terrible at writing personal stories. I'm good at writing fiction, but personal stories; not so much. And yet, personal stories build connections probably quicker than anything else.

So how do I workaroud this problem I have?

Simple.

I just write about stuff that has happened to me today, or in the past.

And I write like I speak.

You'll find once you start doing this, it gets much easier the more you do it. Again, some people won't like that you're sharing personal stories.

They'll most likely contact you telling you to just share marketing tips; but DO NOT listen to them. If they don't like it, they know where the unsubscribe button is.

The fact that they contacted you telling you to write emails the way they think you should do it, is EXACTLY the reason why they are not worth spending any time on.

They are part of the mediocre majority.

Don't even reply to their emails.

In fact, you should mock them by writing an email about it to your list.

That's what I do.

Sharing marketing tips is fine, sharing stories is *infinitely* more profitable. The people on your list who don't get this truth, are hardly the people you want to be taking advice from anyway, right?

Right.

Even trying to explain this to you right now is kind of a struggle, so best to give you an example of an email a friend of mine wrote a while back that, to date, is *arguably* his most responsive one.

Notice how he polarises, and tells a personal story in the same email. This story, however, is not your everyday mundane story. But it's a great one to model.

The following email clocks in at over **1200 words**, which is far longer than what most emails are these days. Just goes to show that there are no rules when it comes to

email length.

An email should be as long as it takes to get your message across; but always write with *economy* in mind, and don't make it longer than it has to be.

People won't be bored in print (or on glass)

You can model this email if you like.

Actually, I highly suggest that you do, if you yourself, like me, are not very good at telling personal stories.

Don't copy it verbatim; just model and adapt it to something personal that has happened in your life. And then, use the same kind of structure for other emails.

Note: There's a valuable lesson here, so please pay close attention to what I'm saying in the following email...

Subject line:

Getting drunk, stoned and hanging around the Ballymun flats

Body:

Howdy,

I get a lot of interesting emails from subscribers.

The one I got yesterday was about how my approach to email writing wouldn't work in a lot of businesses, because, apparently, not all businesses are equal when it comes to how you communicate with the people in them.

Not so.

It's the old excuse: My business is different than most.

It's not.

People are the same wherever you go.

There is good and bad... in everyone :)

Some relate to you... others don't.

Normal.

Anyway, let me tell you something important, stick with me for a moment:

It's been over 20 years now, but back then I hung around with scallywags of all kinds.

Me and my mates spent most of our time getting drunk, stoned, and hanging around the Ballymun flats.

Ballymun is a little town in Dublin, where I live.

Obviously.

Back then those 8 story flats were full off drug dealers, smack heads and criminals. It was a pretty dangerous place to be hanging out.

We were known to all the scruff junkies around the area, so all was good.

Anyway, as time passed by we all moved on with our lives.

I still see one or two of the lads from time to time. For the most part, I'm prob'ly the only one who's gone on to do anything worthwhile with his life. The others are either still doing drugs, or barely scraping by and living a wasted existence.

I was always the sensible one in the group.

Drugs to me, were just a bit of fun. I had no intentions of taking them up full time.

Thinking back now brings some really fond memories. Those flats however, were some of the shittiest I've ever seen in my life.

They don't exist anymore.

Government pulled them down a couple of years back.

Mostly because they were full of drug dealers and smack heads. And because it wasn't a safe place to bring up a family. But also because, believe it or not, people would jump off those flats to commit suicide.

I'm not joking.

It was like the inn thing to do for suicide folk.

Don't down those pills young fella. Go out to Ballymun and jump off the flats. It's where all the cool people are killing themselves these days.

There was even a write up in the papers about it back then. I think the headline read something like...

"Are people travelling to Ballymun to commit suicide?"

And they really were.

Crazy shit.

Ballymun itself had a bad enough reputation as being a dirty town, but now with people traveling out there to kill themselves, it got a whole new name.

Anyway, one of my friends back then was a young lad (5 years younger than me) called Eddie. He was a mad fecker for sure. His Mother was a prostitute and his dad was her pimp.

Remind me to tell you about some of the mad shit I seen in that house.

It'll make your eyes water.

Eddie himself was a lovely lad, but a bit whacked. You know: Crazy as fuck.

We used to hang about on the staircases of these flats. (no security or locks on entrances) but often, we would go up to the roof top to throw stones at the buses parked at the terminus.

One time...

Eddie bet the lads he could hang off the side of the rooftop for 5 seconds.

Now remember, this is 8 stories up. If he let go, he'd be dead. He is dead, but I'll get to that in a minute.

I remember pleading with him to not do it.

The other lads were egging him on.

Dumb fucks.

He did it anyway.

Not once.

Not twice.

But prob'ly a dozen or so times over the course of a couple of months.

He would literally hang of the side of an 8 story building with nothing to support him... drunk, stoned... for 5 seconds... and with 6 -10 lads having a right good bloody laugh about the whole thing.

Fucking crazy when I think back. It still gives me the shivers.

Eddie never did fall.

Years later, he was found dead though.

Guess where he was found?

Yep. Face down on the pavement at the bottom of those flats.

Some say he was pushed.

Papers said that he jumped.

It was natural for everybody to assume Eddie jumped off the flats to commit suicide.

But I'm not so sure.

I didn't know the guy anymore.

As I said. I moved on with my life and went on to do something worthwhile.

Most of the others never moved on. And Eddie, well, last I heard (before his death) he was a junkie.

Maybe he did jump.

Maybe he got thrown off by drug dealers.

Or maybe he hung off that building for longer than 5 seconds and fell to his death.

I'll never know.

So what's the marketing lesson here?

There isn't one... and in a weird sort of way, there is.

You see. People are always worried about what to send to their email list.

They falsely believe they have to keep giving away free content to get opens and engagement with their messages.

But that's certainly not the case. Not for the most part anyway.

If you've read this far (obviously you have) it's probably because you were caught up in the story.

You wanted to keep reading because whatever emotions you were feeling – disgust -- excitement -- curiosity... compelled you to do so.

But there was no marketing in this message whatsoever.

Thing is: Anyone can do this in any market, selling to any audience and still create engagement. Because it's storytelling, the communication that breaks all barriers and resonates with all humans.

Not everyone will like it. But that goes for any kind of message you write.

Some will not like the delivery. Others won't like the "unprofessionalism" - and others won't like YOU.

But who cares?

Because writing with personality means you are automatically attracting to you, the very people who do like you.

And most often, if the product or service you're promoting is right for your audience, your personality will resonate with people who will then buy from you.

This email, for example, has nothing to do with marketing or the products I'm selling.

But it doesn't have to be.

I know. Crazy isn't it?

It's true though.

I get emails from people telling me there's only so much they can say about their product or service. They fear coming off like a broken record.

Listen: *It's not about the thing.*

The "thing" is important, of course, but that's what everyone else is focusing their message around.

