

**ENCLOSED:** Deep psychological email copywriting tactics understood and used by the most elite marketers... and proven and tested to drive prospects wild.

# **SECRET**

## **EMAIL PERSUASION AND CONVERSION TRIGGERS**

### ***THE WORD-FOR-WORD TRANSCRIPT***



You are in the right spot obviously. I highly recommend that you grab something to write with. You're going to want to take a tremendous amount of notes. You are going to get the slide handouts. You're going to get a word-for-word transcript. You're going to get the audio recording. You are going to get the video recording, a checklist, but you still want to take notes because we have a tremendous amount of content that we are going to cover.

We are going to be covering individual email persuasion and conversion triggers and they run the gamut, they're in terms of being extremely straightforward, very easy to explain, very easy to implement. They're actually all easy to implement but some of them are really deep. They copied us some deep psychology and there is some nuances to it. We're going to cover all of that.

By the end of this boot camp, you are going to be armed with a tremendous amount of tools as it relates to email marketing, really a lot of what it is, a lot of a persuasion and conversion triggers that you're going to hear about today really have application across the board. They have application within your email, campaigns, your individual email broadcast as well as your marketing in general, so video sales letters, webinars, teleseminars, long form sales letters, you name it because persuasion, conversion it carries across the board.

Today you're going to see a tremendous amount of application. I'm not only going to show you, not only going to tell you I should say what these different triggers are. I'm not only going to explain to you the different psychology behind them and how they work, but I'm going to show you examples. I'm going to show you examples from actual marketing pieces, from actual marketing campaigns as well as just examples across the board for everything.

What I want you to do is if you have a question, as I'm going through the content, I want you to write it down and at the end, we will take time ... I will take time to go through whatever questions there are. You'll have the opportunity to submit those questions in the end. We have a tremendous amount of content to cover. I've got close to a hundred slides of material that I want to cover with you and so we are going to go at [lightning phase 00:02:21] as always. There is no flaw today in this bootcamp.

One little heads up for you is that these are individual triggers and tactics and that means that each of these triggers, each of these tactics can be used on their own individually. There's no necessary connection between any of these triggers, so you can take any one of these triggers and use it in your very next campaign, your next email broadcast without having to worry about integrating it with any of the other triggers.

You're going to see examples today of how these triggers can be used in combination. In fact, this is a screenshot of an ad and right now for the majority of you, looking at this ad, you would read this as a marketer, as a potential consumer and you probably would not be aware of the little psychological nuances that are taking place in the verbiage; words, phrases, language has tremendous power.

There are different ways of structuring sentences, different ways of structuring paragraphs, different ways of conveying your thoughts, your ideas, your concepts, your message based on the reaction or response that you want your audience to get. A lot of this deeper psychological triggers and tactics are ... they are not apparent. It's like there's so much going on right here in this one little ad from beginning to end, from top to bottom that the average individual even the average marketer is totally unaware of.

By the end of this bootcamp, you're going to be able to go back this slide again in the end. You're going to be able to go back and go through this ad and you're going to be aware of everything that's being done from beginning to end why it's worded the way it is, why it's being conveyed the way it's being conveyed in terms of language, wording, phraseology and so there is enormous power in the little nuances of language.

Once heard, Dan Kennedy say something that has direct implication or application to you and it really and certainly for this bootcamp but for every training, every idea, every concept that I share with you or every concept that you're exposed to and Dan said in so many words that any moron can come up with lots of different reasons "to invalidate ideas." It doesn't take a wizard to come up with reasons to invalidate an idea. Don't give yourself a pat on the back for figuring out how to invalidate an idea, invalidate an idea for your business, for your niche, for your product, for your service.

Dan said, this is so true. The only real value, the only real genius, the only real wizardry is in figuring out how to apply an idea, not how to invalidate it, and so it's my job today to share with you the most effective email persuasion and conversion triggers. It's your job today not to invalidate them but to think through the application within your business, for your product, for your service, for your niche. Without further adieu, let's just jump in and get rolling.

## **Email Trigger #1: The Gary Halbert Weird Opener Tactic**

The first trigger is what I call the Gary Halbert weird opener tactic. This is very simple and very straightforward. It starts with you using an odd ball, unique, interesting, dithering idea to capture the attention of your readers, of your audience, of your prospects and then to use that odd-ball idea to segway into your primary message. This is one of the simplest of all of the topics, of all the triggers. The reason why this works is because it doesn't start where the typical marketer, the typical company communicating with your prospect begins. It's different, it stands out, it's interesting, but we use that interesting point to segway into your message.

This is a quote from Gary Halbert. He said, "One of the primary ways to use interesting facts in your copy and that's email copy, that sales letter copy, that DSL copy, that's copy for a webinar, whatever is to use these interesting facts with unique concepts, this odd-ball ideas, use them to segway into your message." Segway meaning that it's a smooth transition from one part of a presentation to another. He said, remember that

the formula for success in marketing sale success is AIDA, attention, interest, desire, action.

The first thing that needs to be done is you need to get their attention and so what this method utilizes is it utilizes an odd-ball subject line and then in an odd-ball lead in your emails before you go into your body copy of the email. Let me give you some example straight from Gary Halbert. This is an example of how he started off, how the start of a letter and so in this case the subject line has something to do with McDonald's stock. It says, a hundred shares of McDonald's stock worth \$2,250 when it was first offered in 19635 was worth more than \$1.4 million 30 years later in 1995.

That sounds great, doesn't it but if you had held on to those same 100 shares for another eight or nine years, you would find them to be worth only \$2,400. This is an excellent illustration of why timing in the stock market is everything. This is an example of Gary would then go into ... it was that tie in line right there. This is an excellent illustration of why timing in the stock market is everything that's how Gary would then segway into his message about timing in the stock market.

This one is in such an odd ball because it has to do with McDonald's stock but you can use this as the start of anything that has to do with timing and so I can keep this odd-ball lead-in where the type of odd-ball lead-in with this 100 shares of McDonald's stock and I can use this as the lead-in for any email but I want to spend out about timing. If I want to talk about timing in a marketing call, if I want to talk about timing in as it relates to growing tomatoes or timing when it comes to your nutrition, I'd be able to do that because we would simply say, this is an excellent illustration of how timing is everything. For example with your nutrition and then we would be able to go into our whole message about nutrition.

Here's another one, this one starts out with the dollar sign as a combination of the letters T and S which is the abbreviation for pesos which was the principal coin in circulation in the United States until 1794. After that we began marketing our own dollars. Right now real peso uses Mexican currencies only worth about nine American cents. You know what, most Americans earn so little compared to what they should be earning. They might as well be getting paid in pesos and that a shame because with just a few simple secrets, anyone with average intelligence can increase their income dramatically. Here's how:

Gary was able to use this whole odd-ball idea of the dollar sign and tie in this idea of the pesos with this thing that, look most Americans earn so little, they should be earning ... they might as well be earning getting paid in pesos and they was able to use that as a segway. Here's another one, we don't need to read this but obviously ... look at this, it starts off with the man who commissioned the Mona Lisa refused it. That man was just one of the millions of people who know the price of everything and of value of nothing. Then he goes on, he talks about ... he reminds me ... I'll just read it.

He reminds of the people who think they're getting a bargain when they buy a cheap air purifier, actually it's just the opposite, they're not getting a bargain. He goes on to lead into that's why I want to tell you a few facts about the new ionic air purifier sold by Sharper Image. Look at this, this is an email about the lead about Mona Lisa and he was able to use it. The same over here that again the original package of M&Ms contain brown, yellow, orange, red, green, violet colored candies. The red ones are taken out of the mix in 1976. This is not because they contain red dye number two, it was because company officials were afraid customers would think it did contain that dye.

This illustrates the fact that very often people's perception of what is true is more important than what is actually true, that is why you need to read my new book titled The Secrets of How Successful People Look, Dress, and Act. Think about the application in your world and how you could use something like this M&M lead and other weird leads.

Let me show you an example from a promotion that I did and this was ... we did a handful years ago in the chiropractic arena. I started out ... [granted 00:12:14] I picked chiropractic in the title, but I said chiropractic voyeurism and then I started out with the definition of voyeurism from Wikipedia. All I did was just lead with the definition from Wikipedia. Then I said that's how Wikipedia defines voyeurism.

Today's [inaudible 00:12:29] I want to share with you a formal voyeurism that actually works to get you new chiropractic patients. It went on to talk about observing patients in terms of what they do and how they think from a marketing perspective. You see how I was able to take an odd-ball concept and tied in with my message.

This was another one that I sent out and the subject line was about my daughter, Samantha. It started off with my wife and I just made a big decision and it should give you something as a chiropractor to seriously ponder. Then I went on to tell a story about my daughter. She's 12 years old. She plays competitive volleyball. She plays for a particular club and then I said we drive over 40 minutes to travel. We pay extra amount of dollar, blah, blah, blah, so what does it have to do with you and your practice? Let me ask you. How many patients or prospective patients happily travel out of their way for your practice?

Is there a clear and powerful reason why you should be the logical choice for people to travel to and so on? This email, you're going to see later on, falls into a couple of different categories because it's a story-based email. There is a lesson in this story but it was different from what the typical marketer was using and so very, very simple, weird facts, odd-ball ideas, odd-ball concepts in the subject line, in the lead-in that sometimes can be just a paragraph, it can be two paragraphs and then a segway into your content.

I included this next slide just today because I want to show you the wrong way to do this. I just got this email I think yesterday and this is arguably the most offensive email I have ever received in the last decade plus 12 years whatever it is that I've been doing this. This is an example of somebody who is trying to use the weird opener tactic

by starting with this revenge of the Jew. I'm baffled that this marketer sent this out. It's ludicrous, but I wanted to show you this because this is a wrong way to do it.

He starts off by talking about his, as crazy as it sound, he loves the Jewish people but they're really known for being tight otherwise known as Jewish trend, all non-sense, but then he tries to use this. This is a lead-in for if you want a good deal then you should take advantage of his offer. Instead of just rolling with a straight discount offer like discount and then there's a discount on my product right now, he used this to get attention and then use this odd-ball as disgusting as it is, this odd-ball concept that he was presenting as the segway for his main message. That is trigger number one.

## **Email Trigger #2: The Pluralized Verb Tactic**

Trigger number two. Many of you are ... especially those of you that have been around my training for any significant lengths of time have heard me share many times before. This is one of the go-to strategies, one of the go-to tactics that we use throughout almost every single marketing funnel, every single marketing campaign. That's the tactic of pluralized verb. What you'll see is that often times when you pluralize the very in your marketing, it conveys to the prospect that the work is being done by the system that you're presenting, the method that you're presenting, the trick that you're presenting, the technique, the process whatever it is.

I first learned about this many, many years ago when I came across I think it was a campaign and ad that was created originally I think it was for TDK that cassette manufacturer. They run an ad and the ad was ... the original ad said, "Put music in your life." The theory goes that they run the ad again and there was a mistake in the submission of the copy and instead of saying, "Put music in your life," it said, "Puts music in your life."

The addition of that one letter, the addition of that "S" as the story goes, Jack responds through the roof. I've heard upwards of 400%. The reason why the psychology behind this is that when the verb is not plural, put music in your life conveys that you have to do the work. It's something for you as the prospect to do. In a prospect's mind it requires effort, it requires me to do something. While when you pluralize the very, it suggests that the product, the service, what's being offered does the work.

For example, there's a huge difference between saying, strip 10 pounds of that body fat in three days. Strip 10 pounds of that body fat in three days this is something for me to do. It's use this exercise program. Use this diet. Follow this diet. Take these pills and strip 10 pounds of body fat in three days. It's very different from saying that it strips 10 pounds of body fat in three days. There's a big difference just from that one "S" because strips 10 pounds of body fat in three days conveys that the pills are doing it, that the exercise machine is doing it, it's the method that you're presenting this doing it. Same thing with it builds seven pounds a muscle in four weeks. Builds seven pounds of muscle in four weeks.

Generate an extra 10,000 this month. It generates an extra 10,000 this month. What happens from the addition of this “s” from the pluralizing of the verb is this is talking about something that you’re going to do. This is talking about something that the product is going to do. When you pluralize the verb, the benefit, the psychology here is that it implies that the benefit is given or the result occurs ... thanks to the product not thanks to the prospect. Often times any time we can pluralize the verb, when it makes sense to do that, we pluralize the verb.

One of the things to think about is as you’re going through or one of the things to look at is as you’re going through your copy and you’re seeing these singular verbs, you want to look to see if you can pluralize that verb. If it applies but if it makes sense and you might have to restructure the start of the sentence a little bit but when you do, the psychological impact is very, very different. This is one of those little tiny nuances that make a huge difference in copy. That’s simple trigger number two.

### **Email Trigger #3: The Teaching Parable Tactic**

Simple trigger number three is what I call the teaching parable tactic. The teaching parable tactic is really exactly what it says. It’s the use of the story or a parable or a fable to communicate a message, to communicate a concept, to demonstrate proof or something, to prove a point. It’s the use of story to communicate something. You can use story and you should use stories as much as possible in your marketing because they are one of the most powerful tools that you can use. Right people naturally pay attention to stories. You’re able to deliver messages and ideas in the context of the story and so they are received by your prospect very differently.

Their filter isn’t up as well. One of the best uses of the teaching parable for example, is to convey something that would be extremely rough coming from you. If you hypothetically wanted to point out that when prospects [hum and hoe 00:21:31] that they end up with nothing or if you want to point something out, that if you came out directly and said it, that it can potentially be insulting or harsh or come across as just brush, a great way to communicate that message is with story.

Often times, we will use a story, a legitimate story, not a fiction story but a legitimate story to convey a message, but you could also leverage like I said parables, fable, short stories. For example, this is an example of a fable, the man, the boy and the donkey and so this is something that you could share. This is a little bit long so I’m going to show you ... here’s another one that’s a little bit shorter but still each of these stories, each of these fables have lessons that they’re conveying.

For example, on this one over here, this little fable conveys this idea that if you try to please everybody, you’ll please nobody. You could certainly going to email just come right out and say this to prospect that if you try to please everybody, you’re going to end up pleasing nobody. Like this is a great lesson, this little parable. This is a great lesson for marketers for each and every one of you, each and every one of us on this bootcamp because as a marketer you’re not trying to please everybody. If you try to

please everybody, you end up becoming plain vanilla to everybody. You end up becoming completely forgettable.

The goal is not to have everybody or not to try to have everybody be a fan, not to try to please everybody, not try to make everybody on your email list like you, but your goal is to attract the right prospect and repel the wrong prospect. I could have an email that conveys this that delivers this fable or one similar or a similar story that conveys this lesson and then go from here and segway into so what does this mean for you as a marketer. Quite simple then give the lesson.

Lessons in your stories, using stories to communicate things that you either don't want to communicate out right or that would be better more well-accepted within the context of the story. This is an example of just a story that I told online income ... this was a subject line ... online income with glow-in-the-dark mini golf. I started out by saying ... also what I want you to know is with the glow-in-the-dark mini gulf and so this we're going to come back to. You're going to see this with in unexpected tidbit in the subject line but then I go on to tell a story. I said, what's the saying? I think it's something like the things that come out and out of [babes 00:24:48] last night and then I go into a story.

My older daughter Sandy blurted something out during a round of glow-in-the-dark mini golf. What's this doing? First of all again, it's a story and so this whole concept of glow-in-the-dark mini golf. First of all there's ... just a quick side, there is a benefit right here or an implied benefit online income because this was going out to internet marketers and then there was this whole curiosity factor. What do this have to do with anything, this glow-in-the-dark mini golf. Then I started out with a story. Like I said people have been trained to pay attention to stories, to be engaged with stories.

I started out with a sentence and by the way if you look at this sentence, you'll see that they have to keep reading. This is what we call creating a slippery slope, creating that brief shoot as some people call it. They have to continue reading. What's the saying? I think some like ... in order to finish that thought, you have to read the next sentence. The things that come out of the mouth of [babes 00:25:58] and so now they have to keep reading to find out what is the relevance of that? Why are you even sharing that? Then I go right into this story.

