

**ATTENTION Email List Owners...**

# **What If Everything You Think You Know About Email Marketing is DEAD WRONG?**

*Inside this eye-opening special report:*

**>>> The 5 Profit Killing Myths (You Probably Believe) About Managing an Email List.** Any one of them has the power to severely stunt your business growth and deprive you of precious new customers and income...

**>>> The 3 Keys to Uncorking a Gusher of Unexpected New Sales and Profits.** HINT: There is unrealized, untapped WEALTH lying hidden just under the surface in your customer and prospect lists. Ready riches that can quickly be extracted when you know these little known secrets...

**>>> Undeniable PROOF That If You Follow Accepted Email Marketing Wisdom You Are FLAT OUT Missing the Earnings Boat.** Tens of thousands (if not hundreds of thousands, even millions) of dollars in easy profits are slipping needlessly through your fingers each year...

**>>> How You Can STOP THE MADNESS And START EXCAVATING THE LIST PROFITS You're Owed.** You barely lift a finger or risk a red cent with this breakthrough new strategy. Yet your business grows faster than you believed possible!

**Read on for the exciting details ...**



Dear Business Builder,

If you own and operate a business of ANY kind... and are struggling to grow (or even maintain) your existing revenues in today's brutal and increasingly competitive economic arena...

...Then the information contained in this groundbreaking new report is the most crucial reading you'll do in the next twelve months.

Here's why ...

In the pages of this special report I'm going to expose **5 shocking misconceptions, fallacies, and downright lies about managing, leveraging, and nurturing your most precious business asset.**

Of course, I am talking about your email list... your vital lifeline to your customers and prospects.



Because make no mistake, the money is NOT in social media... or video marketing... or text messaging... or any of a hundred and one other marketing diversions. It's in the email list. You suspect it to be true, or you wouldn't be reading this.

**And YOU ARE RIGHT!**

There is simply NOTHING as direct, personal, intimate and cost effective as email.

...It's the "killer" marketing app.

But chances are, you are doing (or not doing) things with your list — *on the advice of some marketing "guru" or another* — that almost GUARANTEE lackluster cash-flow... disappointing sales results... and a gnawing sense of confusion, overwhelm and frustration about your current business plan and prospects for the future.

I'll help you to avoid these tragedies by revealing **3 simple concepts that when diligently applied will allow you to release a flash flood of latent cash flow currently locked up in your list.**

Don't be fooled by their simplicity. They are easy to understand once you rid your thinking of the 5 fallacies. Yet they deliver a near-instant profit infusion.

Even better, when used consistently, they will allow you to gradually DOMINATE your niche and SKYROCKET your personal wealth. And you don't have to take my word for any of this...

...Because I'm also going to give you **undeniable, independent PROOF of everything I'm telling you**. I will take you behind the curtain and show you irrefutable facts and detailed statistics from real world email-marketing miracles.

You will see sensitive data from verifiable and authentic case studies that demonstrate the opportunity in LIVING COLOR. And your eyes will be opened to whole new vistas of previously unimagined prosperity.

Hi, my name is Hussein Taleb.

I'm the Founder of SuccessGrid, and for the last 3 years one of our mission has been to help small entrepreneurial companies acquire new customers through results-accountable online advertising.

Throughout that time, we've helped dozens of forward thinking entrepreneurs to expand their client bases and develop more stable and predictable cash flow. You may even be one of them.

It's a good business... but here's the thing that bothered me about it almost from the beginning ...

We'd hand the client loads of hot new leads at breakeven. And then the client would keep in contact with those new customers and prospects with email newsletters and social media and customer appreciation events and various other nurturing activities.

And some back-end sales would come...

... But almost NEVER in the volumes the client forecasted in our initial meetings. A few of the companies actually stopped their lead generation activities and went under.

It seemed unfathomable to me that a business owner could build a sizable list of customers and prospects and STILL be treading water... STILL be utterly dependent on advertising and lead generation... and barely profitable as a result. NONE of the marketing gurus were talking about this...

It was always some shiny new social media bauble or another. More time sucking activity and expense... to build and nurture an audience and community in the HOPE that people would buy...