Newsflash: *The secret to successful business boils down to one thing: relationships.*

'Specially with email marketing.

No one is buying products from a person they don't like or trust.

No one is buying products on a whim.

Some do. Most certainly do not.

Anyway, I hope you see how Important this is.

I hope you understand that you can't be all things to all people all of the time.

Again I say it: Polarizing is paramount.

End of email:

My, that was a long one, wasn't it?

Goes to show that long emails can work *incredibly* well.

So why did this email get a lot of attention, and more importantly, make a lot of sales for my friend (more than usual)?

Because it's a *fascinating* story that also demonstrates the power of my overall message; which is that anyone can write persuasive emails, in any market, without having to "*out content*" the competition.

It also demonstrates that "*personality*" trumps "*content*" every time when it comes to connecting with your subscribers.

It too *demolishes* the myth that you have to give free stuff away in order to build a relationship with them.

That, of course, is complete nonsense.

It's great to share content from time to time, however, with everyone trying to "*out content*" each other, you have the advantage now, of knowing that, the most persuasive and trust building emails have less to do with content, and more to do with "*personality*".

Maybe you're thinking that you have no interesting stories to tell.

If that is what you're thinking, you haven't listened to a word I've been saying. Truth is, even an everyday, mundane story can be brought to life.

When it all boils down it, email marketing done right, is all about sticking out in your subscriber's inbox. And as we've already highlighted throughout this guide, you can do that in many different ways.

Writing "*bizarre*" subject lines from time to time.

Polarising your message.

Writing without fear of offending.

Injecting personality into your emails.

Being controversial.

Using colourful language.

Telling stories.

These things may get you a little flak from time to time, but that just means that it's working. Never forget that, if you're not pissing someone off, you're not really doing anything noteworthy or memorable enough to build a loyal following.

I doubt I could ever stress enough how important that is to understand.

Let's be honest here...

This is *obviously* going to be easier for some than it is for others. For myself, I simply don't care what people think for the most part. But I also recognise that it may be a bit *over-the-top* for others.

Thing is, it's very difficult to offend people these days.

I rarely get complaints when I send emails.

In fact, if memory serves me right, I think I've gotten around 2 -4 complaints in the last couple of years. And believe me, I can be very crude when it comes to writing emails.

I never try to offend, that's just an *inevitability* because not everyone is cut out for complete honesty.

But I'm never afraid to write things that are controversial, that may offend, or that aren't popular, because, those are the exact things that my competition is afraid to do – and it's why you should be doing it.

You Don't Need to Outrun the Bear

You've probably heard the old fable (*I think it's called a fable*) about the two friends hiking through the woods, when they come across a great big bear.

One friend opens up his backpack, takes out his trainers, and continues to put them on.

The second friend says, "*what are you doing; you can't outrun a bear?*"

To which the other friend replies; "*I don't need to outrun the bear, I just need to outrun you.*"

That's all you need to do when writing emails that sell.

You don't need to be a master storyteller, or have a degree in copywriting, all that's needed is for you to write better emails than your competition.

And that, my friend, is not very difficult since the emails written by your competition are *boring trite* that engage no one.

With everything you've read up to this point, you have more than enough *ammunition* to start writing emails that not only separate you from the competition, but

also repels the time wasters who are nothing like you, and at the same time pulling *like-minded* people into your circle of trust.

Know Your Demographics

Ever hear the gurus blabbering on about demographics? You're told to narrow your focus and only market to a small section of people, right?

Right.

Well, polarising is another demographic.

All you're doing is filtering people into your world that you want to work with, and repelling the people you don't want to work with.

Any marketer who knows their arse from their elbow will tell you that *narrowing* your demographics is what will bring you in the best results.

I once got an email from a guy telling me that, because I used the word "*goddammit*" in one of my emails, he said "*that might be a reason he wouldn't follow me anymore*".

He didn't say that he *wouldn't* follow me anymore; he said that he *might not* follow me anymore.

The nitwit thought I should know where HE stood on how I ran MY business – and honestly believed that somehow his moronic opinion was somehow relevant.

It wasn't.

Imagine if your whole business was created around self-entitled nitwits like that?

Many are.

I shudder to think.

By the way, if you want to get up close and personal with more self-entitled brats, take a trip over to Flakebook and you'll get a glimpse of a whole slew of these pinheads in the wild.

That place is crawling with 'em.

In fact, any place that has a very large group of people all under one roof, is gonna be full of nitwits. The larger the group; the more nitwits you'll find. That's just nature, though. Yet another sensible reason to NOT build your business around just anyone.

More...

Sad thing is, there are many people who would have taken that person's opinion to heart, and as a result, they would have changed their approach based on HIS opinion.

The opposite is what's required with email.

You be who you are, and attract similar and like-minded people... while repelling the rest.

I keep beating that dead horse, but I have to drill this into your head until it sticks. We've all been programmed to worry about what other people think of us. It's in our makeup.

It's Hard Work to Be a Fake

There's a difference between writing as if you're writing to a friend, and *pretending* to be someone's friend and writing to them. Most of what I see inside my own inbox are emails written by people who *clearly* don't know me, but are trying to come off as if they do.

It stinks of cheapness, and fakery.

However, when you don't care about what people think; you just come off as a confident person who has something to say – and you don't give a damn whether it's perceived favourably or not.

That's the place you want to be writing from.

No people pleasing.

No holding back.

No pretending.

Very few people do this. They all write safe emails that have no chance of offending anybody. Which is kind of pathetic considering everyone is offended by something.

To write to not offend. To write safe emails, is to do nothing more than manipulate. Essentially what you're saying is, *"hey, I haven't got the balls to show you who I really am, here's the watered down, diluted version instead"*.

In fact, almost all marketing messages are perceived as dishonest. You always feel like there's something they're not telling you.

Now why on earth would you want to take that approach with email?

You shouldn't, because quite frankly, email is the one media where you should be building real solid relationships with real people. And it's just common sense that to build relationships over time, being completely honest, transparent, and authentic is going to be at the heart of it all.

And of course, that means being who *you are* no matter what.

As long as you're happy, and your customers are happy, that's all that really matters.

Everything else is just poppycock.

Maybe you don't curse. Maybe you're not brash and in-your-face like I am, and that's fine. But who you are regardless, must be at the forefront of everything you do, especially when writing emails.

How to Get Good at Writing Emails

Nobody pops out of their mother's womb with a pad and pencil in hand. The best way to write good emails, is to write bad emails. A lot of them.

That's it.

Sit down and write, even if you don't know what to write.

Truth is, writers... write.

Make sure you go through the other documents that accompany this training. They're not just separate bonuses. All documents have their purpose – and all of them go into certain segments in a lot more detail. You'll get a lot of benefit from the examples.

For now, let's take a look at a few ways I structure emails for best results...