Last night my older daughter, Sammie, 12 ... let me just stop for one second and share with you something that's going on here that's outside the scope of these triggers. It's something that I've talked about in other programs but one of the things that you want to do throughout your email campaigns, throughout your marketing in general to your house list, if you want to bond with them, you want to establish a relationship with them. You want them to begin to feel as if they know you more and more the longer they remain on your list.

Remember that people buy from people that they like and trust. They like and trust you that they have some rapport with you. As well people who come to you for the



benefits that they perceived that they can get from you but they'll stay around long term because of the relationship that they perceived that they have from you. One of the keys to building up relationship is felt at closure.

Disclosing out that's about your life, your personal life and things that you're comfortable with that give your prospects, give people on your list greater insight into who you are that take you from the [nebula 00:27:18] who is this person behind the computer to a real life person, a real life human being that they can relate to that can relate to them and so I give disclosure. I gave her name for a reason. I gave her age for a reason. More disclosure. She blurts something out during a round of glow-in-the-dark mini golf that's [so nailed 00:27:43] in this fake lots of marketers make when looking at their marketing metrics.

As you're going to see more about later on, this is our first opening loop really in this email because they need to keep reading to find out this mistake over here and so I don't tell them what that mistake is right here. I just continue with the story. It was me, Samantha, my younger daughter Gabriela more self-disclosure over here and a buddy of mine with his three kids. I also shared this just as a side note for you so that you understand because I shared ... I was with a buddy of mine and his three kids because what this is disclosing is that I go out with my kids.

They can picture in their mind me and my two daughters and my buddy and his three kids playing miniature golf and it's something that a normal dad would do, an average individual would do. It's something that conveys that I'm a father, that I care about my kids, that I talk about my kids, that I enjoy being with my kids, self-disclosure. We are at some place called Shipwreck an indoor back like mini golf and arcade joined in Lake Park, Florida. A little bit more disclosure and detail in the story.

There is detail being shared in this story and it's a detail that demonstrates its authenticity. This isn't just a random story, this demonstrates authenticity and it's something that again it sticks in even more because they see that it's real, they feel that it's real and so we're on hole 13. Mind you, I opened up this loop over here and it's still not closed. We're on hole 13 which had a typical window obstacle, more just detail, smacked up in the middle of the greens and one after another all the kids hit the ball and walk. They had hit one of the blades on the windmill leading the ball on the wrong side of the green that's when Sandy said.

Then I have just a side note dialogue. Anytime that you can work dialogue into a story, it makes it more engaging and so I said exactly what my daughter said. You guys are all aiming for the windmill. You should be aiming for the hole. She was so right. They were focusing on the wrong thing and not looking at the real goal. Then here is the sideways. This is the same thing, lots of marketers do with their marketing metrics. For instance many marketers get caught up in the conversion rate of their squeeze page simply looking at what percentage of visitors of that page [opt in 00:30:18] when instead they should be looking at the EPC, earnings per click, on those visitors and it continues here.

The overall skim of things conversion rate then it goes through this whole thing and so I use this as a unique hook. I used this as a way to pick curiosity. I used this as a story that conveyed the lesson like these people say, yeah that's right you shouldn't be aiming for the blade, you should be aiming for the hole. It's something that they can picture in their mind and right here was that segway point that allowed me to segway into my message which was that I wanted to communicate with them that what's more important in your conversion rate, on your squeeze page is knowing how much you paid for lead like on how much you earned per lead.

I could have started off by just talking about this. I could have started out by talking about what's the most important metric and then this went right into it but that's a common, that's average, that's typical, that's plain vanilla. This is how you get attention. This is how you bond. This is how you deliver a message. This is how you get buy in for what it is that you want to communicate. You're still going to communicate the same thing that you want to communicate but you're going to get ... grab attention, maintain engagement and look, so you'll understand.

The more they read, the deeper they get in, the greater the likelihood of them completing their email and so completing your message. That goes for a long form sales letter, that goes for email copy. The more they read, the greater the likelihood that they're going to complete reading it. what we're doing is we're creating this ... we're getting attention, we're creating engagement, we're getting them involved so the more they're reading, the greater the likelihood of them completing this and we are delivering a story. That is another example for you.

### **Email Trigger #4: The Manufactured Logic Tactic**

Number four is the manufactured logic pocket and this is awesome. This is awesome. I did not come up with this, but this is phenomenal. Manufactured logic is really what appears on the surface to be a logical argument to your prospect, but it's really not. In other words, it's logic that you manufactured. It's way that ... it's the way in which you are conveying your message. Let me give you an example of this. This was totally made up but let's say that this was real. Most car mechanics are cigarette smokers and this is ridiculous. I'm giving you a ridiculous example to start with just so that you can really see this, but most car mechanics are cigarette smokers.

Cigarette smokers die young. Therefore if you don't want to die young, you won't become a car mechanic, like it's ridiculous this example because it's clearly a flaw. In logic, it's clearly ... it's a goof. I wrote this with goof for you but what you can see is that this is a manufactured logic. Let me show you another example. This one says, and this one is legitimately one that could be used. Struggling marketers don't segment their email list. The most successful marketers use expensive list segmentation. Therefore if you want to become a successful marketer, you need to learn how to properly segment your email list.

Struggling marketers don't segment their email list. Let me take a step back and explain something to you that each of these statements on their own, it could be true, but when presented like this, it's being presented in a way that this becomes the accepted conclusion of this prior stuff so struggling marketers don't segment their email list that's true. The most successful marketers use extensive list segmentation that's true. If you want to become successful marketer, you need to learn how to properly segment your email list that's true. What makes it manufactured logic is by adding in this word therefore.

Therefore what's followed after this, the messages that because of this, this is true. Let me show you something and I'm going to show you this in another context as well that this is not necessarily ... the thing that I want you to get is that all these are true but the fact that the most successful marketers use extensive list segmentation in no way means that the extensive list segmentation that they are using was responsible for them becoming successful.

Maybe all these people became successful and then started using extensive list segmentation or maybe they were using the extensive list segmentation and it had nothing to do with them becoming successful, but the way it's presented in here is this is manufactured logic. Let me give you another example of this. This is another example of manufacturing logic. Again, this is totally made up. Over 83% of the people who lived 90 years plus eat more than six servings of vegetables a day. The majority of people who pass on before the age of 60, eat less than three servings per day. Therefore if you want to extend your lifespan, you must be on a meal plan high in vegetables.

Let me show you something. I could use this manufactured logic if I was selling a program on how to segment your list. I could use this to as manufactured logic if I was selling a meal plan or diet that would base on high vegetables or vegetarian diet and I could have made this whenever I want. I could say therefore if you want to extend your lifespan, you must consume more vegetables or you must be sure to get all of the common nutrients found in vegetables. That's not necessarily the case.

This is manufactured logic because what I want you to understand is that this might be true, let's say it is but over 83% of the people who lived 90 years plus eat more than six servings of vegetables per day, but that might have nothing to do with it. That doesn't mean that this is responsible for why they live to this age. That could legitimately be just a coincidence. It's like saying over 83% of the people who live to 90 years plus live in Florida. The majority of people ... therefore if you want to extend your lifespan, you need to live in a warm climate or something like that. That might not mean anything.

Those people could have moved to Florida at 75 years old or move to warm climate at 75 years old but what we're doing is we are constructing a message that is implying that these things prove this. Again, this use of the word therefore and we could replace this word with what that means for you or what that means, is that if you want

to. By saying therefore or what that means, we are saying and implying that this proves this.

This is the kind of thing that you can be aware of this and you should be aware of this, you should certainly be using this when appropriate and this has been a lie but it's not necessarily the case and you're going to understand the deeper psychological trigger in just a bit where you can really see this at play. You should be using this in your email when needed.

When we say that you should be on a meal plan high in vegetables, this is serving as a proof point. It's manufactured logic, it's manufactured but it is serving as a proof point for this claim over here and you'd be aware of this because you'll see this type of manufactured logic where if you really look at it in the world in advertising, in marketing, in general even on the news where it's not necessarily that they're doing this like a ... it can almost be flawed logic but the point is it's manufactured and so we're using legitimate points.

I made this up just for you but we're using legitimate points to convey this message that it's plausible but it is now ... it becomes accepted as a fact, it is not questioned therefore what comes after and so that is trigger number four.

## **Email Trigger #5: The FAB Formula Tactic**

Trigger number five is something that I first learned from Clayton Magpies. This is a way of articulating your product or service features and benefits on a deeper level. This is the FAB formula. FAB stands for features, advantages, and benefits. An FAB statement, a feature, advantage, benefit statement it explains the feature. It tells what the feature is, it tells what that feature does, which is the advantage. What that feature does is the advantage and then how it benefits the prospect.

Features as hopefully each and every one of you know, features are facts, characteristics, aspects about your product or service. It's not about the prospect, it's about your product or service. When you're talking about a facet of your product or service, you're talking about a feature. An advantage like I said is what the feature does. Then the benefit tells somebody, tells the prospect why they should value that advantage. In other words what is the benefit is exactly what is the benefit of that advantage. It's what connects the facts about your product to the solution that your prospect is looking for.

Here is how this works and then I'll give you an example. It works like because your product has X feature, you'll be able to do lie. What that means for you is A ... write your A, B, C. Because it has this, you'll be able to advantage. What the means for you is this, so we could say for example because it has a word-for-word transcript, you will be able to read and re-read and reference back over the material as often as you want. That's where the average marketer stops.

The average marketer really thinks that the advantage is the benefit. Those of you that gone through the MSA program, those of you that are MTAM members, those of you that have gone through any of my trainings, you have heard me talk about many times before the benefit of the benefit. You'll hear me on consult Q&A calls talking about what is the benefit of that because often times what marketers think is the benefit is not really the benefit. For instance, a marketer might say because it has a word-for-word transcript, you'll be able to go back, reference through it, go through it anytime you want at your own convenience. That's not the benefit. That is the advantage.

What that means for you is that you're only one second away from getting your answer or we would spell out what that advantage does for the prospect and so here are just some questions for you to get you really thinking about the advantage. Why might the feature be advantageous? What is it mean for him or her to prospect? What is it author and why might do you like it? Again, because it has the feature, you'll be able to do the advantage. What that means for you is benefit.

Here is an example from Kevin Clark. Our sleeping bags have a one-inch layer of insulation that helps to retain body heat on cold night. You'll be warm all night which means that you'll get great sleep and be well-rested for a day with activities that you'll fully enjoy. What you can see here is that our sleeping bags have a one-inch layer of insulation on them. That's the feature. The advantage is that this helps to retain body heat on cold night so you'll be warm all night. What is the benefit? The benefit is you'll get right which means that you'll get a great sleep, you'll get great sleep and be well-rested for a day with fun activities that you'll fully enjoy. That is feature, advantage, benefit right there.

## **Email Trigger #6: The Faux Science Tactic**

Number six, this one is also awesome. This is what I call the full science tactic. The full science tactic is really very similar to what we previously talked about. It's almost like it's what is sometimes referred to as false evidence. Let me give you an example of how this works. Six out of 10 best-selling books [inaudible 00:45:28] made up; six out of 10 best-selling books are published by a major publishing house. Sixty-seven percent of all tennis pro use an oversize Prince racquet. More doctors recommend Tylenol than any other brand and motorcycle accidents accounted for less than one-tenth of fatalities of automobile accidents.

Let me show you what's going on here and how powerful this really is. What does this imply? When I say six out of 10 ... let's say I would use something like this. If this was true, I'll get the accurate ... the actual number, six out of 10 best-selling books are published by a major publishing house so if I was a major publishing house or I was marketing a major publishing house, this is the type of tidbit that I would use. This is the type of false science or false evidence that I would use because what does this convey?

This conveys that if you want to increase your chances of having a best-selling book, then you want to get your book published by a major publishing house, but that's not necessarily true. That is not necessarily true at all. Those best-selling authors, they might have just chosen to have their book published by a major publishing house. In other words, this false science is conveying this idea that, look, six out of 10 best-selling books are published by a major publishing house, so if you want to increase your chances of having a best-selling book, you want to have it published by a major publishing house, but that's not necessarily the case.

Those books could have been best-sellers if they were published under any company. This may just mean that the best authors migrate towards major publishing houses but if those books were published under any publisher, they might have been best sellers, so this is not ... what it conveys is not actually accurate or what is expected by the prospect is not legitimately necessarily the case. It could be but it's ... in other words if we wanted to say like I might have no proof whatsoever that if you get your book published by a major publisher that it will increase your chances of being a best-seller, but this little tidbit over here certainly conveys that even though that's not necessarily the case.

Just like over here 67% of all tennis pros use an oversize Prince Racquets so let's say I was selling Prince Racquets. This would be the kind of tidbit that I use. Does this necessarily mean that if you use a Prince Racquet that it will increase your chances of becoming a tennis pro? No, maybe tennis pros switched to a Prince after they became pros or maybe these pros are simply paid by Prince to use their racquets but it certainly has the implication over here that it is ... that it's this factual argument just like this and this one is the best, this is when I first saw this, years ago. This was when I really became aware of this whole concept of false science, of false evidence. You see this used.

More doctors recommend Tylenol than any other brand or more doctors recommend Tylenol than any other pain killer and so what it conveys is that, wow, it's got to be good. It's got to be good. Doctors love it and they wouldn't be recommending it to other patients if it wasn't good and so it must be good. It's this implied endorsement. If more doctors recommended then it's got to be great, but the reality is that most people don't understand is that this is a piece of false science because Tylenol is just in more hospitals than any other pain killer. It's in more hospitals than any other pain killer and we have no idea what kind of samples or free goodies, free bottles, free pills that Tylenol gives to doctors.

This is the kind of thing that Tylenol engineered this. Tylenol engineered this just because more doctors recommend it, it doesn't mean anything. It just means that Tylenol, in this case, I know that it just means that Tylenol is in more hospitals, more medical facilities than any other brand. It just means that Tylenol is better at marketing their brand to doctors and getting doctors whether be incentivizing doctors or not to recommend their brand.

That's what this tells us is that Tylenol has a got a better job of getting their brand, getting their product into doctor's hands than the other brands. This doesn't necessarily tell us that Tylenol is better, that it's safer, that it's more effective but it certainly has that implication.

The last one motorcycle accidents accounted for less than one-tenth of fatalities of automobile accidents. This is a piece of false science because on the surface it conveys that motorcycles are safer than automobiles. It conveys that your likelihood of getting into an accident and dying on a motorcycle is far less than in automobile. That's what this on the surface conveys, but what's not being shared in here is that there are far less motorcycles on the road than there are automobiles.

If we look at what percentage of motorcycle is getting to accidents compared to what percentage of automobile drivers getting to accidents, we might find that it's significantly higher, significantly higher percentage of motorcyclist get into accidents and die compared to automobile drivers or we might find that the percentage of fatalities from accidents of motorcyclist is significantly higher than fatalities from people and accidents in automobiles. For example, I'm just giving you a number, for instance we can find that one out of three motorcyclists that they're in accident die. Whereas maybe one in 49 people that get into an automobile accident die.

This is an example as you're going to see later on as you're going to learn more about later on, not only of false science but it is a different frame. It's reframing it because the way we're saying it here because of the way we're conveying the statistic it seems on the surface like what we're talking about is motorcycles are safer than automobile, because motorcycle accident is accounted for less than one-tenth of fatalities of automobile accidents. Meaning that automobile accidents cause 10 times the amount of fatalities, but like I said maybe there were 20 times, 30 times, 40 times, 50 times the amount of automobile accidents.

This conveys the idea that motorcycles are safer when really a different message would convey the complete opposite and so that is an example of false science and so if I was selling a motorcycle or something that had to do with motorcycle event or a motorcycle getaway or a trip for motorcyclist or something for individuals that are thinking about buying a motorcycle but are a little bit all over the place, this needs a great piece of false science to use. Coming up with this, it requires that you dig, it requires that you look for and you're going to learn this later on.