...And when the sales all but trickled in, I watched business owner after business owner drop one silly marketing fad and pick up the next... and the next... and the next.

They were like the Persian landowner in Acres of Diamonds, who sold his farm to search the world for diamonds...

He wandered the earth until all his money was gone, and then he wandered some more ...

Until finally one day... dressed in rags, spirit broken... he stood on the shore of the bay of Barcelona, where a great tidal wave came crashing in...

...And the poor, afflicted, suffering, dying man threw himself into the oncoming tide.

Meanwhile the farm the man sold became the site of the diamond mine of Golconda, the most magnificent diamond-mine in the history of the world.

Had the man remained at home and dug in his own orchards... instead of starvation and death by suicide in a strange land... he would have had "acres of diamonds".



Could it be my clients, too, were sitting on acres of diamonds buried just beneath the surface in their own customer and prospect lists?

And more importantly, what was preventing them from realizing such riches?

That's when I discovered the 5 commonly believed email-marketing fallacies.

... They are like viruses that corrupt your operating system when it comes to extracting the profit.

You have to put them under the light of reason and dispel them, BEFORE you can unearth the acres of diamonds buried in your list. And to be fair, they're not actually fallacies...

It's just that it's very easy to take things out of context. It's common to take something that is true in one limited context... and then mistakenly apply it to another... where it isn't. And we'll look at both sides of each coin: the kernel of truth, and the fallacy that may well be killing your profits.

## ***Email Marketing Myth #1*** ***Open Rate is a Key Performance Indicator***

Shocking right?

...Especially when everyone walks around bragging about what a great open rate they got on their last mailing.

...About what a great subject line that was.

...About how awesome their content must be.

But when was the last time you took an open rate percentage to the bank and tried to cash it?

And you might be thinking, but wait won't a higher open rate get me more clicks?

And won't more clicks get me more sales? The obvious, "out of context" answer, is "Yes".

The practical answer, however, is "No".

Sure, if you compare a badly executed short email with a badly executed long email, both of them will BOMB. But the short one will get more clicks and probably be less of a bust. That's not what we're talking about here...

We're talking about a very specific style and structure of promotional email, based on three simple principles of persuasion. They are the magic that unlocks the riches bottled up in your list.

And as you will see in the case study section of this report, the open rates are quite low when you use this strategy. They actually get lower as the campaigns progress.

But as the open rates fall, your sales **EXPLODE!**



Hard to believe, but it's true. You'll see for yourself in the case studies.

Want a 40% open rate?



Email your list once a month and rarely ask them to buy anything. How much money are you likely to make?

The truth is, the list owner with the low open rate... who couldn't care less about their open rate... who artfully persuades in virtually every email they send out is going to make a whole lot more money than the list owner with the high open rate.

Why?

...Because they are mailing more often.

...And because they are actively engaging the "buyers"... not just the free loaders!

If somebody on your list is serious about gaining some benefit you happen to be selling, serious enough to lay money on the line... they demand serious justification for doing so... and therefore, they welcome vigorous and persistent persuasion.

Now don't get me wrong. Obviously we want to get our emails opened. That's why we agonize over subject lines and clean the dead wood out of our lists every so often.

But never at the cost of keeping our open rates high. That's not the point. And never at the expense of making the sale, either...

What's the point of getting a huge open rate if nobody reads the email once they open it? You can put the word "FIRE" in the subject line and lots of people will open your email. So what?

...Unless you're selling fire retardant... or you can create some kind of satisfying tie in to what you ARE selling, what does it matter if people open your email?

And here's why fixation on open rates is so damn dangerous to your wealth: **It Discourages Vigorous Mailing and Vigorous Selling.**

Business owners get all excited about a new product launch or marketing campaign... they've got all these high hopes and expectations... and the whole thing goes down in flames because they see their open rates falling. They freak out and back right off the hammer.

And yes, you can burn out a list with "artless" selling and incessantly blatant pitching. (I'll show you how to avoid that trap in a moment). But more often... it's not ENOUGH pitching and over-sensitivity to falling open rates that keeps list owners coming up dry with their promotions.