First Sentence in Your Email

Obviously this is the first thing your reader sees when they click on your BRILLIANT subject line to open the email (*see attached document and video for best subject line practices*).

It's truly mind boggling how people will put a lot of time into writing subject lines, and then open up their email body copy with a weak sentence. This happens far too often it's not even funny.

Your opening sentence must be powerful.

It must compel the reader to want to read the whole email, and not just skim through it.

You've skimmed through emails before, right?

Chances are that you just skim through most emails you open anyway. That's because the first sentence didn't grab you by the *short and curly's* and arrest your attention.

As an example, here's an opening sentence I read just a few moments ago inside my own inbox, followed by what I wrote myself to make it much more compelling...

First Sentence: *Do you know that most animator videos take forever to create?*

Rewrite: *It sucks creating animator videos. Especially since it takes forever to get them just right.*

You see the difference?

It doesn't seem like much, does it? And yet, it's those little differences that make, well... all the difference.

Again, always open your email with a boom! Use active verbs and always use strong compelling words.

I have provided a list of power words that you can use in your emails in a separate document. Make sure to use them.

The purpose of the opening sentence is to get the reader to read the next sentence... and so on all the way down the page.

Think of your first sentence as setting the tone for the rest of your email. If it's weak, the rest of your email will be perceived as weak, too.

I like to open my emails with a very short sentence. Not always, but very often that's how I like to start off.

Why?

Because people DO have shorter attention spans these days. If you have a bunch of text hitting their peepers the second they open your email, they'll most likely ignore it – and begin to just skim down the page.

That's how Important your first sentence really is. If it's not short; then at least make it compelling enough for them to want to read it.

Using Contrast to Keep Readers Engaged

We've already touched on using contrast in your emails. Here, I want to delve in a little deeper. Contrast plays a massive role in writing emails that people love to read; even if they don't realise it consciously.

Pay very close attention to this section. What I'll be sharing here WILL DRAMATICALLY change the complexion of your emails and help explode your profits.

So, what do I mean by using “*contrast*” in your emails? It's pretty straight forward – and what almost NOBODY takes the time to do.

Truth is, your emails will be drastically different, much easier to consume, and infinitely more memorable when you get good at using contrast.

Incorporate the following into your emails...

Varied Paragraph length
Unusual words & phrases
Underlined words
Bolded words
Italicized words
Power Words (see 'power words' document)
Metaphors

Let's take each one separately and break down how I use them in my own emails.

Paragraph Length:

The more you splice up your paragraphs into varied lengths, the much easier it is for people to consume your emails. Easier to consume emails gets you much higher engagement, and as a result, gets a much higher response. Obviously.

You would start out your email...

With a short sentence like this.

Then you could have a slightly longer sentence like this one.

Next could be much longer, maybe even a full paragraph with many sentences stringed together. Once they all follow the same train of thought, you could push this paragraph to 3 or 4 sentences... maybe even more if you wish. But don't overdo do.

Then a short one again.

Even shorter.

Maybe a longer sentence again just to have contrast after the short sentence above. This one could be extended into a 2-line paragraph.

Then another short line.

Even shorter.

Shorter.

Then back to another longer sentence if you wish, or even stretched out into another paragraph. Always keep in mind that you want to write with economy. Don't just fill space for the sake of it.

You see how easy that is? I use these in all my emails.

Here's an example of an email with contrast...

Subject: If I only had a brain

You've seen "The Wizard of Oz,"

One of the greatest movies of all time...

The big theme was that the main characters all thought they didn't have what it takes to get what they wanted in life...

The Scarecrow thought he needed a brain...

The Tin Man thought he didn't have a heart...

The Cowardly Lion was a scaredy-cat...

Dorothy felt lost and wanted to go home...

And it turned out that they all already had everything they needed.

That's usually the problem...we know a lot more than we think we know, but sometimes we just need a little nudging from a "wizard" to remember it...

[Insert Product Link Here](#)

Listen: *You know the basics, the fundamentals if you will, but I know from experience that these basic fundamentals are useless if you don't approach them in the right way.*

As the good lord himself clearly states in the Bible...

"Thou Shalt Always Strive to Be Better Marketers"

I honestly haven't read the book, but I'm sure it's in there somewhere.

The email is much longer than that, but you get the point, yes? Using contrasting sentence length makes your emails much easier to consume.

Unusual Words:

I know I keep banging on about how words are just empty sounds on a page. But it's important to drive that baby home, because it's true.

Rarely do we read emails that have **oomph**, or **bite**. And yet, that's what you need to inject into your writing as much as possible if you want to hold the reader's attention.

We've all been self-programmed to ignore almost all marketing messages. No thought needs to go into it at all. Most of the time, we don't even know that we're doing it. But we all are.

5000 pieces of advertising; that's how many the *average* person has to wade through daily. It's no wonder it's getting harder and harder to get our message heard.

And what do marketers do about this?

Well, most do nothing.

They still create ads the same way as the majority, and they still write emails that are so unbelievably boring.

And then they complain because no one is opening their emails and buying what they have to sell.

- *They blame their subscribers for being freebie seekers.*
- *They blame the products they promote.*
- *They blame the opt-in lead magnet they're using.*
- *They even blame Google for creating "promotion" tabs inside G-Mail.*

Seems they blame *anyone and anything* but themselves. But the reality is, they simply don't arrest the attention of their subscribers.

So, can sprinkling a few power words and unusual words into your emails make any difference?

How can that be.

After all, they're just words, right?

I mean, isn't the overall message the most important thing?

Surely it is?

It isn't; not by a country mile. Not saying the overall message isn't important. It is, but it sure as hell means nothing if nobody is paying attention, does it?

Truth is, just using a few *power words* and *unusual words* here and there will have little effect unless used in conjunction with everything else inside this training. But when used in the right way, they can indeed have an impact.

Remember, we're not writing war and bloody peace here. These are emails that engage people in a tight space. Every word counts. If you don't internalize that right now, you're screwing yourself to the wall.

Top writers have a Thesaurus in their head... but only after years of actually using a physical one. We've just memorized a bunch of different word choices, through the act of beefing up our writing over and over again.

John Carlton

Just like top copywriters use power words in their sales copy, we too use them in our emails to bring them to life. Words, after all, are what we use to persuade. Words that jump off the page have a far bigger response from the reader, than words that... well... do absolutely nothing.

Not always, but often enough, after I finish writing an email, I will open up my trusty thesaurus and start changing out a few words here and there to bring boring sentences and paragraphs to life.

I don't go crazy with it, just a couple here and there sprinkled throughout the email is more than enough. And boy does it make a difference, and doesn't take up much time either, which is nice.

You'd be insane not to do this every time you write an email, at least until it becomes second nature to you.

Take any sentence or paragraph, and see if you can't inject a bit more life into the bloody thing. You'll find, in most cases, you will be able to do just that.

But don't overdo it.

You don't want to *Frankenstein* your copy beyond recognition. You don't even want it to be much noticeable at all to the reader.