It requires that you understand the frame that you want to convey and then it's all about how you couch and present the data, because I hate to say it but this is a reality that data can be presented to show them of anything that you want. I don't mean lying, I don't mean making up data, I mean taking the data as it is the truth, like I actually looked up [unit stocks 00:54:16]. I looked up these numbers and it was something like I forget like 440,000 deaths from automobile accidents in 2011 and 4400 deaths from motorcycles something like that and so it was one-tenth. I knew that if I look at the

other number, I could present an all together different number and I can show the complete opposite and so that is why we call this false science.

## **Email Trigger #7: The Identity Molding Tactic**

The next trigger, number seven, is what we call the identity molding tactic. This is about how do you want prospects to view themselves before they consume your marketing message right before their buying and then after they buy and so this is before they're consuming your marketing message so let's say you're sending out an email that's bringing somebody to a VSL or bringing somebody to a long form sales letter and so this is about how do you want them to view themselves before they go to your marketing so how do you want them to view themselves before they click that link. Then how do you want them to view themselves right before they buy? How do you want them to view themselves after?

This is about you molding how they view themselves and so let's look at before consumption of marketing just for a second. This is how do you want the prospect to view themselves before your marketing content? Like I said, before the purchase, how do you want your prospect to see themselves before buying your product or service and then post sale and if it's in your customer followup sequence, how do you want the prospect to see themselves as the owner of your product or service?

You don't let this happen naturally. You don't let this happen passively. This is what you mold ... you mold this. For example, let's say somebody ... let's say we were selling a product on how to lose weight or how to get into shape. After they purchase, we want them to begin seeing themselves as a fitted person, as a person that's an exerciser. In other words when somebody buys a gym membership, you don't wait for them to go to the gym multiple times over the course of multiple weeks and multiple months before you as [inaudible 00:56:48] staff at that facility begin referring to them and seeing themselves as an exerciser.

No, you begin referring to them as an exerciser, as a successful exerciser, as somebody who is on the path now to getting into the best shape of their life, somebody who is on the path to reaping the rewards of the healthy fitness oriented lifestyle that's how we want them to see themselves, but before early on in the process that's not how we want them to see themselves, so before they go to your sales letter, we don't want them to see themselves that way, we want them to see themselves that way after.

We want them to see themselves potentially as spirally out of control as somebody who doesn't have to handle on their health, as somebody who is [inaudible 00:57:36] himself up for health, wellness issues, as somebody who is setting himself up for ailments, for conditions, somebody who's not taking care of themselves, somebody who's letting themselves go and then right before the purchase, we want them to see themselves as somebody who is aware of their situation, who is aware of their health and was [inaudible 00:58:00] waiting to take the necessary action.



A person who understands the value of health, who understands the value of fitness, who understands the value of doing something for themselves and taking care of themselves. You see how we're molding their identity at different stages of our marketing and so in the email just like I said again [inaudible 00:58:25] the clearest difference is post purchase. Post purchase now it's congratulations, welcome to the club, how you're part of the successful plan, now you're on your way, now you're an exerciser, now you're taking care of yourself.

This is day one. They join the fitness facility day one that's how you're referring to them, way to go like because they're on that path, that's not how we want them to see themselves here. We don't want them to feel the positive association, the positive feelings with before they buy. You certainly don't want them to feel that way over here.

We want to show them the misery then we want to show them that they're there, they get it, they understand it, they value and they're right on that, they're right about to take the steps, the steps that they know is what they should do, the step that they know is what's right for their health and now congratulations, way to go, you're an exerciser, you're on your way, you're taking care of your health, you're one of the health conscious people, way to go. Very profound when you get that.

Something else that I'll share with you that I want you to write down and I want you to file a way because it's really something to keep in the forefront of your mind especially if it relates to identity molding but really marketing in general when you are dealing with prospects and I want to talk about the idea of feelings. We talk about how when it comes to marketing and it comes to selling that it's all about emotion that people buy out of emotion. They buy for emotional reasons and then later on they justify that decision with logic.

They [inaudible 01:00:06] that decision with logic that's why just in a side note anytime you're marketing, selling anything to somebody, when they buy, you need to provide them with the logical reasons why they made a wise decision because what happens is when marketers only sell on emotion and don't give any rational or logical justification for somebody purchasing what happens is when the emotional stimulation wears off as it does often times within the hours, literally within hours, what happens is buyers are more [inaudible 01:00:50] in when they cannot logically justify to themselves or a spouse or a partner, why the decision was wise.

When somebody buy something out of emotion, they even have to go home if they're married for example and give their spouse the logical justification for the purchase. They're not going to get the spouse emotional because that's what your marketing did with them, they're now going to convey the rational, logical reasons why they needed to buy this product or service, why they needed it and so you always need to provide the logical reasoning for people in addition to getting them emotional about the benefits, the results, the solution, alleviation of a problem, pain, et cetera.

The thing that I want you to grasp is that what drives people or feelings [inaudible 01:01:40] and so for example this idea of fear of failure, you often times hear marketers talk about that prospects are afraid of failing. The prospects are not afraid of failing. Listen to me there is no such thing as the fear of failure. What there is is the fear of feeling like a failure, the fear of feeling like a failure. It's different from thinking that prospects are afraid to fail. It's not that they're afraid to fail, it's that they don't want to feel like a failure again. They don't want to feel like a failure.

They don't want to feel like [inaudible 01:02:25]. They don't want to feel like an outcast. They don't want to feel a certain way and so that's you need to remember that because marketing is a process of conveying feelings. I think it was Zig Ziglar or maybe it was Dan Kennedy who said that is that conveying [inaudible 01:02:43] of feelings and so this is all about we're stimulating feelings here.

We're getting them to see themselves a certain way because of how it makes them feel and so you start by understanding how do you want them to feel about themselves in their current situation because that will dictate how we want them to see themselves, because we know that it's this painting of this picture, how we get them to see themselves that elicits certain feelings, the feelings that they don't want.

Over here it's the same thing the whole way through. We want them to feel like a success. We want them to feel like they're doing something good. We want them to feel like they are on their way. We want them to feel like they're part of the club. It's not that they want to be part of the club, it's that they want to feel like they're part of the club and that's a nuance but it is huge and so that is identity molding.

## **Email Trigger #8: The Steering Choice Tactic**

Number eight is the hearing choice tactic. This is really where we give prospects the illusion of choice, but we're not giving them a real choice. We're strategically presenting their choices in a certain way and we're strategically presenting their choices, their options if you will so that it leans to seeing our product, our service as the best and so the keyword here is that we are strategically laying out the prospect's choices. Let me give you a little context to how this works and why this is so insanely powerful.

This is insanely powerful because typically the average marketer, the average sales person doesn't talk about choices, they typically only talk about their product. They only talk about their product as being the best, positive. They don't talk about any other options. When you talk about other options besides your product or service, it causes prospects psychologically to put their guard down, to drop their filter. It causes them to seeing you in a different light not as the typical marketer, as the typical sales person.

You're going to see throughout a bunch of these triggers and especially later on that one of the things that we do or that we attempt to do with certain triggers is to say things and communicate things differently from the way the typical marketer does because we don't want to appear to prospects the same way that the average marketer or

average sales person does, because first of all we know that people and prospects are fearful of being sold, prospects love to buy, they hate being sold.

Their guard goes up when they feel as if they are being sold or feel as if they are being pitched and so we don't want to show up in their inbox or show up anywhere for that matter appearing like the typical marketer and so we save things that do things differently so that which [inaudible 01:06:03] the frame that they have for us and so we give choices but when we give choices, we give choices to strategically so that the only choice that makes sense is our product or service. The way you lay this out and again I cannot take credit for this. I forget where I first heard this. It might have been reached [inaudible 01:06:27] but so choice one and I'm going to show you this, a real world example of this.

Choice one, when you give choice one so I want you to imagine this. Let's say you are selling ... the example I'm going to give you is how we use to do this for chiropractors many years ago. Somebody has low back pain and so they got multiple choices and so we're going to share with them the top three choices that they have for alleviating their back pain. It immediately like I said causes them to put their filter down. It immediately puts them at ease and it immediately shows them that it conveys to them that we have their best interest in mind because we're not simply hammering home like a typical marketer that [inaudible 01:07:13] it's our product, our product, our product, our product.

The way you lay this out is choice number one ... the first choice that they have, you share with them a weak advantage, an advantage of choice number one but it's the weak advantage and you're going to see what I mean by that in a second, but then you share a strong disadvantage and another strong disadvantage of choice one. Choice two, you give a strong advantage but then you give a strong disadvantage and again a strong disadvantage.

Then choice three is your product or service. It's where you give a weak disadvantage so you give a weak disadvantage and then you give a strong advantage a strong advantage. The advantages that can't be delivered, that can't be gotten by any other choice. Again, the first choice that you have is what we tell them what this, I'm going to give a weak advantage for that, something's that just weak. It's not a powerful advantage. It's not a great advantage. It's not an exciting advantage. It's just a weak advantage, so [inaudible 01:08:20] you look within this choice to find an advantage that is the weakest advantage, but then you give the strong disadvantage and the second strong disadvantage for choosing this.

Then for choice two you're going to give a strong advantage but you're still going to follow up, follow it up with strong disadvantage, strong disadvantage. The reason why we do this and not just another weak advantage is because it appears blatant. It's obvious when you do it like this and so we want to give a strong advantage for this. This choice is not our choice but then when it comes to us, now we start off with a weak

disadvantage, this completely deforms the prospect and so we give a strong disadvantage, strong advantage, strong advantage.

Let me show you how this looked for chiropractors. We would say ... one of the choices that you have for your low back pain is over-the-counter pain killers. I said over here, if you can see a weak advantage so we could say all it takes is your [inaudible 01:09:24] appeal that's an advantage but over-the-counter pain killers can damage your intestinal tract disadvantage and they never eliminate the real cause of your pain disadvantage, strongest advantage. We're giving them the option like if you have really three choices.

You can certainly go with over-the-counter pain killers. You pop a pill, but the over-the-counter pain killers can damage your intestinal tract and they never eliminate the real cause in your pain. The second option that you have is massage therapy. Massage therapy is extremely relaxing and enjoyable that's a strong benefit. It's extremely relaxing and enjoyable but the wrong type of massage can seriously exacerbate a back injury that's one strong disadvantage that the wrong type of massage can seriously exacerbate a back injury and second strongest advantage, it can even put you at risk for a secondary injury from loosened muscles that are trying to protect your spine from the original injury. That's another strong disadvantage.

The third option that you have is chiropractic. We start off with a weak disadvantage. Yes, it requires you take 15-minute slot of your schedule each week. [inaudible 01:10:38] do you see how right off the bat we're giving a weak disadvantage that we're admitting something, but it's weak because I'm always saying 15 minutes. Yes, that requires [inaudible 01:10:50] 15 minutes out of your schedule each week that's really ... it has the appearance of a disadvantage but it's weak. It's not a strong disadvantage.

It's not really a big idea so I say, yes it requires you take 15 minutes out of your schedule each week but it's the only proving way to help permanently eliminate the real cause of your back pain. Strong advantage and it's the only completely natural and safe way to get and say pain-free. You see how this works? We give them choices so you got choices. You got these pain killers. It all takes it's popping a pill but be aware of this that over-the-counter pain killers damage your intestinal tract and they never really get to the real cause in your pain.

Second option that you have is massage therapy, great, extremely relaxing, enjoyable but keep in mind the wrong type of massage can seriously exacerbate a back injury especially one that is disk related and it can even potentially put you at risk for secondary injury from loosened muscles that are trying to protect your spine from that original injury.

The third option that you have is chiropractic. Yes, it requires you take 15 minutes out of your schedule each week, but it is the only proven way to help permanently eliminate the real cause of your back pain and of course it's the only

completely natural safe way to get and stay pain-free. You see how it has the appearance of choice but we totally fear that choice down to here with our copy.

## **Email Trigger #9: The Experience Acknowledger Tactic**

The next trigger, number nine is the, what I call the experience, acknowledge your tactic. This is really very straightforward. You could call this almost mindreading if you will. It's as simple as this. It's as simple as acknowledging the things that are currently occurring for your prospects right now. For example, acknowledging the things that are currently occurring for your prospects right now. This could be as simple as saying you're sitting there listening to me probably wondering how does this apply to my business.

Let's say you were doing a webinar. You're acknowledging that they're sitting there, that they're listening to you and let's say this applied based on what it is that you were teaching, how does this apply to my business? We nailed three things about the prospect that is occurring for them right now that they're sitting there, that they're listening to you, that they are wondering this, because what it does is to subconsciously convey the prospects that you understand them, that you understand where they are at, that you understand them.

There is this authority that is assigned to individuals that understand what a prospect is going through and can articulate it. [inaudible 01:13:56] used to say that, if you could better articulate what somebody is experiencing right now then they can, you got it done deal. In other words, you're going to convert that prospect. This is a simple example of doing that.

Here's another simple example of just acknowledging their experience. You're sitting there, hearing all these tactics, taking notes and beginning to think about how to use them in your own email campaigns. Look at what ... I get it because what happens is again subconsciously say he understands me. She's right. She gets me. He knows what it is that I'm experiencing. You're sitting there, you're listening so you're hearing this, taking notes and you're thinking about how to use them in your own; very subtle but very, very powerful. This is a kind of thing that can be literally like you can hear one sentence in the email or one statement on a webinar.

## **Email Trigger #10: The Benefit-Embedded Question Tactic**

Number 10 and this is one of my favorites. This is what I call the benefit embedded question tactic. The benefit embedded question tactic is really nothing more than when you ask a question but that question conveys a benefit. Let me share something with you as it relates to marketing in general. There are two different ways to convey a message to a prospect. We can convey things explicitly and we can convey things implicitly. Explicitly is when we come out and say something like if I explicitly came out and said this software is extremely simple to use, you do not need any kind of technical skills or history to use this software. That's an explicit message right there.

Implicit is when we don't come out and explicitly say it but what we say implies it. For example if I said that instead of coming out and saying this software is extremely simple to use, blah, blah, blah is I said for example, we even had a 73-year-old grandmother using the computer for the very first time, you only knew how to send out email. Within the seven minutes of opening up their software, she was able to produce a custom birthday card for her grandson that she mailed out that put a smile on his face. That implies that it is simple, that it's easy, that you don't need technical skill that anybody could do it. What the prospects expect you to say is the explicit stuff.

When we implicitly convey that message, what happens is it allows prospects to come to the conclusion on their own. They come to the conclusion that it is easy. They come to the conclusion that they don't need technical skills. When your prospects come to the conclusion on their own, they own that decision, that awareness more so that when you say ... when you use it's easy, you don't need technical skills because you are a marketer and they know it, they say, of course that's what here she is going to say, they're trying to sell this to me; of course that's what here she's going to say, they are marketer, they're going to sell it.

They view it as acclaimed, but when you use ... when you convey the same idea implicitly and they come to the awareness that it's easy and it's in their mind they have come to that conclusion so they accept it, they buy into it, and they hold on to it because it's their decision, their awareness, their grasp. What this benefit embedded question tactic allows us to do is it allows us to do a number of things but it allows us to imply through the use of [inaudible 01:18:19] presupposition which we're really going to get to a little bit later on a benefit but we're not explicitly coming out and saying it.

We are embedding the benefit into a question and this I love. This is one of those tactics that is a go-to tactic when I work on projects for clients, on our projects, I use this all the time. Let me show you an example of this. The first example is actually from NTAM client [inaudible 01:18:49] and [inaudible 01:18:50] is actually with us live here. I think it got this right if I remember this but in one of [inaudible 01:18:58] Reylin's email campaigns, in one of the last email, one of the things that ... one of the questions that Reylin [inaudible 01:19:09] has in there is how quickly will the [inaudible 01:19:11] phase of visual profit system bring me clients on a weekly basis?