This is probably better explained with an example. Here are two sentences. One normal, the other with a little more **oomph**...

Original: This one seems obvious at first, but you'd be surprised at how many people mess it up.

Rewrite: It's so obvious even a monkey could understand it, and yet, I'm constantly stunned at how often people fuck it up.

Let's try a few more...

Original: Any person who does this is amazed by the amount of food they're actually eating. It's a real eye opener. They genuinely can't believe it.

Rewrite: Any person who does this is astonished by the amount of food they're actually cramming down their gusset. It's a real eye watering experience they genuinely can't fucking believe it.

Obviously changing "eating" for "cramming down their gusset" is not a one-word change. However, when I plugged the word "eating" into my thesaurus, I came across the word "gusset". I then simply expanded on that word. But I wouldn't have thought about the phrase "cramming down their gusset" if I didn't use the thesaurus in the first place. Thing is, your mind always looks for the most common words to use. It's your job to dig a little deeper and come up with words and phrases that are not quite so common.

Original: I don't know how many times I've looked at an email inside my inbox, scratching my head, wondering who this person is – and when I signed up to their email list.

Rewrite: I don't know how many times I've rubbernecked at an email inside my inbox, scratching my Einstein, wondering who the fuck this person is – and when I signed up to their email list.

*The second paragraph has much more personality. It's unusual to see the word "rubbernecked" in place of the common word "look" and "Einstein" in place of the word "head". These simple little changes - changes the dynamic of the paragraph and makes it much more interesting, and therefore more engaging... and also more memorable. **Note:** Whether you agree the rewrites are better, or not, ain't the point. The words you use will be in line with your own personality. I swear a lot, as you know by now, but the word "fuck" can easily be replaced with another less intrusive one, like "hell" or any other darling word you choose.*

Original: I'm not here to be your friend. I'm here to help you become a better marketer that stands apart from the other people out there selling worthless junk.

Rewrite: I'm not here to be your friend, or to stroke your already bloated ego. I'm here to help you become a better marketer; the lone wolf, separate from the other losers out there peddling worthless junk.

Again, not simply one word changes here. But when I looked to find a different word to use instead of the word "apart", I came across "lone wolf" which then helped me to easily rewrite the sentence to make it much more dynamic.

Original: Some people will not like what I have to say, and will leave... however... the people who remain, are much more likely to pay attention to my future emails.

Rewrite: Delicate darlings and powerless puffs will not like what I say, and will leave... however... the smart people who dig their heels in and perch their little tushes, are *odds-on* favourites to pay very close attention to what I say in future emails.

Note: *You'll notice that I've changed out words and inserted phrases in their place. It's not that I already have these phrases in mind (although some I do) it's simply that when you start searching for new words as replacements, the act of doing that alone will change your thinking – and as a result you will find that new ways of saying things, becomes automatic. It's a process that gets easier the more you do it, until it becomes second nature.*

Keep in mind, all I'm doing here is pasting the common words into my thesaurus, sifting through the database, extracting much more colourful words, and then reinserting them into the sentences.

That's it.

Not rocket science, and it makes all the difference.

If you can't find an appropriate word, just keep plugging different words into the thesaurus until you stumble across one that fits nicely.

Or better yet, when you plug a certain word into your thesaurus, you will then get a whole slew of similar ones; if you see nothing that compels you, simply just click on the words the thesaurus has shown you to reveal many more.

This is a great way to go far deeper, and will begin to trigger new ideas and approaches.

Okay let's move on now to...

Metaphors:

We use "*Metaphors*" to "carry something across" or "transfer."

You'll get the idea in a minute, but first let me promise you that this is no mere grammar lesson...

This is the stuff most will ignore, but I can promise you this: If you listen to what I tell you in this section, your writing can become a powerhouse of persuasion.

That's not some artsy-fartsy statement I just pulled out of my ass either.

Aristotle once said, "*The greatest thing by far is to be a master of metaphor.*"

Metaphors, when used correctly, can persuade quickly, memorably and permanently like nothing else.

Let's assume I want to make the point that, **ONLY** a few important things really matter when it comes to creating a successful online business.

I could rattle on about how important it is for us marketers to pay attention to the little details, or I could use a simple metaphor to highlight the dangers in overlooking such things.

“Small leaks sink great ships” – Benjamin Franklin

Really drives the point home, eh? And in such an irrefutable, tightly knit way. Much more memorable because it creates a very strong image in the readers’ mind. And remember, with email, we have such a short window to create such a big impact.

Metaphors can help us really drive home *important* points without having to bang on about it over a couple of paragraphs.

Let’s say you want to talk about success, and how important it is to really have a desire for it. You again, could rattle on for a couple of paragraphs about how much drive you need to have if you truly want to succeed. Or you can slip in a metaphor to do all the heavy lifting for you.

Like so...

To succeed in this business, you need to be hungry... the kind you get from not eating for a couple of days

Metaphors certainly *don’t* have to be used to convey marketing points. They’re great for injecting some life, contrast, and colour into your emails, which is the whole point anyway.

Be on the lookout for metaphors – and collect them like you would stamps. Once in a while, just dip into your *bag o’ metaphors* and breathe some life into your emails. It’ll make all the difference, but just like anything that gets continued attention; *use them sparingly*.

Inside the “power words” document I’ve also included a list of metaphors, analogies, and funny quotes to get you started injecting life into dull emails.

One of the best tips I, or anyone else can give you when it comes to writing emails, is to write like you speak.

Easier said than done?

Maybe.

However, there is a shortcut.

You can just speak the words out loud before you write them, or go buy yourself a recording device (Dictaphone) and ramble on about your topic to your heart's content. When you play it back you can then just write down exactly what you said, with minor editing.

Another option would be to download a free audio capture program like Audacity – and read your emails out while recording. When you play them back to yourself, you'll be able to tell whether they sound natural.

Underlined, **Bolded** and *Italicized* Words & Phrases:

I have to say, I use these in every email I write. There's just something about mixing it up (contrast) that makes your words jump off the page. Almost all emails I get pretty much look the same.

They look boring.

Underlining, **bolding** and *italicizing* words and phrases makes your writing look more inviting. They're also great for putting more emphasis on important words and phrases, which is the reason people use them in their writing anyway. But I rarely see this being done in email.

Not sure why.

The trick to making this work, is to not overdo it. Too much, and your email can look messy. When done right, however, it can make your emails much more inviting to read.

Let's take a gander at an excerpt from one of my emails with Underlining, **bolding** and *italics being used*.

Example of an email with Underlined, Bolded and Italicized words and phrases being used:

Imagine having a banner ad on a website with a headline that reads...

"Learn More About The Advantages Of Low Cost Investment - Click Here To Find Out More"

Sure, the banner may get a lots of clicks, but most of those clicks are gonna be *worthless*.

Why?

Cuz most people clicking through are doing so to find out what investments are being talked about.

If I'm interested in *penny stocks* for example, chances are I'll click on the link to find out if the offer is about penny stocks, right?

But when I click through, **I find the offer is for *brokerage fees*, instead.**

You see, that was an *unqualified* click, and worthless to that company's bottom line.

The same goes for open rates and clickthroughs on email messages.

If you're more worried about high open rates than results, then by all means, stroke your bloody ego.

Be warned though, focusing your attention on the *wrong* things can play a **major** role in your success, or lack thereof further down the line.

How so?

End of excerpt

It's the little things that can make the biggest differences.

Careful to not overdo it, though.

Anything that looks inviting to read, is obviously going to get more attention. How many times do you open up an email only to find the same size text, formatted in the same way?

Gets kinda boring after a while, even if you're not consciously aware of it.

If you're interested, I use...

Arial Font 15 – and I always plug my emails into an online formatting generator to make them a certain width. Usually 70px wide.

I use this...

<http://www.formatit.com/>

Simply paste your email into the box. Set the width of the layout – and click the *submit* button. That's it. Just copy the new format and paste it into your autoresponder. Perfect column width every time.

People Buy, And Buy More When in A Good Mood

Remember what I said earlier?

People rarely remember the *nuts 'n bolts* of an email. They remember stories, funny moments, controversial pieces, and they most definitely remember the bizarro/nutzo stuff, but rarely will they remember boring and bland information.

Honestly, just that tip alone, if taken to heart, can be responsible for earning you a boat load of cash over time, providing you use it. Most people, however, want it to be, or at least expect it to be... more complicated.

It's not.

Okay...

I'm going to say it: **Professionalism... Sucks!**

When you make a promise; deliver on that promise.

When you say you're going to be there at a certain time; be there.

When you promise support; give it.

If you say your product will solve this and that; make sure it does.

However, a lot of nitwits think that *professionalism* is about speaking ever so properly, wearing a suit & tie, and doing everything possible to NOT offend people.

That's complete rubbish.

I want to deal with a REAL person, not a politician who hides their true personality behind some fake bullshit. I want to know the REAL YOU... **not the diluted, watered down version.**

There are, of course, instances where you have to watch what you say, but for most businesses, that's clearly not the case.

I wouldn't expect Ronald McDonald to say "*Hey kids, here's a fucking happy meal*".

But as I say, for the most part, being yourself completely, is the best policy – and *certainly* the most profitable when writing emails.

Don't, however, confuse or twist what I'm telling you here.

I'm not saying you should be "*unprofessional*."

Just don't bend over and take it up the backside from arseholes who think you should run *your* business to suit *their* needs. And believe me, these pinheads are a dime a dozen online.

They have this *self-entitled* brat mentality.

They believe the customer is always right, even if they are wrong. Heck, the "*professional*" will most likely supply the Vaseline to make it easier for the nitwits to fuck him up the arse.

So I'm not saying that you should ever be *unprofessional*, in the context of being *unethical*. On the contrary, give value, solve problems, never screw people over with false promises, yada yada yada.

In short: Run an ethical business.

But don't EVER let people dictate how you run YOUR business. As long as you're an ethical marketer with great products, there's never any need whatsoever to be a pinhead, people pleasing panderer.

Anyway...

What comes before everything else when sitting down to write an email, is that your first job is to entertain. Products teach, emails engage. Never forget that. And what better way to engage your audience than to make them laugh?

Dan Kennedy (I really love Dan) **once said**, *“People buy, and buy more often, when in a good mood”*. So make them laugh.

And Matt Fury says *“Getting regular laughs from your emails is mandatory”*.

To only teach in an email is to ONLY half communicate your message. To eliminate personal stories and funny anecdotes, is to tie one arm behind your back.

What’s that?

You’re not funny?

Yes, you are – and in fact, even if you’re not, you don’t need to be. There are endless amounts of *funny* to sift through around the web. One of my favourite websites to get great content to share with my lists, is this one...

<http://anti-joke.com/>

Now tell me you can’t incorporate one or two of those jokes into your emails from time to time?

But what on earth have *“jokes”* got to do with the product I’m promoting?

Nothing.

But if you have been paying attention, you should know by now that *“content”* has little to do with engaging people. You don’t need to *“out content”* the competition.

To try is not only pointless, it’s foolish.

Because it's never about the *"thing"*. Make me laugh and then tie in a marketing lesson – and you've got my attention.

You want me to prove it?

Okay, I'll take one or two of those jokes off that website I just highlighted, and I'll create an email from it.

Here goes...

Hi,

Q: Why can't Michael J Fox draw a perfect circle?

A: Because drawing a perfect circle is impossible for any human.

That one cracked me up the first time I read it.

Weird thing though.

There's a marketing lesson hidden within that joke.

In fact, there's a marketing lesson hidden inside almost everything we come across on our daily travels. For this one, it's the old "perfection will kill you in the end" thing we hear so many people blabber on about all the time in this business.

And it's true.

Perfection is what stops most people moving forward.

It stifles even the brightest sparks.

One thing to think about if you feel everything you create has to be perfect before you release it to the public...

"It's far easier to make a decision right, than it is to make the right decision"

That's why it's always better to get it out there first – and then make it better over time. Because like it or not; money loves speed.

End of excerpt

See how easy that was?

Okay, it's a wee bit cheesy, however, I wrote that on the fly just now. Took me about a minute. With email writing, it's not always about knowing what you're going to write.

Sometimes I'll read a headline, or a joke, or even a simple quote – and I'll get an idea for an email. I just sit down and start writing from that conscious thought.

Let's do another one...

Have you seen Stevie Wonders new house?

No?

Well, it's really nice.

Bet you weren't expecting that one, eh?

Thing is, sometimes there's no punch line.

Sometimes there's no mystery.

And often times what works really well for us marketing folk, are the simple things.

But everyone wants the complicated version it seems.

I have news for you, sweet cheeks. What works best, is not complicated at all.

Was it Einstein who said that "if you can't explain it simply, you don't know it well enough".

I just checked, it was Einstein.

End of excerpt

Again, no more than a minute to write that opening, and I can now segue into whatever the I like.

Easy, isn't it?

No doubt those emails are cheesy as fuck, but if I took a little more time, popped in a few unusual words – and injected a kooky, bizarre element into the mix, it'd be a pretty great email.

One more before we move on...

Hi,

Q: Why didn't the Octopus have any friends?

A: Because they're antisocial by nature.

Boom! Boom!

Okay, cheesy as fuck, I know...

However,...

I'm not a big fan of people either.

Not because there's something wrong with me (as if), it's mainly because most people I meet are as interesting as a fridge, and have as much sense as a rock.

I don't know how many times I've dozed off listening to friends talk about football, or a new reality show, or even worse, how so and so murdered his whole family in a blinding rage.