The email that this went out it or this was a part of was a Q&A-based email. It was the top three questions that people have about the Facebook visual profit system. The thing that I want you to and this was one of the questions that Reylin asked. As a side note, before we jump in, what I want you to understand is that this has been extremely savvy move by Reylin because he didn't just ask any ordinary questions, he asked questions, especially this question, that allowed her to continue to drive the desire of the prospect.

She strategically included this question in here because it really allows her to appear like she is answering one of the more common questions but really what she's doing is implying a benefit and it's being done in here with what's called a

presupposition. Let me show you how this works because it is so just insanely powerful and this is an awesome example of this.

Ralene asked how quickly [inaudible 01:20:25] profit system bring me clients on a weekly basis? On the surface, this appears like this is a question that's being asked and has to do with speed. This is all about ... I want to know how quickly is this thing going to work for me, but what I want you to understand is that first and foremost the embedded benefit in here is that additional profit system will bring me clients on a weekly basis, that's the implied benefit in here. There's this embedded benefit right in here that it will bring me clients on a weekly basis.

The reason why this is an embedded ... this is an embedded benefit is because you cannot answer this question psychologically, you can't even think about the answer to this question psychologically without accepting the fact that the FB system will bring me clients on a weekly basis. It presupposes that the Facebook visual profit system is going to bring you clients on a weekly basis. You cannot answer this question without expecting this benefit, so you see how we subconsciously convey this benefit that this thing is going to bring you clients and bring you clients consistently.

We don't have to say consistently, we don't have to say that this thing brings you clients consistently, we simply ask. How quickly will it bring me clients consistently? How quickly will it bring me clients on a weekly basis? You see how powerful that type of question is? That is not upcoming out and saying this thing will bring you clients fast and on a weekly basis. We're simply asking you [inaudible 01:22:13] question format which flip totally under the psychological radar, the subconscious radar and it can't even be thought about without accepting this. This is automatically accepted. In order to think about this, wonder how fast.

How fast does this thing really work? You have to accept the fact that it does this benefit. Here's another one. This is like the typical common verbiage that you will see me use. Why does this method work so quickly to get you completely out of debt? Why does this method work so quickly to blank? Why does this method works so fast to act? That's formulaic. This is formulaic. How quickly will blank grow me tomatoes? How quickly will blank strip off those 10 pounds of body fat for me? How quickly will such and such get me down to a size two?

All that stuff subconsciously implants this benefit in their head. Why does this method work so quickly to get you completely out of debt? What I want you to understand here is in order to answer this why does this method work so quickly, what has to be accepted is what's really being read is this, this method, it works so quickly to get you completely out of debt but we're asking you in a question format.

In order to answer this, like in order to even contemplate, why does this thing work to get me out to debt, like how does it work, why does it work, what's going on that gets me completely out of debt. You are subconsciously getting the prospect to accept that it does quickly and completely get you out of debt and then another example that

you could see it's all along the same thing is why did these seeds grow bigger, brighter roses than any other seeds we've tried.

What's great about this example right here on the bottom is, I didn't have to explicitly come out and say, these seeds grow bigger, brighter roses than any other seeds you'll ever try or any other seeds right out there because to do that is me making a marketing plan and it's me going up against the prospect sales filter, their sales barrier, their sales reluctance and it's what they would expect, somebody who is selling seed to say [inaudible 01:24:54] in here we convey this message in a question format.

It allows me to open it up, plant it and then give the evidence and proof behind it without explicitly coming out and being in their face without it and saying it. Once again, what we're really conveying is these seeds grow bigger, brighter roses than any other seeds we've tried. In order for them to think about why do these seeds work, what is it about these seeds, were these seeds made in a laboratory, are these seeds enhance, are these seeds ... are there chemical, what's like ... in order to even think about this, you have to accept the rest of this presupposition.

This presuppose is this question that this is true and this just like this quickly gets you completely out of debt and this brings the clients on a weekly basis, this was all the benefit. This is the embedded question benefit, beautiful thing.

## **Email Trigger #11: The Hooked Opener Tactic**

The next topic if you will is what I call the hook opener tactic. This is utilized when you are telling a story. Story telling has evolved over the years for sure and the most compelling stories start off with a hook. The best hooks are when you start at what I call the peak of the drama. When you're starting your story at the peak of the drama or what many authors refer to as the peak of the inciting incident.

The inciting incident according to this gentleman, Les Edgerton, which right from the book, I think it's Hooked is a scene which something happens to the protagonist that's the main character, the star of your story whether that story is you, whether that story is ... if you're telling a story about a client, a case study, a testimonial, it's a scene in which something happens to the lead character that creates that big problem.

You know in the typical story, when you're conveying a story that you're going to have at some point like some people will start off a story at the beginning like Bob was an ordinary guy, he was living his life and he's going to work every day and he had a family and then he got fired and then his house went into foreclosure and then he lost everything. Then he was dead broke and it was then that he discovered this real estate investing trick.

That real estate investing trick allowed him to not only get out of debt but he became a multimillionaire and so this is like you're starting, you're inciting incident. There's this whole discovery. There's this whole transformation and then this guy Bob



whines up where a prospect want to whined up. What we do for the most compelling openers when we're telling stories is we start at the inciting incident. We start here then we give back story then we go here.

The reason is because this is the most compelling part of the story. This is the most engaging part of the story. This is where you're building in drama. Like in a movie where it builds and it might start outflow, we don't have that luxury in our marketing especially in email, especially online where they're only one click away from dumping your message. We start at the inciting incident and so then we give them back story. Let me show you an example of this.

Let's say I had an email and the subject line was I was robbed. I was robbed and so the email starts, my heart sunk. Everything was in shambles. The lock on the front door was wide open. All my most precious things were [inaudible 01:29:18] thrown on the floor, broken or gone. It was the worst day of my life. It all started with what I thought was going to be a great evening partying with some friends. To show you, this is the inciting incident like I walked in and I was robbed.

I could be using this story to talk about how you know I was robbed. I lost everything and my money was stolen, blah, blah, blah. Then later on I could talk about how but I did one thing that got me back on my feet and that's where my core content would come in this email, but I'm starting with a story and I'm starting at the peak of the incident. I'm not starting at some flat line area, I'm starting at the inciting incident right when I walk in and saw that I was robbed.

You see how right we start. There's no back story here. There's no context given which on top of this being the peak of the drama, the peak of the inciting incident, this creates engagement because there's no context received, got to read on to find out what's going on, how did I get to this point. A great reader is Lee Child who writes some I think it's Jack Reacher. The last one of those that I read and each and every one of you really should read more fiction. I should read more fiction for sure, but you should read more fiction because storytelling is such a huge part of what we do really as marketers, we should be doing as marketers.

He's great not only because of the short choppy sentences that he uses which just creates such easy readability and that's something that I talk about in other programs and other trainings, but he always opens up at a peak moment, at the height of drama; never, "Hey, I woke up one morning and I went out and I was partying with my friends and then I decided to end the night early and I went home and man I was robbed and I couldn't believe it and then my heart sunk." We don't start there because we don't have the luxury of the time to build up. We start here and then here is where I go back and give back story.

I'll started with what I thought was going to be a great evening partying with some friends. I went out, had fun, then we give this portion right here but we start at the inciting incident. Here's another quick example. It's all gone, that's the subject line. My

merchant account has been shutdown. My bank account is frozen and I'm now down on my last dollar. You'll never believe how this happened. If you're a business owner, process your payment online, pay close attention then I would say, see, it started about three weeks ago, then I would go back. This is the inciting incident.

This is the incident that force me as the main character to take action to do something and that's something right so that's something is what I ultimately want to talk to them about. Like my merchant account's been shutdown, the bank account is frozen, I'm now down on my last dollar, blah, blah, blah and so I could go on to say, give back story and then go on to [inaudible 01:32:40] then talk about ... let's see if I could have send ... my merchant account was shutdown, my bank account was frozen and I was down to my last dollar so I tell her, you'll never believe how this happened. If you're business owner, pay close attention.

Then I give the back story and then I tell them what I did that ... what I did to recover from this and make sure that this never happens again and then I can make them an offer for that product. Because I don't want to see any clients, experience the same thing, I decided to put together a program that walks you through each of the steps to make sure this never happens to you. You can get it here and then they go off. See how that's done right at the peak of the drama.

## **Email Trigger #12: The False Evidence Tactic**

Number 12 is this the blatant false evidence tactic. I talked a little bit about this earlier but that this is really when you share something, you make a point, you convey something and this is [inaudible 01:33:45] this is done, it's amazing how this works. When you share something that has the appearance of being evident for what you are trying to prove but it doesn't necessarily prove it. It appears to prove it but it doesn't necessarily prove it. Let me give you an example.

I could say, I've been hired to create more marketing funnels than any other single expert on the internet. Let's assume that every one of these things is true for a second that I've been hired to create more marketing funnels than any other single expert on the planet or let's say, I'm the highest paid ... there's a marketer who says this, I'm the highest pain online copywriter and marketing strategist in the world or we're the number one provider of automated online chiropractic marketing technology. That was something that we used to say in one of my companies.

Let me explain what's really going on here. If I wanted to ... I could, let's say use this as a proof point. I've been hired to create more marketing funnels in any other single expert on the internet using this to prove that I know what I'm talking about as it relates to marketing funnels that I can build killer marketing funnels that I can help you build a killer marketing funnel because I mean my goodness, I've been hired to create more marketing funnels in any other single expert on the internet. That appears like it's evident for what it is on the saying but it's really not evident for what I'm saying.

All this means is that I've been hired to create funnels for other people. Maybe this means similar to what this could mean and I'm not insinuating that it does but maybe that just means that I'm better at marketing my consulting services than any other marketing funnel expert. This in no way is evidenced that I can create a great funnel for somebody. This is in no way evidenced that I know what I'm talking about as it relates to marketing just like having a book about anything in no way means that you are an expert on that topic, it appears like you are an expert on that topic but really it just means that you know how to write, you know how to get a book published.

You could have the book ghost written. Most people don't realize that's why you look the number one credibility building, authority building tool is filled today your own published book. People are naturally wired to view published authors as experts. If you have a book on your particular topic, whatever it is like the book on weight loss for women over 50 that gives you immediate credibility in the eyes of prospects and you're saying I'm the author of the book on Weight Loss Secrets For Women Over 50, but that does not mean that you are an expert at helping clients lose weight.

It certainly conveys that but it really just conveys that you certainly know how to get a book published. You know how to get a book written, you know how to get a book published, and you know how to get a book put on shelf. Same thing over here, I'm the highest paid online copywriter and marketing strategist in the world. This is [inaudible 01:37:14] something necessarily mean that you're the best copywriter or marketing strategist, this just means that you know how to get paid more money than the others.

This just may mean that you have a better sales pitch that you have a better spill that you give or this might mean that you just charge higher prices but it appears to be evidenced that you are the best. Just like this over here, this was for the original chiropractic marketing technology that we had that's we created this technology.

It was really an automated website marketing platform for chiropractors and at the time, everybody ... this is many years ago at the time, everybody was selling websites to chiropractors and so to go into market place not compete with them, we decided that we weren't going to position our software, our system as just another website product, so instead of calling it automated online chiropractic website, we decided to call it marketing technology.

We were the only ones at the time that were selling automated online chiropractic marketing technology. This is totally true but we were the only one that were selling this, so we were immediately ... the day that we were linked to technology, the day that we were linked to system, the day that we said that we were providing chiropractors with automated online chiropractic marketing technology, we were the number one provider. To see how this presents or has the appearance of evidence of quality but it's not necessarily evidence of quality at all.

Again, if there were other providers of chiropractic marketing technology, this could just mean that first of all being number one provider is big in it and of itself but

let's say we were legitimately the most popular automated online chiropractic marketing technology and I could have said that because I could have said anything. We were the number one most popular automated online chiropractic marketing technology because nobody else was marketing automated online chiropractic marketing technology.

Let's say we legitimately were the most popular, that's still not evidence of quality, that implies quality but it's not really evidence of the ... because maybe we were just better at marketing that technology, maybe we've got to jump on competitors as it relates to that technology, maybe we had better videos, better copy, maybe we had a better marketing team, maybe we had a bigger ad budget that meant but all of these things appear as evidence, and so you've got to really think about for your product, for your service, for your offerings.

What things ... what evidence that you can offer that you're overlooking right now, because you might realize that they don't necessarily mean that. Again, this could be true, this could be true and this could be true but it's what these things get prospects to feel based on how we use them isn't necessarily accurate. Again, if I said I can show you how to create marketing funnels that [inaudible 01:40:53] you want a higher mean to create your marketing funnel because I've been hired to create more marketing funnels than any other single expert.

It appears that this is a proof point, it appears that this is evidence backing up what I just said but it really doesn't. Same thing over here, you want to hire me because I'm the highest paid online copywriter and marketing strategist in the world conveying that I'm the best. I'm better than everybody else and you want me, but that doesn't mean anything. That's just because you're highest paid doesn't mean that you are the best. Just because we are the number one provider, doesn't mean that we're quality. McDonalds is arguably the number one seller of hamburgers that doesn't mean anything in terms of quality. That is the false evidence tactic.

## **Email Trigger #13: The Factual Claim Illusion Tactic**

Let's talk about number 13 and number 13 is the factual claim illusion tactic. This is basically where you, and this is extremely simple. This is all about like when I talk about earlier the nuances of language. This is all about ... this demonstrates the nuances of using certain words of how you phrase certain things because what we're going to do with this tactic and this is so simple is we are going to present a claim but it will be accepted as factual.

We're going to present the claim and it's really I should say, it's really got the illusion of being factual. The way the prospect accepts it, it's like logically subconsciously this is a fact. It simply by starting the things that you want to claim that you want prospect to believe with certain let's call it factual-oriented words and phrases. For example if I started a sentence with, you already know that to lose weight, you need to be on a good diet. That has the appearance of being factual. You already know that in

order to lose weight, you need to be on a good diet and it's using these words and phrases that convey what comes after is fact.

You may recognize that having a marketing funnel online will make you more money than anything else. See, how that's the claim on the end, but it gets accepted as a fact when we start it with some of these words and phrases like obviously. It's a great line. What do you say after obviously, without a doubt, without questions, certainly, surely, there's no question, that is clearly evident data, as a matter of fact, the fact is, of course we can all agree that, everyone in blank knows, everyone in internet marketing knows that boom.

Whatever I say after is accepted as fact even when we say right [inaudible 01:44:06] and you see this used in [inaudible 01:44:08]. One of my favorite all-time copyrighters Gary Halbert used to say this all the time, the fact is. He would sometimes start up a sentence with, fact is, colon, and then what he said after this, it was no longer just a claim. It had the appearance of, okay, I have to expect it. It's a subconscious nuance. It's clearly evident that most marketers don't make money online.

Most marketers don't make money online that's a claim and I'm just shooting from the off the top right now, but when we say it's clearly evident that most marketers don't make any money online, this becomes, this causes it to be accepted as fact. Same thing with surely you know that or surely, or certainly I'm losing weight requires you to be on a good nutrition program. Certainly, getting healthy requires that you take nutrients, vitamins. It's very different just like adding this word from just saying, to get healthy you need to take nutrients.

Here's other examples more spelled out for you. Every successful wedding photographer knows that learning how to use background is a secret to taking good photographs. This is me trying to let's say I'm going to sell a course on how to use backgrounds. If I just said, how to use backgrounds properly is the secret to taking good photograph that's a claim, but when you tag this on, every successful wedding photographer knows that learning how to use backgrounds is a secret to taking good photographs. It's very, very different. It's accepted differently by prospects.

Here's another one. No serious athlete in their right mind would attempt to compete at a high level without following the right nutrition program for their body. It's this, no serious athlete in their right mind, it becomes accepted as fact that serious athletes follow the right nutrition program for their body. You just can't succeed today as an online marketer without knowing how to structure [inaudible 01:46:32] a solid frontend funnel. This is a little different, but it's you just can't succeed today. It's preceded as fact.