Okay, that last one might get my attention for a minute or two, but on the whole...

I just don't care.

If it doesn't benefit my life, I have little interest.

That's the great thing about email.

You can write away to your hearts content without having to deal with boring little fucks and their pointless small talk.

Tis why you'll never catch me on Flakebook shooting the breeze with people who have nothing better to do.

End of excerpt.

You get the idea, yes? Thing is, after I write the email, I can just take out the joke at the beginning if I like. But that little joke inspired the email.

Ideas are everywhere.

You just have to be on the lookout for them.

So if you think it's difficult to sit down to write an email on the fly, it's because you're just not trying. Each one of those emails took me under a minute to write.

Always be aware that, if you can make them laugh, you've already won half the battle. People remember people who make them laugh, and they remember them fondly.

And also keep in mind, nothing bad ever happens to an email marketer. Just write the bloody email and send it out. The more you do it, the better you'll get at it. Besides, if you email often, not every email has to be a home run.

We'll get into that shortly, though.

For now, let's move on...

Using Templates to Short Cut the Email Writing Process

When I first started writing emails many years ago, it didn't come so easy for me. I was terrible at them. You know what I did to make it a little easier? I created templates to work off.

Each day I would pick a theme for my emails. Like so...

Monday: Write an email about a T.V. show or movie.

Tuesday: Write a motivational email.

Wednesday: Write a funny email.

Thursday: Write a controversial email.

Friday: Questions & Answers email.

This was perfect because I knew that on Monday, for example, I didn't have to come up with a topic. I knew the email would be centred around a T.V. show, movie or

whatever else related.

Whether that was just taking an idea from a movie I had seen recently or in the past, and just turning it into a marketing lesson... or from a T.V. show I like... or from a book, a song... whatever. It short cut the process *dramatically* and because my intention was on that theme, my perception followed suit.

I used to scour online movie databases like *IMDB* or *Rotten Tomatoes* – and just like the examples I gave from the joke website above, I was looking for inspiration. Sometimes that's all you need. Inspiration to get the wheels turning in your mind. It makes all the difference.

Okay, let's just do one on the fly.

Have you seen the movie, Memento?

If you haven't watched it yet, you should.

Last night was my fourth viewing, and I have to say it's one of the cleverest movies I've ever seen.

I won't ruin it for you, but it's about a guy who after getting knocked on conscious by a burglar in his home, and waking up to find his wife lying beside him, dead, he goes on the war path in search for her killer.

The problem?

Because of the blow he took to the head, he can't make new memories. Which kind of makes it impossible for him to keep track of his progress while on the hunt for his wife's killer.

Anyway, that's not the point of this email.

You see, another very clever aspect of the movie, is that it plays in reverse.

The movie starts out from the final scene (without giving the plot away) and works its way in reverse up to the start of the movie.

This got me thinking about marketing.

Yes, I find marketing lessons everywhere I look these days.

Anyway, just like in the movie, where it plays in reverse, we can do the same thing when trying to figure out how successful marketers set up their businesses.

You know, the old “reverse engineering” thing we hear many-a-guru bang on about from time to time.

End of excerpt

I would just continue the email talking about how to reverse engineer what successful marketers do online, and then segue into a sales pitch or something.

And all it took for me to get the idea to write this email, was to look at the movie titles on the top 250 movies of all time on IMDB. Seriously, it doesn't get any easier than that, does it?

For more examples on the other topics I highlighted above, make sure to look inside the Resources that came with this training

Sending Daily Emails

Sending *daily* emails to your list is another *fantastic* way of polarising.

How so?

Because most people *falsely* believe that you'll piss off your subscribers if you email them every day. That in itself, is a contrarian and polarising approach, because, it's what the *majority* of people don't do. And if they ain't doing it, that is to your advantage.

Truth is, every email you don't send; is money you'll never make.

Don't listen to people telling you to email less often.

They tell you this because they're afraid of pissing people off. When the truth is that emailing daily, and pissing people off at the same time, is going to get you the most *loyal* followers and make you the most money.

I mean, if you're afraid of pissing people off in case they unsubscribe, and the standard open rates for emails across the board is about 10%, then it doesn't take a genius to work out that there's something *terribly* wrong with that mind-set.

It's insane not to email your list at every opportunity.

Goes to show you that there are very *few* individuals out in the world of marketing; it's mostly filled with moronic followers who've probably never had an original thought of their own, in their whole lives.

Most marketers are impersonators anyway; your *advantage* is to be a relentless implementer.

"If I email my list, people will unsubscribe."

But if you're not going to send them emails, what's the bloody point of building the list in the first place?

It's flawed logic.

Nothing I'm telling you, by the way, costs you a dime to implement. Do it, and you'll see the results for yourself.

Sending emails that polarise, filter, and qualify the right people you want to work with, while repelling others, will have a dramatic impact on your business like nothing else. And being relentless, and emailing daily, will *guarantee* you'll make more money.

Listen to what Drayton Bird had to say about relentless follow up...

I know what many of you think.

"Wouldn't Drayton do better if he emailed less?"

The answer is: no - the more I mail, the better I do.

What people don't realise is that emails are a kind of advertising, just as direct mail is.

And those who advertise most make the most money.

Procter and Gamble is the world's largest advertiser. They have been for as long as I can remember.

In 2013 they invested \$13.7 billion in advertising.

They do not say "Oh dear, people might get bored with our TV ads so we must advertise less."

They don't expect people to watch every ad. They just want them to watch more of theirs than their competitors'.

They don't even show you a different ad every time. They just keep hammering away.

I send out different emails every day. Sometimes I repeat the best ones.

But I don't expect you to read them all - any more than I read all the mails from people who email me every day.

I just read them when I see one that interests me.

So that's why I do what I do. I know that those who read the most are my best prospects.

I also know that out of the 26,000 plus of you only about one a month suggest I should do it less - and maybe one a year complains. Of course, some just say "I'm not interested". But they're never going to be customers for me. And far more of you write nice things.

So now you know my advice to you. Email as much as you can - as long as you can find interesting stuff to say

It's similar to the old favourite - why should you write long copy? Because it sells more. It sells more because the people who are most interested will always read longer.

But again, if it's boring, it won't work.

Whatcha think 'bout that?

One of the greatest marketing minds the world has ever known, writes daily emails to his lists.

And for good reason: the more you are inside your subscribers inbox, the better chance you have of making the sale.

People don't buy when you want them to buy. They buy when they're good and ready – so it just makes sense that whenever they are ready to buy, you are there, waiting for them with your product.

Again, this not *splitting the atom type intelligence*, it's common bloody sense.

Notice how Drayton doesn't get any complaints (probably one a year) and compare that to the lemming marketers out there who *falsely* tell you that if you email every day, you'll get complaints.

It's nonsense.

If you go to any forum and ask the members how often you should email your list, 80% -- 90% will tell you to email 3 times a week. It's regurgitated nonsense that sits well in the minds of Vanilla marketers who are afraid to test different methods.

In my accurate opinion, 80% of marketers you ask this question to... will be 100% wrong.

3 times a week is the sweet spot, or so many will have you believe. The real question is... *Is it the sweet spot because it **works**? Or because it's **safe**?*

I think the reason so many follow this advice is because it's the safe thing to do. Safe, in email marketing is gonna land you in "sametown."

- Same crappy open rates as the industry standard.
- Same response rate as the mediocre majority.
- Same sales to message ratio (if you're good) as the rest.

Safe... is the *absolute worst place* you want to be when your goal is to stand out.

So, you should be sending an email to your list **every single day**. I get a great response from the "*email lemmings*" when I say this inside forums.

Are you disagreeing with me right now?

Have you tested it?

After all, if you email your list every day, they will get pissed off and unsubscribe from your email list, right?

Wrong.

Sure, you may get people unsubscribing because they don't want daily emails, but do you really care about these people anyway? You shouldn't, because those people are the worst people to have on your list.

Do People Really Hate Daily Emails?

How is that possible? If they really didn't want daily emails, they should just stop signing up to email lists. This will surely solve the problem. Truth is, we all get daily emails. Go to your inbox right now and tell me what you see.

Emails, right?

Right.

Emails aren't the problem then.

We get them every day regardless.

It makes no difference whether the emails are sent from you, or different marketers.

It's not that people have a problem getting emails every day from the same marketer. They just don't want the same person sending the same *crappy* content to them every day.

I don't want *rubbish* in my inbox every day ether.

No one does.

But that doesn't mean your subscribers don't want daily emails.

It's a *cop-out* to say otherwise.

The ones who *really* don't want daily emails, are most likely the same people who have A.D.D. – you know, the same people who are addicted to signing up to email lists

to get freebies.

You can make your own conclusion if you want... but these are the people I have absolutely *no* interest connecting with.

Anyway, if you always have something interesting to share with your email list – and your emails are entertaining, do you honestly believe that people will have a problem with that?

They won't.

They don't – and the opposite is actually true.

You become **the constant inside their inbox** when everyone else is just dropping in from time to time.

Imagine saying to your partner *"oh sorry dear, I just want to talk to you 3 times a week, it's pissing me off seeing your mug every day"* - Smack in the mouth is what you'll get.

If your partner is a pain in the arse, you'll end the relationship soon enough anyway, and so will your subscribers. No big deal either way. The fit wasn't right for both parties.

My point here... is that if you *actually* like your partner, or close friend, you'll have absolutely no problem hearing from them every day. And this is only a 5-minute email message they have to read anyway. You're not asking them over for dinner, ice cream and a back rub.

Again, it's no big deal, and certainly not worth the worry.

That may seem a wee bit dramatic – and it is, but think about it. Who will build the quicker relationships with their subscribers, the person who's just there from time to time, or the person who shows up every day come hell or high water?

The answer is obvious, providing you're writing interesting and engaging emails.

The more you're there, the more *comfortable* your subscribers will be with you.

This is human nature.

Don't believe me?

It's true.

Take your bad habits for example. You have bad habits, right? But why do you participate in the process of keeping them in your life?

It's "*familiarity*" my genius friend.

We become accustomed to whatever we participate in for a sustained period of time. Whether it's good or bad... is not the point.

The more we see something, do something, and participate in something... it becomes normal, even if it isn't.

That's the power of repetition.

Let me do this another way.

I'll give you a couple good, solid reason why you absolutely **MUST** email your list every day, or at least 5 times each week – and then you go make a decision whether or not to do it...

You Become a Better Email Writer

Writing emails every day makes you a better email marketer. Think about it. The more you write... the better you get. Who will be a better email writer; the person who writes emails 12 times a month, or the one emailing 30 times a month?

The answer is blindly obvious, right?

Right.

Not only do you get much, much more comfortable writing emails, but you also have a wider scope of materials to work off.

Writing daily emails is not easy.

It takes discipline.

You will, however, become adept at researching and coming up with new ways and ideas to get your message across.

This widens your circle of comfort and forces you to focus more on the “**one**” part of your business that you should be giving “**at least**” 80% of your time to anyway.

Less Spam Complaints; Less Complaints Over All

Bet you didn't see that one coming. If you listen to most people who fear sending daily emails, they will tell you that peeps will complain if you send them emails daily.

The opposite is true.

People complain when they forget who's lists they signed up to. Have you ever gotten an email from a marketer and had no recollection of signing up to their email list?

Yeah, me too, along with the many others out there.

But that's not possible if you're there every day.

People are not going to forget who you are, because you're the **one** person they remember when other email marketers just pop in now and then... and it's usually just to make a sale.

People also complain when they receive rubbish content from marketers, but we've already discussed this.

You are not going to send rubbish. Your goal is to build solid relationships with email messages that entertain, engage – and wrap everything up in a nice little story that's easy to consume and relate to.

You Become a Welcome Guest

We are creatures of comfort.

Even our bad habits become familiar to us - and therefore are hard to break.

While other marketers breeze in and out from time to time inside your subscribers inbox, you become the constant.

Your name becomes familiar to them. They expect your emails – and when they don't arrive, they will feel like there's something missing.

If you're sending an email here, and an email there, your subscribers have nothing to hang their coat on.

They don't expect your emails, because when you're not there, someone else is. So their mind is not trained to expect you.

Think about this for a minute. The human mind relies on certainty. When it takes something for granted – and then that something is taken away, it feels naked, like

there's something missing. Even if it's something that's not good for us.

We crave familiarity.

We crave certainty.

We crave repetition.

Quicker Relationship Building

It's a lot more difficult to build relationships with people we only meet from time to time. When we are not there, others will take our place. This is why you need to be the **constant**. They can rely on you.

It's hard to say that about the 3 day a week marketers. Add in the fact that you're polarising and building a loyal following, and you will be miles ahead of the competition.

Not everyone is going to love you just because you're emailing them every day. Some just won't get you.

That's completely fine.

You must focus on building relationships with the people who **do** relate to you – and ignore everyone else.

Remember, you want to build a tribe of people who want to read your emails; not a nation of people who scan through your emails and couldn't give a damn if you send a message or not.

The more you're there, the *quicker* people will get to know what you're about. Again, this is the repetition and familiarity thing here.

You will build much quicker and much more solid relationships when you become the *one* marketer they can rely on.

Are you sending emails now?

How often are you sending them?

Do people contact you when you *don't* get your email?

I get emails all the time if I miss a day. It rarely happens that I miss a day, but it does happen – and when I do miss a day, I *always* get emails from people on my list asking where today's email is.

You Have More Content for Other Sources

Because I email my list every day, I always have content that I can share on other platforms. Most will write a Flakebook post. Then write a separate blog post – and then a separate email message.