Then successful entrepreneurs today prefer to leverage their time with freelancers and team members. Check this out so if I was selling a course on freelancing, how to freelance, how to outsource, how to hire people this is successful entrepreneurs today prefer ... this is stated as a fact. See how this is implied fact? It's the illusion of

fact. What this implies to the prospect not again explicit but implicit like we talk about earlier that if I want to be a successful entrepreneur, I need to prefer, to leverage my time.

If I was a prospect and I didn't know how to do that, it creates desire internally for me to want to learn how to leverage my time and so then it sets up the sale for that product, very simple ... it's a simple stuff, the powerful little nuance stuff that makes all the difference. The difference itself is the difference between the all star and the average. Truly the all-star and the average marketer, email marketer is the little nuances.

## **Email Trigger #14: The Agreement Bucket Tactic**

Number 14 is the agreement bucket tactic and the goal here is to create in the prospect immediate identification with your message and to create a series of acknowledgements, agreements, yeses, to get the prospect to nod whether it be actually nod or internally say yes, yes, yes because what it does is ... typical sales 101 it causes yes momentum but it [inaudible 01:48:39] the prospect that you understand them, that you get them. We do this by starting with the prospects belief as the base of our message.

We start with the prospect's existing belief and then we go from their belief into what we want them to believe and you'll see another tactic that really takes this open notch [inaudible 01:49:02] in just a minute. Here's an example. Let's say I'm talking to the typical internet marketer, new internet marketer. You probably wondered at least actually once, twice or more, how is it possible that these online gurus are able to make so much money marketing online?

Yes is what they're saying to themselves. Yeah, this guy is right, this gal is right I do, this is it, I have wondered before, how is it possible that they make all this money? Maybe you tried some stuff with little of any results, right? Yeah, yes in fact [inaudible 01:49:36] even marketing online for anyone at that time, you've been disappointed or frustrated with stuff, just not working for you. Yes, and you just wish that somebody would really finally give you the truth about how to make money, am I right? Yes, look at this.

We've gotten this acknowledgement. You probably wondered at least once or twice or more how is it possible? Yes, maybe you tried stuff with little if any results, right? Yes, I'm sorry if you've been marketing anyone at that time, you've been disappointed or frustrated with stuff not working. Yes, and you just wish somebody would really finally give you the truth about how to make money, am I right? Yes.

What it does is that not only creates this yes momentum in their mind but it shows them that we get them, that we understand them. If you said something that did not resonate with the prospect's experience, they will immediately see you as an outsider, as somebody who doesn't get them and therefore somebody who can't be trusted to give them what they want because you don't understand where they're at. What this does is it feels them that you do get them. We're starting with their

experience, what's their experience? You've wondered about this. You tried some stuff. You've been disappointed before you've been frustrated.

Stuff hasn't worked for you before. You just wish somebody would tell you the truth. This is all their experience which creates that agreement and shows them that we get them. This is if we were selling to a let's say investors. I might say, right now you don't know what companies you can trust in the stock market. Companies are getting caught left and right stealing lion, giving out bogus talk info. [inaudible 01:51:14] stock offers in your email inbox everyday and it seems like there's nowhere for a stock investor to turn. We're starting with their current experience.

Right now you don't know what companies you can trust in the stock market. Yes, right companies are getting caught left and right absolutely giving out bogus information. Yeah, I am inundated with these things, you're right and it seems that there is nowhere for you to turn, yes, all right, all agreement. What happens is you're going to learn this in a little bit more in depth is it makes what we say next, easily accepted for the prospect because it's yes, yes, yes, yes boom. What we want to segway into what we want to get them thinking about, what we want to get them to believe in here. We're starting with their experience and creating yes momentum.

## **Email Trigger #15: The Contrasting Comparison Tactic**

Number 15 is the contrasting comparison tactic. Contrast, this is from copy blogger. I like the way he talks about contrast. He says, contrast allows you to reframe an objectionable element and all through the reader's perception of the fact even though the facts have not changed at all. You're going to see again how this takes into play some of the stuff that we've talked about earlier. Like the stuff that looks like fact, the manufactured logic that we talked about early on, you're going to see this.

Here are a couple of examples that he gave. Falling coconuts kill 150 people each year which has more than die from shark attacks. What this is doing is if we're talking about like what we're doing is we're contrasting this shark attack with coconuts in other words with people who die from coconuts. [inaudible 01:53:18] this is an absurd example but it's a great example because of that contrast. In other words that if you were talking to somebody about ... somebody's terrified to go into the ocean because of a shark attack.

You're contrasting this with a likelihood of getting hit by a coconut and dying, yet you've never even thought about getting hit with the coconut dying yet more people are killed from falling coconuts than sharks each year. You see the contrast? To make this if this is what we're talking about seem what's significant, seem almost ridiculous. Here's another one.

You're more likely to be killed by a champagne cork than a poisonous spider and so this is again contrasting the likelihood of getting bit and dying by a poisonous spider compared to a champagne cork. Nobody ever thinks about this. People have phobias

about spiders. I've never heard of anybody having a phobia of champagne corks, but the reality is that you are more likely to be killed by a champagne cork than a poisonous spider.

You could use this type of argument to prove one or two things or to highlight and point out one or two things. We could point out that, look, your risk of dying from a poisonous spider is nowhere near what you think. In fact, you're more likely be killed by a champagne cork than you are a poisonous spider. Just like over here. We could say that you're concerned about being killed by a shark when the reality is that you're at greater risk of being killed by a falling coconut than you are a shark so you got nothing to fear.

We can also use this contrast to prove the opposite or to highlight the opposite meaning that hypothetically if I was trying to get somebody to be scared of champagne corks or be scared of falling coconuts, this does it. Like look, you got a better chance, yeah, you think that coconuts aren't deadly? Coconuts kill 150 people each year that's more than died from sharks, that's more than died from poisonous spiders, that's more than died from this, that's more than died from this, that's more than died from this.

This is the combination of tactic because what you're really doing this ... what you're doing is you're using contrast with something like that. As you're going to learn in a little bit, if I were to say, like yeah, you're not afraid of coconuts, they kill 150 people each year which is more than shark attack and it's more than poisonous spiders and it's more than this and it's more than this. What we're doing is we're setting the frame. I would probably leave out that it's 150 people because that diminishes it.

If I really wanted to highlight falling coconuts kill more people each year than that die from shark attacks. [inaudible 01:56:19] coconuts kill more people than from poisonous spiders and from this, and from this, and from this. The frame is you're going to learn that's created is, men, these things are crazy. I've got to be weary of these things. These things are nuts and so that is contrast. Here's another one. Donkeys kill more people each year than plane crashes.

Again, this is you can either prove, highlight, use this to talk about the risk that donkeys play like [inaudible 01:56:54] donkeys kill more people than they die in plane crashes or you can use this as a way to diminish the plane crashes. You've got a better chance of being killed by a donkey than you do dying in a plane crash. This manufactured kind of logic element, it's not completely manufactured logic but because ... that I talked about earlier but the reality is that if I said, look, you're worried about plane crashes, the reality is that donkeys kill more people each year than plane crashes so you've got a better shot of being killed.

[inaudible 01:57:39] a donkey will kill you before you get killed in a plane crash. That's not necessarily the case like when we talk about the manufactured logic that's not necessarily the case. It seems like that on the surface but I got a much better chance of dying in a plane crash than I do by being killed from a donkey because I'm never around



donkeys and yet I fly. It has the appearance of logic but it's really manufactured and it's using contrast and if we piled that up even more would also be using frame control as you're going to learn about in just a little bit.

## **Email Trigger #16: The Incongruent Subject Line Tactic**

The next one is the incongruent subject line tactic. This is really nothing more than ... and this is used sparingly but the incongruent subject line tactic is when you use a subject line that includes a word, phrase or statement that prospects wouldn't expect from you based on their prior experience. What really set me off is crazy as it sounds. This is something that I actually really ... I don't want to say learn but I recognize the impact of this many, many years ago even when I was still working in the fitness industry, the health [inaudible 01:58:53] industry when one day I got a ... I used to get a ton of emails. I was running all of these health clubs for the company and I got an email from the owner.

The subject line had these naked pics of Barry White. Today, I would never send out this subject line. I wouldn't send that out anyway, but the ... back then I wasn't getting ... you weren't getting the spam like you are today and so I didn't think it was spam. My boss sends me the email and it was like the very first email that I opened because I had to see what was inside. When my boss sent ... when I'm looking around like [inaudible 01:59:37] what the heck did my boss send me that like does anybody going to watch [inaudible 01:59:41] as I'm opening this thing [inaudible 01:59:43] hysterical actually but it was the first thing that I opened.

When you use any word, or phrase, or statement, or slang in your subject line and you do this sparingly that a prospect wouldn't ordinarily see from you or wouldn't even expect from you based on their prior experience receiving emails and communications from you, it creates a new level of curiosity. It's [inaudible 02:00:13] when I said glow-in-the-dark golf earlier in that example, the glow-in-the-dark mini golf.

That was something that not only ... they wouldn't ordinarily expect from me. They would normally expect more benefit-driven subject lines that had to do with marketing, business and so on and so that in it and of itself created an extra layer of curiosity. You want to mix it up. Again, this is the thing you use sparingly. You never ever with your email marketing want to become predictable. I'm not necessarily saying that you don't want to be consistent because consistency of contact is good. Consistently contacting your list, consistently publishing new content, new articles, new blog post is good, but you never want to become predictable.

You don't want prospects to think, oh, every Wednesday he sends out a Q&A email. Every Friday she sends out an offer email. Every Saturday is a simple X, Y, Z or every email or every blog post is long or every blog post is written or every blog post is a video. You want to always keep them wondering what you have in store with them today and that's why you use sparingly a subject line with this unexpected word or phrase or statement in there, just not make a pics of Barry White.

## Email Trigger #17: The Nested Loop Tactic

The next topic is one of the more common tactics that you've probably heard before certainly if you're an MFA client or a [inaudible 02:01:58] million client [inaudible 02:01:59] we talked about this often. This is one of the most valuable tactics that you can use in marketing in any series, a product launch, a series of videos, a series of emails, a subsequence off of your main list to keep people engaged.

Let's start off with an open loop and this is the definition from Wikipedia. An open loop is a rhetorical device to instill curiosity by creating anticipation for what will come next. The device is sometimes also called a tension loop and I really like that. I'm going probably start using tension loop, it's called the tension loop for the tension and anticipation that it creates. A simple example of open loop is when the newscasters ... the new stations will say shocking new development in Obama's health care program more about that in a minute. That's an open loop.

They open an idea, a compelling idea, an exciting idea and they did not close that loop. You need to stick around to find out what that breakthrough is. Because of that open loop, it creates curiosity. What is the breakthrough and it creates this level of anticipation to very, very powerful things in marketing anticipation and curiosity. One of the biggest ... I mentioned a moment ago that this has massive application in product launches or series of videos. One of the most powerful elements of a product launch is anticipation.

In some cases, you can create a successful launch of a product almost solely off of the back of anticipation. This is why movies, released trailer very, very early a year out to get people excited, to get them anticipating the coming of the movie. You don't just come out with a product and then send out an email today because you're not leveraging one of the most powerful elements which is anticipation. Anticipation, that feeling or your heart is going a little quicker, you're excited, you're looking forward to it, you're thinking about it and that's what you want.

To a degree the longer that they have that heightened sense of anticipation, the more likely they are to complete the transaction to buy because of the fact that it's this idea that the longer they are engaged with your marketing, the more of a commitment they've made to it and because of the principle of commitment and consistency, they're more likely to take the next step. It's why in certain complex sale like let's say the buying of a home, which involves let's say going and looking at homes, picking the home you want, applying for a mortgage, picking the mortgage company that you want go with, picking the mortgage broker maybe that you want to go with, talking about the contract with the seller.

The more of those steps you take, the further in that process you go, the greater the likelihood that you will complete the transaction or really what I should say is the greater the strengths of the internal desire for you to complete that transaction. In other words, it will be a lot more difficult to walk away from that transaction, from that deal,

the deeper you go into the process of completing the deal than if you only took one or two steps and so that's why the longer that a prospect is engaged and has this level of anticipation, the greater the likelihood of the conversion.

What is a nested loop? Nested loops are just a series of the open loop. It is also from Wikipedia. I think this is from Wikipedia. Nested loops are series of open loops. Before closing one open loop you open another. At no point is the prospect outside of at least one open loop until you are finished. The way it looks is like this in an email. At the start of a webinar, you open a loop. Here's what I'm going to tell you in the next five minutes. How did you X, Y, Z and how to do it with less stress, less money and in the shortest time possible?

First, let me tell you this and you go on. You open this loop. Let me go on to tell you this, this, this and this and the most exciting point, I'm going to spell out for you in a second another loop, but first let me tell you this, and so we close that loop but there's now still this open loop. It's a series of open loop that create this engagement throughout the whole process. Here's an example of how this is done just to show you one of the ways that you can do this.

This is just made up for this training. What I'm about to share is the simplest way to lower your blood pressure naturally by 20 points. It works regardless in how high your blood pressure currently is along you have hypertension and whether you're currently taking medication or not. First let me tell you why the common approach to lowering blood pressure is so ineffective. Right here this is the first open loop. We're not telling them. This is not dangling out there. they want know this. If they got hypertension then they're on the list, they want to know this.

First open loop right here then I go on to talk about the common approach blah, blah, blah and then maybe if I'm talking about medication and what not I might ... this again it's just made up to show you this. In fact, there's one common hypertensive medication that can actually cause your blood pressure to rise overtime. You want to avoid this like the plague if you don't want to exacerbate your hypertension and [inaudible 02:08:28] on your kidneys. I'll tell you about that in just a second.

I mentioned earlier that you can naturally lower your blood pressure by up to 20 points. Here's how it's done. Right here, I'll tell you about this in a second. Mind you in this example it's extremely close to here but in here there would be content about the common approach to lowering blood pressure and so over here we open up another loop and then in here I mentioned earlier the first open loop that you can actually lower your blood pressure by up to 20 points so here's how it's done. Close this, but now there's still this open loop.

At no point do we let them out of this open loop process, so if this with the series of emails at the end of this email, I would open up another loop that would be covered in the next email. It could be as plain and as straightforward as now in the next email I'm going to show you the one [inaudible 02:09:27] that you can make because that will

keep your blood pressure 20% lower for three days straight. You're going to be blown away by this. I'll explain the whole thing and show you the recipe in the next email. That's an open loop.

Then we go into the next email and right boom we start out, boom, boom, boom, open another loop and then go back and close this loop. Sometimes you can open loops and close loops in a matter of one or two paragraph. Other times it maybe a little bit longer. It simply depends on the content but it's this constant open loop, constant clip hanger if you will that keeps people engaged and so that is the nested loop.

## Email Trigger #18: The Moving Metaphor Tactic

Number 18, the moving metaphor and this is really just a fancy way of talking about the use of metaphors to convey an idea. A metaphor is a way for you to meet concrete an idea, a concept, a benefit that is vague or isn't concrete to the prospect. A metaphor is just a visual words that conjures an image in the prospect's mind and [inaudible 02:10:41] of association. Whose definition of that? That's not my definition.

I want to give credit [inaudible 02:10:51] I can't remember where I first saw that definition but that's not my definition, but the thing that I want you to pick up here is that it conjures an image in the prospect's mind, so obviously, it conjures an image in their mind and it [inaudible 02:11:07] association, so it's got to be an image that they immediately recognize that they can immediately associate with, that they can immediately identify with.

If you're speaking the women, you're not going to use the metaphor that conjures an image of something related to auto mechanic work or wood working or tools because that's not an image that they have a bunch of associations with and so you've got to make sure that you're painting us picture that is an image and has a bunch of associations. Really, as you're going to see, I'm going to show you an example from a private client that came down to West Palm yesterday to work with me what we did for one of his campaigns, but like it says here think of a metaphor, the mental equation in which something is simply compared to something else.

A metaphor creates an image by stating that one thing is the other and so let me show you a couple of things here. These are a couple of examples from marketing campaigns. If we were selling fluid to clean your engine, the metaphor might be that was like vitamins for your car because people automatically get it. They get it. They see vitamins and nutrients giving health sustaining, it's making people healthy like vitamins for your car or fluid to clean your engine, maybe it's a tune up in a bottle. Think about that.

Think about in that one image, that one image what we've just conveyed and we associate. When you think of a tune up, you think of something that's spicy, you think of something that makes your car one better, you think of a professional mechanic or mechanic working on your car, making it function better, making it more efficient,

making it one smoother, making it last longer. We're associating this \$4 bottle with liquid and that it cleans your engine with this tune up. It's a tune up in a bottle.

It was Joe Sugarman, who at one point sold a smoke detector and he named the smoke detector the nose and he said because it's like a nose that sits on your feeling and [inaudible 02:13:27] for you 24/7. Look at the imagery there. Look at the imagery there of that smoke detector. It's like a nose that sits on your feeling and [inaudible 02:13:37] the air, a digestive supplement that helps clean you out like a colon cleanse. It's like a [inaudible 02:13:44] for your digestive system.

Even though this might not be the most appealing image that we can [inaudible 02:13:53] here, what does this show you is at one point when this was used because it was actually used at one point ... people understood that this [inaudible 02:14:05] it cleaned out your pipes, your plumbing. It made the water flow. It got rid of all the dirt, the [inaudible 02:14:10], the buildup, [inaudible 02:14:11] all the stuff that made your plumbing inefficient and made it crystal clear. This colon cleanse is like [inaudible 02:14:19] immediately call this an image, a visualizations in your mind. A website marketing system.

This is one of the things that we used to say at one point years ago. It was like having top sales person marketing and selling your products 24/7. It is like having a top sales person and I think we used to say something like a top sales person that never gets sick, never calls in late and does everything by the book every single time. marketing and selling your products for you 24 hours a day seven days a week.

What that did is it not only conjured up an image, a sales person that needs no management, no leadership, never calls in sick, never shows up late, never does anything wrong, never feels in his marketing and selling your products and services 24/7. In conjures up first of all what would a top sales person cost me? What would the value be of me having a top sales person and this idea that ... really it was just a website marketing system, but it's this image and the association that this thing would conjure up that did the magic.

A heart supplement, a cardiovascular supplement for your arteries to prevent plaque, it makes your arteries like Teflon. This was actually used. This was [inaudible 02:15:37] that was used at one point. This was when Teflon [inaudible 02:15:42] was popular, there was association ... first of all you can imagine, you pictured in your mind immediately things that's slipping off your arteries, nothing is sticking, nothing is staying there.

There were associations with Teflon [inaudible 02:15:57] being slit, being slippery, nothing ever thickened and so it's a way to take something that wasn't concreted that was technical, that was complex and immediately conveying what it does in one single image; power for men, powerful stuff. Like a tablet saying ... and looks like being at one point ... tablet there was something that was ... this was used at one point to sell when calculator watches were big. Years and years and ago, there was something

similar to this use, but a tablet it's like when tablet [inaudible 02:16:37] came out it's like having the most powerful computer right in your pocket.

If somebody doesn't get what's the tablet, what's the benefit of a tablet and why would I want a tablet? Rather than just explaining to them what it is, it's a handheld device that you can access the internet and pull up web pages and check your email, there is immediately it's like having the most powerful computer right in your pocket.

Then finally, this was from a Gary Halbert campaign that he did for Nancy Kwan I think it was where was facial cream like skin cream that you put on to remove wrinkles and what not and he called it a face lift in a jar, how great is that. How unbelievable is that? In this case, it's taking what people [inaudible 02:17:31] as the ultimate in skin repair, in looking younger, what the star of [inaudible 02:17:38] god, what was expensive and big money and associating his product with it.

Think of the value, think of the provisioning. What do you want? Do you want to just go and get facial cream? Do you want to go and get skin cream or do you want a product that is described as a face lift in a jar? This conveys that it does a heck of a lot more than just what a simple average ordinary facial cream does. This is why the ... like if you could associate these creams with like cosmetic surgery like having cosmetic surgery that sort of thing in a jar with a cream or with a peel. The association, the value is immediately there and so that's the power of a metaphor. I used a metaphor if you will in a campaign years ago for chiropractors when I was selling a program on trust building. How to become the trusted authority on chiropractic care in your local geographic area?

I could have very easily led with how to become the most trusted chiropractor in your area or how to become a trusted chiropractor, but instead what I did was I leveraged ... today I wouldn't use an image of Dr. Oz, this was many years ago, but I talked about ... I used this metaphor if you will of you becoming the Dr. Oz in your geographic area.

You think that your income would jump if you're locally as the chiropractic equivalent to Dr. Oz. See how this immediately conjures up image of respect, of being highly sought after, of being in high demand, of being a celebrity, of being in authority, of having nobody question you, of having people be compliant with what it is that you say, of having people pay you a lot of money, of having people seek you out.

This one image of you being the equivalent of Dr. Oz right said everything that I wanted to convey with the whole trust building. This is where we started and so this was an email campaign that led to DSL if the subject line was five things about Dr. Oz every chiropractor should love. There are five things that are true for Dr. Oz. Patients will only travel from all over [inaudible 02:20:15] to get us guidance, patients happily pay whatever these are regardless of how much higher they are than the normal doctor. Dr. Oz never experiences price [inaudible 02:20:25] patients.

Patients are pre-sold on his expertise, authority and value for meeting him. Patients follow his guidance and prescription to [inaudible 02:20:32] as if it was gospel and people consider Dr. Oz a trustworthy health advisor. Most chiropractors look at Dr. Oz and say, he's a trusted adviser with all those things. He has a television show. He was on opera. He has multiple national best-selling books. I mean he's a household name. all that is true and all of that is needed if you want to become a nationwide celebrity and trusted advisor.

However on the local level, to become a highly trusted advisor with celebrity like status, extra positioning and authority, you don't need any of those things. In fact, I know of 10 specific positioning strategies and tactics that benefit, benefit, benefit, eliminate all price resistance, sky-rocket patient compliance, attract pre-sold patients, position user and in two days I'm hosting this gig. I want you to see a couple things that I did over here just to really drive this even deeper for you.

I addressed a lot of things that you hear that chiropractors wanted. I didn't talk about everything that Dr. Oz experience it because there's a lot of things that chiropractors don't want but here patients will only travel from all over. One of the things that chiropractor use to complain about is that there's so many chiropractors that patients aren't willing to travel and so they want to go locally so I addressed it right here. How do I charge higher fees when there are other doctors around that are charging much lower? Patients happily pay whatever his fees are and he never experiences price resistance.

Meaning he never gets somebody that's says, "Oh, that's expensive," nobody ever said that. These are things that chiropractors were dealing with. Chiropractors use to complain all the time with the poorly qualified patients so I said patients are pre-sold on his expertise, his authority and value before coming in. This is what doctors want and they used to complain all the time and [inaudible 02:22:28] about patients that weren't compliant. They didn't follow through so patients follow with guidance and prescription to the tea as if it was gospel.

Then chiropractors used to complain that they were viewed as not real medical professional so see why I highlighted five things ... I just spoke to you the five things with Dr. Oz that I knew doctors wanted. Then over here I addressed an objection. I knew that I would get this objection from doctors. Of course Dr. Oz gets this thing. I mean my gosh he's got a television show. He's [inaudible 02:23:01] he's got this, he's got this. Then I acknowledged and agreed with them.

Let me share something else with you. This is a high level sales tactic but write this down. This is objections die with agreement. Objections die with agreement. When somebody said to you this is expensive and you say, not really. Man that objection is now going to thrive and leave, but when you say, yes it is, the objection dies with that. There's no more argument. How does the prospect argue with the sales person when the person [inaudible 02:23:42] this is more expensive than Bob Jones, and you say yes it is

certainly more expensive than Bob Jones, but what you'll find compared to Bob Jones is X.

We're not battling, we're not ignoring the objections. In many cases, we're acknowledging the objections. You never want to [inaudible 02:23:58] an objection under the carpet. If you say something that raises an objection, you need to deal with it and so I said most chiropractors are thinking. They look at Dr. Oz and say what did I do, I addressed what they were thinking, what they were feeling, what they were experiencing because right after ... [inaudible 02:24:16] of course Dr. Oz hasn't come [inaudible 02:24:17]. I mean he's a household name for crying out loud and all that is true. All that is true, I agree with you. Totally agree with you.

All that is needed if you want to be a nationwide celebrity. I know that they don't want to be nationwide. However, on a local level, you don't need any of those things. You just need these things. This is me showing, proving, talking about, and associating Dr. Oz with them, with being them and so very powerful stuff. I met with this client yesterday, client came in for a marketing funnel intensive and whole day thing and we were talking about one of his offers. One of the offers for his Golf Academy was they called it the premiere golf academy membership. It was 99 bucks a month and this was basically how was described.

The premiere membership gives you the ability to submit a video of your golf swing and one of our professional golf instructors or teachers swinging give you feedback on what you can do to make it better. The premiere membership as they presented it, gave these golfers the ability to submit these videos every month if they wanted. Every month, the golf pro would critique it, review it and send them back a video critique showing them what they're doing wrong and how to do it better.

What I came up with immediately was I said, this idea of selling them on this premiere membership, what does that mean? That's very big. How could we position this as something ... how can we paint an image of this that the prospect, the golfer will immediately grasp and immediately has associations with that has hyperspeed value? What I came up with was virtual golf lessons. Instead of this premiere golf academy membership, it's virtual golf lessons with the pro.

It would give us the ability in the presentation to basically sell them on how would you like to have me as your private golf pro, giving you instruction, giving you feedback, pointing out the flaws in your swing, showing you what to do and how to do it the right way so that you get accuracy, consistency and distance on your swing so that you become a scratch golfer. Let me tell you that private golf lessons with me are expensive. Typically they are \$582 per lesson. Individuals are required to pay \$1,500.

Today, you're going to get me as your golf pro for just \$99 a month. How am I able to do that for you? What's the catch? I'm able to do that for you because everything is virtual. Here is how this works, boom, you submit your thing and so you see how we



positioned it as something totally different. We positioned it not as a membership but as you get virtual golf lessons.

The reason why I said golf lesson is because number one, golfers know the value of golf lessons. They know the value of a golf lesson. They know what they would pay for a typical golf lesson so it makes this \$99 seem like nothing and staying crazy bargain. As well this has been insanely crazy bargain, yes some premiere membership for \$99 seems expensive and so that's a value of conveying using a metaphor if you will.

## **Email Trigger #19: The Truism Tactic**

Number 19 is the truism tactic. Truism is really nothing more than a simple sentence that appears clearly undeniably true for the prospect. It appear to be undeniably true for the prospect, but what we do is we tag on to the end of that undeniably true sentence what it is that you want the prospect to accept as true. Remember I talked about that early. Here's exactly actually how it works. Three things that are undeniably true for your prospect and then you tag your statement onto the end. The statement being the thing that you want prospects to accept as true. The thing that you want prospects to do.

The reason why this works which is very simple is because you're stating something that's true that they acknowledge is true, something that they acknowledge is true then when you present this, it's within the context of these things. It's not viewed as a separate statement. It's viewed in the context of all of these truisms right here. These things that are true. Let me give you an example of this. Since you're sitting at your computer, reading this email, looking to learn something valuable of growing your business, you already recognize the power of having a high converting marketing funnel.

I just wrote this for this training, but this is an example of something that is ... this is a truism. I know that they're sitting at their computer if this was delivered in an email, I obviously know that they're reading this email. If their online email was opening my stuff, I know that they're looking to learn something valuable about growing their business, true, true and true undeniably true and then I tag on what I want them to accept. You already recognize the power of having a high converting marketing funnel. That's the entire truism tactic right there.

Three to four undeniably true statements followed by in the same bundle. See, these are all one thing. This is not separate sentences. This is not a separate paragraph, it's within context that's what makes it work. You take it outside of context and it doesn't have the same subconscious impact, the same psychological impact and so it's within the same context.

## **Email Trigger #20: The Framing Tactic**

Number 20, the framing tactic. We talked a little bit about this earlier but I want to give you an example. Framing is really nothing more than how do you want your

information to be viewed because you can have your information viewed as positive, you can have your information viewed as negative. You could have your information excite people. You can have your information scare people and you could keep the same information and by presenting it differently, it will have a totally different impact, a totally different impression that will get your ... it will get your prospects thinking down an entirely different path.

Everything is about framing. Let me give you a couple of examples of different framing because this is rather simple when you get the concept of framing. If I was telling a Facebook marketing, a Facebook advertising program, [inaudible 02:31:44] over 1.1 billion people using Facebook today. This is a positive thing. This conveys that there are a lot of people using Facebook. You hear this all the time from marketers. Marketers, there are 500 million, 600 million people or 700 million ... there's 1.1 billion people using Facebook. It's insane. If you're not on here, you are not.

We could also say there are over seven billion people that are not using Facebook. If I was selling them on why they need a website and why they cannot just be on Facebook, this is a great statement to use. This are both true. This are both absolutely true. There are 1.1 million people on Facebook that's if I wanted to sell them on why they need to be on Facebook but the flipside of this coin is there are over seven billion people not on Facebook. If I would sell them on, "Hey, look why you need a website, why you shouldn't be on Facebook," this is the frame that I want to create.

I wouldn't use this. I wouldn't say, yeah there are 1.1 billion people on Facebook but you still need a website, no, that creates a wrong frame. This is the frame that we would use right here. Here's another example. Fourteen percent of the world use Facebook. You could present that as [inaudible 02:33:02], 14% of the world's population uses Facebook. You can also say that 86% of the world population does not use Facebook.

The thing that I want you to understand is that we're not using both of these at the same time. This is one frame and this is a different frame. This is a positive frame about Facebook, this is a negative frame about Facebook. This is a positive, this is a negative. It's not so much a negative about Facebook but this is a totally different frame. That's why we could say smoking is a number one preventable cause of premature death. That's absolutely true.

Smoking is the number one preventable cause of premature death. You could also [inaudible 02:33:49] if I was talking to kids, I would say, right smoking is the number one preventable cause of premature death, but you smoke and it is the number one reason why you will die early, prematurely, but on the flipside of the coin and this is absolutely true, I looked up the stats for this training, less than 0.01% of smokers die each year. The reality is that this is manufactured logic, it goes back to manufactured logic because what do that really prove? That doesn't prove anything.

Smoking is still the number one preventable cause of premature death but when you look at the total number of smokers and the total number of death from smoking, it is each year 0.01%. What does that really tell us? What does that really prove? It doesn't prove anything. It's got the appearance of very little like I would never scare this with my kids, "Hey, smoking big deal, less than 0.01% of smokers die each year. It's nothing, it's not even one percent, it's a tenth of one percent," but this is all about frame. These are totally two different frames.

Here's another one and this goes back to one that I shared with you earlier. Automobile accident is accounted for 32,367 death in 2011. Motorcycle accident is accounted for less than one-tenth of fatalities of death. It's all about the frame. This is all about what frame do we want to set. Remember, I said earlier that it's all about how you present the data. If I wanted to convey that motorcycles weren't safe or were safe, this would be how I would frame it. This is a positive frame for motorcycles that, look man, automobiles man they were responsible for 32,000; motorcycles one-tenth of fatalities of that.

If I wanted to frame it differently, then I would go back to what I mentioned earlier which is the idea that there are extra amount of motorcyclists and there are 4,000 deaths a year that is on average 32 whatever ... this is just a made up number, 32% of motorcyclists that get into accidents die versus only 1.5% of automobile people meaning that motorcycle, you get into an accident, you are 30 times more likely to die on a motorcycle. See how the difference in frame? You got to be aware of what frame you want to set with process and make sure that the way you're providing the information is setting the right frame, because again these are all examples of how the frame can be set totally differently.