Instead of scattering your attention from your blog, to your social media platform - and then onto your email marketing, you could be spending all that time writing great email messages that you then put onto your blog as a post – and then onto any other platform you're currently creating content for.

Not all your emails are going to be epic.

Thing is, they don't have to be.

You're writing every single day, so there's no pressure to get it perfect today, because you'll be there tomorrow too.

You Make More Money Emailing Every Day

I kept the best for last. The goal of an email is to engage, entertain, and make money, right? So, how many promotions can you send to your email list if you're only emailing 3 times a week?

Probably one, maybe two – and that's pushing it because you are NOT providing enough value if your messages more promotional than engaging.

The 3 times a week email marketer only has one or *two shots* at making a sale in any given week. And for whatever reason, you're going to miss people on any given day when you send out a promotion.

You send your promotional email out on a Wednesday... but your subscriber gets paid on a Thursday.

Whoops, just lost a sale.

You send out a promotion on a Monday, but your subscriber *doesn't* get paid until Tuesday, or Friday, or whatever.

Another chance of a sale lost.

There could be dozens of different reasons why someone is not ready to buy your product on any given day – and since you only send one promotional email a week... you most certainly are going to leave a lot of money on the table.

That's inevitable.

No matter what way you look at it, emailing less often is going to lose you sales.

Now, what if you're a daily email marketer?

Well my sugar candy coated friend (no idea what that means) you have the advantage...

...the *huge* advantage of being there *whenever* your subscriber is ready to buy. And you have absolutely no reason to ever write a hard sell email message, because you are in no rush. You're there today, tomorrow, the next day...and the next after that.

Are you getting how powerful this really is?

You can just write your daily entertaining emails that build solid relationships with your subscribers... and place a link to your product at the bottom of every email. It will not be intrusive, but it will always be there.

That doesn't mean you still can't hard sell inside your emails from time to time, but you'll find you won't need to force anything on your subscribers... because time is on your side.

When they're ready to buy... you're already there waiting... and they will become so *accustomed* to reading your messages, and so familiar with your personality, they will practically *feel obligated* to take your recommendation on board far quicker than anyone else who just drops in from time to time when they need money.

Makes sense, right?

More.

You don't just send them a message when you want to make money. You send a message every single day *regardless* of whether they buy from you or not.

You essentially build much more trust as a result.

Now, you still may have your reservations. I might not have convinced you that emailing every day is the best route to take. I can tell you one thing for damn sure though, if you ask anyone who sends daily emails to their list, whether they would be willing to cut down their message sending to three times a week, I know exactly what they would tell you.

They won't do it.

Not a snowballs chance in hell would they stop doing it.

They won't do it because they already know the power of daily emails – and they also know they will make *a lot less money* if they did so.

But you have to do it right.

You must inject your personality into your emails – and you must deliver your information in a way that engages your audience.

- Be interesting.
- Be unique.
- Be controversial.
- Be fearless.
- Be YOU.

Finishing Up This Guide

Even if you didn't agree with everything in this here guide, it doesn't matter. Your takeaway is to put yourself into everything you do, and not fall into the trap of being like everyone else, or seeking to be liked by everyone.

Most emails your subscribers are reading are boring, mundane trite written for fence sitters. You don't want fence sitters on your email lists. They just take up space, cost you more money in autoresponder fees, and are *completely irrelevant* to your bottom line.

As we've established, most email lists have a very large proportion of fence sitters, and yet, what 99% of people are doing, is trying to turn these people into buyers.

It ain't going to happen.

One More Word or Two on Polarising

Polarising automatically eliminates a large portion of your competition. The likes of Eben Pagan, Frank Kern, Brendan Burchard and Mike Filsaim have the positioning that'll *automatically* separates them from their competition.

That, in a way, is similar to polarising.

Although not intentionally, it's polarising because their *brand* and *positioning* separates them from the majority.

Well, I'm guessing you might not have that kind of positioning yet. Maybe you have. I know I haven't. But with polarisation, you can be at any level, without any kind of positioning, and still stand out from the vast majority.

Think of it like that.

You're positioning yourself.

You're separating yourself from the majority. Which is cool considering the majority are always wrong, and broke.

There's no magic bullet here, though. You can't just polarise and expect *that in itself* will be enough to springboard you to success. Polarising is just an approach. An effective one at that, but it *doesn't* replace the most important aspect of writing persuasive emails, which is to know how to write persuasive emails.

Obvious, right?

Right.

But it all comes together. Polarising as an intention. Scratch that; as a way of approaching business, is the foundation that everything else is built upon. You will not only be able to write jaw dropping emails, you will also be able to do it far *easier* than

the standard, "*safe and boring*" model almost everyone else is using.

Yep, you *certainly* will have a big advantage over the majority when you start using this model.

The World Is Now Smaller

We live in a digital age. We connect *virtually* more than we so *physically*. And in these times, what people want more than anything else, is to still feel connected to similar and like-minded people.

To be part of a community.

When you polarise your emails, what you're essentially doing is building relationships with people who feel connected to you in some way. This is very, Very, VERY important to think about.

Polarising is *not* just about standing out either.

It's about standing for something.

If you don't take a stand or have a clear opinion in your marketplace; you're not going to create a bond with your prospects and clients on a deep level. It really is as simple as that.

I'll Leave You With This

The vast majority of messages are being ignored (90%+). If you want people to notice yours, all you have to do is not follow the herd.

There is no money in the fence sitters.

These fence sitters take up the largest proportion of your competitor's email lists. By getting people on your list to choose a side "*I like you – I don't like you*", you shorten the sales cycle, meaning, you build lists of people who will buy quicker or not buy at all.

Either way, you get a bloody decision.

People buy products ONLY if they trust that the product will help them. Without enough social proof (*not to be confused with social media*) you'll struggle to make as many sales as you could, however, when you polarise and attract similar, like-minded people into your business, you fast track the process and people buy anyway.

Remember, people care more about trust than they do about the product, hence the reason they look for social proof before buying.

Important...

Make sure to go through all of the documents that came with this training. They all serve a specific purpose. Some will go into more detail on how to implement what we've discussed in this guide right here.

Others will give you ways to build your lists.

Others will show you how to launch products to your lists.

*And the bonus "**Black Book**" will give you short, to the point ideas, techniques, tips and tricks that you can dive straight into and put to use in your business.*

*Arguably more important, if you delve right into it and adapt the concepts to your own emails, is the **50 Email Template document**. These are some of my best emails that will help you build authority quickly. Use them as you see fit, but best not to copy them verbatim. Study them and use the teaching inside each email, sparingly.*

This main guide, if you will, contained all the foundational and fundamentals of what lies at the core of writing persuasive, money dripping emails that build lists of loyal fans. Use all the other guides in conjunction with this one – and nothing will stop you!

Now go forth and piss a few nitwits off while you create a business that makes YOU happy.

To Your Success,



Theo Poulentzas