It's just like this, it's just like if you said you could say ... I don't know what the actual number is but if a patient asks the surgeon how many people die from this type of surgery every year? The doctor had two different ways to answer that question. Both are true and both are accurate but each sets a different frame. The doctor could say, look one out of every 10 people that undergoes this surgery unfortunately dies. That's a horrible frame to set. That has the appearance of tremendous risk like my [inaudible 02:37:42] in that like one out of 10 or let's say it was two out of 10. Two out of 10 people, 20% of the people that undergo this type of risky surgery they die.

That's more like it's one out of five. One out of five people who undergo this surgery die. That's a terrible, scary frame that was [inaudible 02:38:04] out of any patient, but if you said, 80% of the people had undergo this surgery come out just fine. Both are accurate, both are true but the second one sets a positive frame. The first one sets a negative frame. Very different impact just with a tweak to how the information is being presented.

## Email Trigger #21: The Proprietary Property Tactic

Trigger number 21 is the, what I call, the proprietary property tactic. The proprietary property tactic is really nothing more than you having proprietary names and titles for your message, for your systems, for your processes. The processes that you use are teach to your audience. In marketing, you never want to sell a commodity. If you sell Facebook advertising, you don't want to sell people on Facebook advertising, you want to sell them on your unique message for Facebook advertising. You don't want to sell people on YouTube marketing or SEO search engine optimization. You sell on your unique proprietary method for search engine optimization. That's marketing.

You never want to sell them on the commodity if you will. The thing that they can press pause on your video and go look up on Google or go to the YouTube and do a search on it and so you want to eliminate that's what I call a Google slap trigger, you want to eliminate that Google slap trigger. You want to eliminate the ability for them to go over to Google, go over to YouTube and do a search on what it is that you're talking about. In order to do that, you need to give proprietary names to the things that you are teaching, the things that you are talking about.

You don't have to look any further than the marketing funnel automation program. I talked about this before but let me frankly just pull back the curtain. EBM content is proprietary really to the MSA program. When the MSA clients [inaudible 02:40:10] mentoring a million clients you guys know. EBM is part of our language, it's part of our core language. It's part of our core verbiage and it's a special verbiage that's associated with our [inaudible 02:40:23] club, the club of MFA clients, the club of MTAM clients. It's specific to us and our audience. Outsiders don't know it. Outsiders don't use it. Outsiders can search on it. They can get information on it.

That was a name that I really applied to the method that I was teaching. I could have give a generic name. I could have just give a generic title. I could have just call it whatever but I gave it a proprietary name so I owned it so it was associated with me so that it made our members feel and clients feel exclusive and so that it need prospects desire to want to know what it is. Same thing when I talk about, I talk I use the phrase multiple engagement pass and sequences. How every funnel should have multiple engagement pass and sequences, dynamic segment and dynamic messaging what I talked about in one of the modules in the MFA program.

I could have write, I could have just called it advanced list segmentation or whatever but that's the commoditized name for what I was teaching. I don't want to be selling up commodity. I want to be selling something unique and proprietary and something that they can't learn anywhere else that they can't get anywhere else and so it's called multiple engagement pass and sequences.

The only way that you can learn about that ... so when I'm doing a webinar for example and at the end I'm offering the MFA program, when I talk about multiple engagement pass and sequences, I talk about the benefits of multiple engagement pass

and sequences. Why you need them, what they do for you, the results that they produce. Now that I own that, they can't go find it anywhere else, they can't learn it anywhere else. If they want to learn, if they need to come and join the club so to speak.

Same thing with the [inaudible 02:42:21] post purchase sequence I talked about in the MFA program, a very specific sequence that make the sales thick, the reduces refunds, that generates testimonials, that generates referral traffic, the very specific sequence. I could have just said, this was a sequence that makes the sales thick and generates referrals and I could have called it the customer sequence, but all of those names, all of those titles have been used before, so it doesn't become proprietary to me.

If you have proprietary titles and names, you eliminate the Google slap trigger and as a side note, Google slap trigger is a phrase that I created that coined. Google slap is not but a Google slap trigger is a coin. It's something that I coined, it's a name. When you utilize these proprietary names and titles not only do you prevent the Google slap trigger but you establish authority and you create differentiation.

You separate yourself from the pack and so all these things are examples of this proprietary property even most recently and it was brilliantly done and so this is not enough but Ryan Deiss and Perry Belcher have a great program where they talk about the trip liar offer, return path sequence, monetization sequence and core offer. All of these things are proprietary names for commodities, meaning that the trip liar offer is really nothing more than a front end, but see if he calls it a frontend, now he's talking about the same thing I'm talking about. The same thing that, let's say the biggest direct response marketers are talking about and so it doesn't appear new and fresh and different.

He re-titled it as a trip liar offer. Everybody is talking about a trip liar offer as if it's something new and different and it all goes back credited to Ryan Deiss when really what it is, is it's just a frontend offer, just like what this is, is really just a specific customer sequence. What this is, is really just something that said that causes the prospect to go to Google and this is really just a certain way of list segmentation and this is really just exactly ... it's an education-based messaging. Return path sequence. This is really a proprietary name for followup sequence. That's all it is. this is about followup.

What if somebody doesn't take the offer? You follow up with them. They called it, coined it, renamed is, repositioned it as return path marketing, monetization sequence that's just an up sell sequence. It's what do you tag on to your primary offer, but if they call it an up sell, down sell sequence, it allows prospects to mentally off out to say, oh, I know that, I've heard that, I've seen that. They're not teaching anything new. They're not teaching anything different. This isn't unique, so they call it a monetization sequence.

Now, marketers they, "Oh, I want to learn, maybe that's it, maybe that the answer." The reason why I'm not making money is because I don't have this monetization sequence and so this new. This is different. This is proprietary and it makes Ryan and Perry rightly so look like authorities because they are, because in

prospect's mind, they created this, but what they really did was reposition it, rename it, rebrand it just like I did and so not knocking them. I'm saying they did a great job. Same thing with when they say your core offer, you have to have a core offer.

The core offer is just your first main backend so see how everything is really typical frontend, followup, up sell, down sell back end but it's called trip liar, return path, monetization, core all of these is brand new. Now, we can position this as a totally brand new system which makes people feel like maybe this is the answer. Even the name of this trigger, the proprietary property tactic is an example of the proprietary property tactic.

I could have just called this, giving unique names to your message, your processes, your system, the things that you teach but I named it the proprietary property tactic because I knew that I was doing marketing for this event and so this allowed me to take the norm and position it slightly differently to rename it. Years ago, I took what was the US [inaudible 02:47:11] unique selling preposition and rather than talk about the unique selling preposition, I presented it as something called a VPAD to chiropractors, valuable points of differentiation. It was nice fit on unique selling preposition.

I talked about how it needed to be valuable, it needed to be a differentiator, you have multiple points but you see that was a name that VPAD nobody else was teaching that to doctors. They couldn't go and Google it anywhere and it had allowed me to talk about the benefits of that and then put my unique spin on here. What I'm not telling you to do is just take the typical common stuff and teach it differently and just put your own name ... I'm not just telling you to take the typical stuff, teaches the same ordinary way but call it something else. Everything you teach should have a unique spin or unique angle or unique [inaudible 02:48:08], unique hook.

Therefore it allows you to give it a proprietary name. It's what I used to tell chiropractors. It's just that you don't sell chiropractic because if you sell chiropractic all you're doing is selling them on chiropractic care potentially with another doctor. No, you need to sell them on your own unique methodology, the Schwartz method of chiropractic, the abdominal method of chiropractic, the FC method of chiropractic.

I said if you do anything unique in your practice from the time that the patient comes in to the time that they leave after an adjustment "exam" then you coin it, position it as something different.

You don't sell a commodity. When you sell commodity ... first of all when you position your product as a commodity, that your pricing is limited based on the street value of the commodity, but when you differentiate it with the proprietary method, now it's apples, oranges. You could go up the road to any chiropractor up the road, around the corner and get chiropractic, but if you want the Epstein method of chiropractic, then you got to come here and it's different. It creates this apples, oranges comparison.

## Email Trigger #22: The Innocuous Confession Tactic

Number 22 is what I call the innocuous confession tactic. This is really nothing more than little twist on the damaging admission. The innocuous confession tactic is when you give a candid admission about a negative aspect of your product or service, but that ignition of a negative, that negative aspect is outside of the value criteria used by prospects in the buying decision and therefore it has no negative impact on sales. You admit a flaw or a negative about your product, but the flaw that you are admitting has nothing to do with the criteria that prospects use to determine the value of your product.

It has nothing to do with what they think about when they think about the value of your product or why or why they wouldn't buy the product. Let me give you an example of how I used to do this in the massage therapy niche with a very expensive home study program. I would say ... I said in the sales letter, we used to use the long form sales offer. I said now just a heads up.

This is not some pretty fancy looking home study course. You won't find any full color, glossy covers, fancy graphics or whiz-bang page design. Everything is black and white and plain as can be. If that's something that you're looking for, this program is not for you. If on the other hand you're like most successful massage therapist and what you want is a program that doesn't have any of that bluff and simply gives you the meat and potatoes of how to grow your massage practice in the shortest time possible then you'll be thrilled with what you get when you order your package today.

What did I admit, the flaw that I admitted was that ... this thing is ugly. It's not some pretty fancy looking home study course. This thing is not nice. It's ugly. Overtime you think it was said [inaudible 02:51:18] just say, just a heads up this course is ugly. The covers are yellow and black and that's it. It's arguably the most disgusting home study course I'd ever seen and so if that's something that matters to you then this isn't for you but if blah, blah, blah.

See this? It's not fancy, it's not a pretty looking thing. It doesn't have any fancy colored covers. It doesn't have any fancy graphics. There's no cool fancy whiz-bang page design, it's just black and white, that's it. If this is something that you're looking for, then this program is not for you. there are a couple of major things that are at play here on a deep psychological level. Number one, this is this innocuous confession. This is damaging admission of something that is outside of their criteria. They're not interested in getting a home study course because of pretty it is. That's not why they're buying it.

They were buying it because they wanted to know how to get more clients, how to grow their practice, increase their cash flow, increase their referrals, take home more money. That's what the charge higher places. That's what they were looking for. That's what they wanted. That's what they were buying so this allowed me to confess a flaw in the product but that flaw had nothing to do with the value of the product. Why is it so effective? This is extremely effective because this causes them to put their guard down.

Remember we talk about earlier that this allows you to come across as different from the typical sales person, the typical marketer. Typical marketer only raise about their product. The typical prospect expects the typical marketer and sales person to just only talk about the positives and hide the negatives. When you do this, it makes you more trustworthy in their eyes. It lowers their sales filter, it lowers that mental barrier. It causes them to look at you as being trustworthy because of the fact that the average sales person never admits anything negative. If you're admitting this negative, then you must be honest. Therefore everything else that you say must be true.

The second thing is that what this allows me to do using this is it allows me to do a takeaway. We're going to talk about a different type of takeaway later on, but it allows me to say something that the typical sales person doesn't do. The typical sales person says yes, yes this is for you. This is for you, yes you want this. Yes, yes, yes this is for you, it's for you, it's for you and it's for you, but over here I say, look man if that's something that you're looking for, this program is not for you. I used to say in most of the sales letters, this is not for you and I would ask that you pass on this offer today.

That's the antithesis of what the typical marketer and sales person does. As well it makes it seem like we sell, like I don't need your business. I'm not desperate for your money. I'm not desperate for you to buy this. This thing is in high demand, it implies that I don't need you. I'm not going to try to convince you to buy it. That's something that you want, this isn't for you and I would ask you do not buy today. It allows me to imply a lot of things and use the takeaway and as well when I say it's and so if that describes you, I would ask that you don't ... that you pass on this offer today.

It makes it more desirable. When we start to think things away from prospects or give them the appearance that we're taking it away from them, they want it more because people want the things that they can have. When we try to push it on them, it gives the appearance that they are in full control and so they are in control but when I start to take it away or give the appearance of taking it away from them, then it makes it more desirable. This is why things like offers that include you need to qualify for this program.

You need to qualify for this program, it's why offers like that tend to do really well high-end offers. Why? Because it creates the aura of exclusivity. No, no, no, I'm not just going to give this to you. I'm going to make you earn it. You've got to qualify for this. This might not be right for you. We used to use that and I'm going to show you an example in just a bit because we're coming down to the home stretch in the health business.

We used to think take [inaudible 02:55:50] strong takeaway in the health club business that [inaudible 02:55:53] basically like no, no, no people used to call up and say, how much is the club and we used to say, there are couple things that we used to say, but they would say, don't even give price out over the phone, I just want the price, just tell me what the price is. We used to say, we never give the price out over the phone because we not only want to make sure that the club is right for you but we want to



make sure that you are right for our club, takeaway. People want that it is that they can't have.

Then what I do in this bottom little paragraph, little [inaudible 02:56:26] is where I say if on the other hand you're like most successful massage therapist, so I'm basically saying that, look, if this is you, if that's what you want, then you don't fall into the category of most successful massage therapist. If on the other hand, you're like most massage therapist and what you want is a program that doesn't have any fluff, right now ... now what I'm doing also is this has been embedded benefit. I'm saying that if what you want is a program that doesn't have any fluff, I'm implying here that this program doesn't have any fluff and it gives you the mean potatoes that had grow your massage practice in the shortest time possible.

You see what it's going on here that there's this implied benefit, there's embedded benefit in here and has association with this is what the most successful massage therapist want and so if you want to be a successful massage therapist, this is what you should want. All of that taking place on a subconscious level. Then what I say is you're going to learn about this in just a little bit. I say, then you'll be thrilled with what you get when you order your package today. It's this word when ... when you order. I didn't say if you order.

There's this implanted, you'll be thrilled with what you get when you order your package today, when you order your package today so there's an association ... first of all this is assumptive language meaning it's [inaudible 02:58:04] assuming that they are going to order and it is right that is you'll be thrilled, it's associating this when you order, when, today. You can also see this little embedded command if you will over here. If on the other hand you're like most successful massage therapist, what you want ... this is what you want ... what you want is this.

This implied is what you get in the package and when you grab your order today, you'll be thrilled, see that pretty powerful, amazing. We use that for many, many years.

## **Email Trigger #23: The Contradictory Similarity Tactic**

The next thing is the contradictory similarity tactic. I first learned this from John Carlton. He called it the incongruent juxtaposition. Anytime you can use it's really called the incongruous, the real phrase is the incongruous juxtaposition. Incongruous juxtaposition which is [inaudible 02:59:15] is when you've got statements that don't ... they appear on the surface to be incongruent meaning the ball barber, the one like a golfer. That was one of ... the most successful ads that John wrote for the golf market was this one like ... how one-legged golfer drives his ball farther more, accurate more consistently than anybody of his buddies and how he does it, the one-legged golfer.

It's this incongruent juxtaposition. It appears on the surface like how can it go together but it became extremely compelling, wasn't just the golfer's secret, it was the one-legged golfer or it's the overweight personal trainer. The secret of what causes

people to gain weight from the overweight personal trainer or the arthritic MMA champion or the broke financial planning wizard like what you need to know about maintaining your wealth, the broke financial planning wizard or the secret spiking technique that wins point two out of three times from the four foot volleyball all-star or the skinny sumo wrestling champ or the learning disabled Harvard professor.

It's not just the secret learning system of a Harvard professor but it's this incongruent juxtaposition that made fit more compelling, more curious, odd, makes you tilt your head a little bit and be like how was that so? It's the use of that in your marketing. It's why things like the scattering shy professional speaker who got a 30 minutes standing ovation and what his secret was. It was very different from just saying the professional speaker who got a 30 minute standing ovation. It's that incongruent juxtaposition of the shy [starter 03:01:19] who happens to be a professional speaker.

## **Email Trigger #24: The Buried Instructor Tactic**

Number 24 is the buried instructor tactic. This really is where we leverage these commands, this instruction within copy. Let me show you what I mean and I bolded the commands in here. This was from the world of NLP by no means I've done a little studying in NLP, but you could see these things that play in all of this so if you're struggling to lose weight does an excellent chance, you want to speed things up. Let's say I was selling a program on how to speed up your weight loss.

In there wouldn't necessarily be bold. This is something that my friend John Benson teaches in a 3XDSL formula how you implant the commands subconsciously in a prospect's mind. We're saying to them you want to see things up, but we're embedding that into sentence. If you're struggling with weight is an excellent chance, you want to speed things up. if you're trying to learn a new language then you need to watch this video.

What we're doing then ... again, this wouldn't be bolded, but we're conveying to them, we're implanting subconsciously you need to watch this video. You want to watch this video. You should watch this video. It's an embedded command in this sentence that's not as abrasive as just coming out with it without the first portion. Don't watch this video unless you're serious about eliminating procrastination from your life once and for all. What's the command? Right here, watch this video. Understand that people can't process the negative. You can't process the negative. Don't think about the yellow old thing. You can't do that.

You can't process a negative. What the subconscious mind hears is lots of video. Don't watch this video unless you're serious. This is the command that is planted and so that's will ... that tactic here. Let's go on to number 25. I think there's four more or three more, some cool ones in the end.

## Email Trigger #25: The Pre-Supposing Instruction Tactic

This one is the presupposing instruction and this is very similar to the question tactic that we covered earlier. This is basically where you're telling them what to do. You're presupposing that they're going to do it. Let me just show you how [inaudible 03:04:02] for me to just show you this and explain this. I might say, after you finished watching the video, you'll know how to clean your entire house and under eight minutes.

This is presupposing that they're going to watch the video. I said after you watch, after you finished watching the video. That's presupposes that they're going to watch the video. I didn't say if you watch the video, you'll know how to clean your entire house and under eight minutes. I said it with a presupposition. After you finished watching the video, you'll know how to clean your entire house and under eight minutes. After you read my book, if you were selling a book, after you go through my course, after you watch module one, you will know how to do X, not if you watch module one, not if you buy my book, not if you buy my program, but we plant and think within a presupposition.

When you plant these seeds, you'll find your garden quickly begins to sprout new flowers faster than ever before. The presupposition is that you're going to plant the seeds that you agree to plant the seeds. I didn't say if, when you plant these seeds then you'll find your garden quickly begins to sprout new flowers faster than ever before. Look what we've done. We've taken this benefit, you finding your garden quickly beginning to sprout new flowers, faster than ever before. We've associated it with the planting of the seeds.

In order to reap this, they need to plant these seeds and that requires them to buy and so I was writing an email about seeds, I wouldn't say if you ... if you decide to buy these feeds right and blah, blah, then if you decide to plant them, what you'd find then is that your garden quickly begins to sprout, no, it's the seeds and look Bob when you plant these seeds, you are going to be thrilled. You're going to find that your garden is sprouting new flowers faster than ever before. Your neighbors are commenting on your garden, it's this presupposition that they have agreed already to plant the seeds.

Then when you're done registering for the webinar, write down your more present questions about losing weight. If I wrote an email to get people to register for a webinar about weight loss, this is a powerful sentence that has so much psychological nuance going on because there's this command. Write down your most present questions. I'm talking to them ... first of all in the future pacing them about an action that they're going to take but the action requires this action over here. First of all this is a command and when you give a command to prospects, it establishes authority because only people of an authoritative position gives commands to people like it's why on a selling webinar, you say things like write this down or make this note or circle this or fill this in here because as I listen to you, they're becoming compliant to your commands that establishes you ... push you in an authoritative position. Authority is one of the crucial elements to selling and so over here we're making a command. We're telling

them what to do and I could probably elaborate on this like write down your most present questions about losing weight because I'm going to answer them for you on Thursday.

Benefit after the command but in order to do this, in order to reap this benefit, you've got to take this action and all of this is associated with this belief that when you're done registering, not if you're going to register but when you are done registering. Here's another one. After you master the essentials of page traffic, you'll be well on your way to a business and income stability, not if you, after.

Once you mastered these techniques, as soon as you're done mastering these techniques, here's what I want you to do. I want you to go and I want you to put 10 bucks in your Facebook, you Facebook advertising account and I want you to start driving traffic because you're going to be blown away at how much money is produced from that \$10 in traffic. That's a statement that started with as soon as you master this, but in order to master this, they have to buy the product. See what I'm saying? It presupposes that they're going to buy the product.

By accepting this offer [inaudible 03:08:28] we just want to want you become part of an exclusive group of widget wizards, respected and highly loaded and sought after, but presupposition is that they're expecting the offer. All of these benefits, you're in an exclusive group, you're loaded and respected, highly appreciated is totally contingent on this action. All associated within taking the action that you want. What I'm really doing here is I'm saying in essence, what we're doing is we're getting them to accept the offer.

We're getting them to master the essential of page traffic. In this case that has to do with my offer or here, watching the video, buying these feeds, registering for the event. Again, mastering traffic and enrolling, accepting the offer. Here's one, this is an interesting one to show you the power of the different ways that you could use the presupposition. This one is why does so many good caring parents end up with children who lie, cheat and steal. If you were selling a program to parents on parenting, the presupposition in here is that so many good parents end up with these kids.

You cannot answer this question. You can't even entertain this question. You can't even think about this question without expecting the fact that good caring parents end up with this. Like if I was going to market a product to parents who think they're doing a pretty good job and they just want to learn more about parenting and they think no way that their kids going to end up lying, cheating, or stealing this forces them to accept that so many good caring parents end up with children who lie, cheat and steal.

I could say, why does so many good caring parents who think they're doing a great job end up with children who lie, cheat, and steal? That's an example of what I said earlier about a way for me to implant in your head so to speak, this idea that maybe you think you're a good parent and you're doing a good job and you care about your kids, but

there's a good chance that your kids going to end up a liar ... lying, cheating and stealing at some point.

If I said that out like that just explicit like that, I'm going to appear as a jerk and so this question allows me to get them to accept that so many good caring parents end up with children who lie, cheat and steal, see that, it's pretty powerful stuff man when you really grasp what is doing on a psychological level with process.

### **Email Trigger #26: The Adverb Adjective Tactic**

Number 26 is extremely simple. It's the adverb-adjective and it's similar to one that we talked about earlier when we talked about this implied fact when you're how you use things like obviously and truly and clearly and fact it is. This is the power of words that end in -ly. Statements following these words that end in -ly are almost automatically accepted as true. When you say words like naturally, easily, fortunately, thankfully, interestingly, ideally, gratefully these are words that what you say after has a greater chance of being accepted as fact.

Like fortunately marketers today can get pretty much an unlimited amount of traffic. The claim there is marketers today can get virtually an unlimited amount of traffic but because I said fortunately, it's more have to be accepted as fact, as true. Naturally when a marketer gets a funnel setup, they make more money. That becomes accepted as fact. It's accepted as true. It's the addition of these little adverb-adjectives whatever you want to call them, these -ly words that make what comes next accepted as true. It's these guys. It's all these little things here.

Thankfully with media buying, you can drive an unlimited amount of traffic. It's a different statement than just saying with media buying, you can ... I'm doing an unlimited amount of traffic. That's a marketing claim. When you say thankfully, with media buying you can practically drive an unlimited amount of traffic. That gets now accepted ... it's viewed as an accepted fact. Little subconscious nuances.

### **Email Trigger #27: The Grand Takeaway Tactic**

Number 27 is what I call the brand takeaway. This is exactly that. Let me give you another example about a takeaway. This is actually what we used to say in the fitness facilities. We would say when people would ask a price like, look if all you care about is price, [inaudible 03:13:27] look, I just want the price. They would say look, if that all you care about is price the only thing that your concerned with, like you're not concerned with the top quality fitness equipment of clean facility, professional staff, a fitness professionals or anything like that, all you're concerned with is price.

If that's the case and this is not the fitness center for you, there are at least a half a dozen other cheap facilities within a few miles that I would definitely advise you to go to if price is all you care about. in fact I can give you some names, but if what you're

looking for is a facility with top fitness equipment, a clean facility, a fitness with professional staff to help you reach your goals, then let me tell you about X, Y, Z.

What this does, you see the positioning that's going on here and it's positioning under the umbrella of a takeaway; make, taking it out of their reach, not expected to come from a sales person.

## **Email Trigger #28: The Braggable Objection Tactic**

Similar to that, we have number 28 which is what I call the braggable objection and this is so sleek. This is basically when you take an objection and the best time in any selling situation to deal with objections is before they come up. The best time to deal with an objection is before it comes up. When I was working for this company that was selling fitness memberships, we had I think it was closer to 12 when I left or at fitness facilities upscale for these facilities in New Jersey. We were one of the more expensive clubs. There were other clubs that were a lot cheaper.

We didn't wait for that objection to come up from the prospect, we brought it up. We brought up the objection and brag about it. This is an example of how we did. We would say ... this was before the prospect ever mentioned the idea that we were expensive. We brought it up that we were expensive and we brag about it. we said, Mary what you'll find is that we're price is higher than the typical gym around here.

Because of our higher pricing, we keep out the reef rough and the muscle heads, so you'll never have to worry about being intimidated in here. As well, because of our higher price, our higher price allows us to limit the membership so that were never every crowded like most of the other gyms and so what this means to you Mary is that you'll never have to wait for equipment and you'll be able to get in, do your workout and get out. See how we took what would have been a potential objection, an objection with the average sales person would not want to deal with and hope never comes up.

If it comes up, what the typical sales person would say would probably be like, Mary, we might be but how valuable is your health to you and they would go head on. In here, what could the prospect say? At this point if the objection was dead, we killed the objection because we brought it up and bragged about it and we bragged about it in a way that conveyed a benefit. What you'll find is that we're price higher than the typical gym. We admitted it. The typical local gym up the road around the corner.

Because of that, we keep off the riff raff and the muscle heads. What does this convey? This conveys that those other typical gyms off the road cheaper gyms that they have riff raff and they have muscle heads, and so the benefit for you of joining our club at higher price is you never have to worry about being intimidated in here. As well, our higher price, another benefit allows us to limit the membership then we [need to write 03:17:07] so unlike the other clubs around, we're never overcrowded that's the advantage.

Remember we went feature, advantage, benefit. It's like the feature we're higher price. Advantage, we're never overcrowded, so what this means for you is that you'll never have to wait for equipment and you'll be able to get in, do your workout and get out. See how we work? There are so many things that I play here. We brought up the objection and bragged about it. We used contrast. What you'll find is that we're price higher than the other typical cheap gyms. Typical cheap gyms contrasting us from them, because of that we keep out the riff raff and muscle heads an advantage, so you never have to worry about being intimidated, benefit in here.

As well our higher prices we're stating the feature, allow us to limit the membership which is ... really this is really still an extension of the feature so we are never overcrowded like the other gyms. Contrast, the other local cheap gyms, so showing them that like who after that this little blurred is going to say, yeah I just want to join one of those cheap gyms unless you were a riff raff or muscle heads which we didn't want anyway at the time, that objection is gone and said they're never going to bring it up again, never ever on the tour did anybody after this bring up, you guys are more expensive.

Because we already crashed it, we already crashed that objection so this was the benefit. What that means is that you'll never have to wait for equipment and you'll be able to get in, do your workout and get out. loss of power in this one paragraph right here.

## **Email Trigger #29: The Softened Command Tactic**

Number 29, we're coming to the end, we're coming to the finish line. I know you guys I'm delivering more than my promise. I think I promised 24 but that's what I really wanted to share this with you and it's what I call the soften command. The soften command is where you ... I have found over the years that when you are not as direct with what you want the prospect to do, but you soften it, you maintain a better relationship with your readers.

For example, if you're unsure where to begin with your new diet, you might want to seriously consider getting on this webinar, because ... so the soft thing command is you might want to seriously consider. I didn't say like the typical person. I didn't come right out and say, if you're unsure to where to begin with your diet, I didn't come right out and say you need to be on this webinar or you want to be on this webinar. I softened it a bit.

Because when you say you need to be on this webinar, that's common typical sales person marketer speak that's what they expect you to say. Over here, this is softer and conveys it's not as hard. You might want to seriously consider getting on this webinar. It's still planning this consider getting on this webinar but it's a little softer and if you look at most of my email, you'll see that I soften up the command of it because I believe from the experience over the years that is just maintains a better relationship with your list.

If you feel like I'm not sure if you'd be interested in this but boom. It's very different from saying you're going to be interested in this or I know you have an interest in this. That's a little bit more abrasive, a little bit harsh, a little bit in your face. I'm not sure if you'd be interested in this but I want to say the same thing over here. This maybe exactly what will create that breakthrough you've been looking for. Look at this little nuance. This maybe exactly what will create that breakthrough you've been looking for.

I didn't say this is exactly what will create that breakthrough you've been looking for because that's a claim, that's hype. This is exactly what will create that breakthrough you've been looking for. That is what they expect the marketer to say, but what I say this maybe exactly what will create that breakthrough you've been looking for. It still conveys the same idea but it's thought, this little addition right here, this maybe ... this you might want to that softens it a bit. It's very similar. This could possibly be the single greatest breakthrough [inaudible 03:21:45] ever to be released.

I didn't say this is the single greatest breakthrough in [inaudible 03:21:49] ever to be released because that's hype. This could possibly be ... now, it seems authentic. Now, the hype factor, it scale down, it's a softened command and so there you have it. I recommend that you go back those of you that are on here live, you're going to, within 24 hours, you're going to get the slide and so you'll be able to look at this. I want you to go back and I want you to look at this.

I want you to see all of the nuances that you did not see at the beginning of this training. The things that you can begin to spot immediately. How awful was your last argument with her? Presupposition, implying that you had an argument and that it was awful. Every thoughtful husband knows how to keep his wife happy. What does this imply? This implies that you need to become a thoughtful husband if you want to keep your wife happy like you I really made my wife angry with me, something I thought was a minor event like you, I'm just like you. Go through this and you'll see all of the little nuance.

Look at this luckily, a gift [inaudible 03:23:12] help smooth things over. She was still angry but not as bad as if I hadn't been as thoughtful. What does this imply? This little thing, she was still angry but not as bad if I hadn't been as thoughtful. What does this communicating? This is communicating that when you order flowers here, you'll be perceived as thoughtful. Look at this, don't buy a bouquet of flowers unless you really want to make your wife happy.

Remember, you can't see a negative. Buy a bouquet of flowers and what does this convey that when you buy a bouquet of flowers, you're going to make your wife happy. Go through this thing and look at all of the little nuances that make this thing ... that make this thing so ferocious now that you have an eye for because you're going to see the little nuances. Again, spend time going through the notes that you've taken to look for how you can apply what it is that you learned.



Remember, it doesn't take a genius, it doesn't take wizardry, it doesn't take any savvy to invalidate these techniques and these triggers. The wizardry comes from the application as Dan Kennedy said from the application, from finding the application of these different triggers. The last thing I would say is if you got value from this training, I would really, greatly appreciate if you shoot me an email and let me know.

Shoot an email over the info at [marketingfunnelautomation.com](http://marketingfunnelautomation.com). Let me know how much you enjoyed the training. Let me know the value that you feel you got from it, the biggest takeaway whatever it is that you want. I love to be able to feature you in the ongoing marketing of this training and so I would greatly appreciate it. Again, just shoot an email over the info at [marketingfunnelautomation.com](http://marketingfunnelautomation.com), that's all for now.

For those of you that are on here live with me, I appreciate you hanging out for three and a half hours. It was a great bootcamp. I really enjoyed presenting this material to you guys and gals and within the next 24 hours, you'll be getting the video recording, the audio recording, the slide handout as well as a checklist and then within a handful of [days 03:25:27] you'll be getting the word-for-word transcript.

With that being said, that is all she wrote for me. This is Todd Brown over and out. See you everybody.