## ***Email Marketing Myth #2*** ***Click-through Rate is a Key Performance Indicator***

The other thing that freaks list owners out is when their click-through rates plummet. Again, when was the last time your bank accepted click-through percentages at the teller wicket?

Click-through rates do not matter.

What matters is why people are clicking on your links. Are they casually curious? Or are they ready to do something that moves the sale forward? Big difference.

And what most list owners do in their emails — *common flawed wisdom* — is to rush to the click. Or try to trick the person into clicking the link. Or rely too much on curiosity.

Let me repeat: The goal is not to get them to click on the link.

It's to get them to click on the link with the strong specific intent to do something that moves the sale forward... to opt in or buy or at the very least engage deeply with what's on the landing page.

And when you do this effectively, you naturally get low click through rates. The lower the better!

In the case studies included in this report you will watch dumbfounded as click-through rates nosedive while sales go through the roof!

But before you pick your jaw up off the floor, I caution you not to take what you see out of context.

I'm not saying that a lower open rate or a lower click-through rate is the goal. It isn't.

The goal is SALES.

Open rate and click-through rate are immaterial. Not key performance indicators, yet most people manage by them. Because that's what all of the experts are telling them to do. And then they wonder why they're not making any money.

When you manage your mailings by open rate and click-through rate it makes you do stupid things... the exact opposite of what you should be doing in many cases.

You'll organize and write your campaigns in exactly the WRONG way. You won't mail enough. And you'll get scared and quit. Which brings me to the next lie, and it's a zinger ...

***Email Marketing Myth #3***  
***Short Copy is Best, People***  
***Don't Read Much These Days***

You hear this one a lot and I expect it's because some expert has tested it. "Short copy gets the click!"

Refer back to myth #2. So what if you get the click?

Again, when was the last time you cashed a click at the bank?

The long copy/short copy argument is as old as dirt. It'll never go away.

The short copy camp will always think they're right.

Ask any Tom, Dick, or Harriet about how to write an email — long copy or short? And they'll tell you: Keep it short. People don't have the attention span these days.

And they are right, IF, you write the kind of artless drivel that most marketers put out there.

However, when you apply the techniques and strategies I'll show you in this report...

...You'll realize enormous gains in your financial results by moving the majority of the heavy lifting into the email.

That does not mean verbose, rambling, unfocused, irrelevant prose that bores and confuses people.

It means tight, entertaining and persuasive copy that creates committed clicks. And getting that commitment can take a few words.

In the case studies you will see proof of this — long emails with links right at the very bottom that produced an eruption in sales!

Now, I'm not saying you should intentionally write emails that are long. I'm not saying that at all. In fact you should write with a great deal of economy and pack as much meaning into each word as you possibly can.



What I am saying is that you should write enough to get the person reading fully engaged... fully excited... and fully convinced that what you're suggesting he or she do is the ultimate no-brainer... that turning their back on your offer would be disastrous... and that they need to not only click on the link, but take ACTION when they do.

And that very well may mean 800 to 1,000 words. Maybe more...

As a rule of thumb, the more significant the transaction, measured by the size of investment and/or the degree of behavioral change required, the more you're going to need to write.

The key thing is you write to sell some specific action that advances the sale, IN the email.

Don't sell the click.

Sell the action.

Look at it this way ...

Every time you break somebody's train of thought with a click you run the risk of losing them.

That 5 to 10 seconds it takes to open up the web page... and the additional 5 to 10 seconds it takes for the person to orient themselves to what they see there... flushes away all kinds of precious attention.

Why squander somebody's attention unnecessarily?

Why move somebody out of the highly intimate, safe and secure haven of their email program out into the open inter-webs prematurely?

You shouldn't. The gurus are wrong.

The same way they're wrong about this next wealth crushing belief ...

***Email Marketing Myth #4***  
**You Shouldn't Email Your List**  
**More than Once or Twice a Week**

Why do they say this?

...Because you'll wear out your welcome.

... Because email is just one of multiple different marketing “channels”. (You should be tweeting and facebooking and pinteresting and You-Tubing and podCasting and blogging and all of the rest of it. So there’s no need to email your list any more than a couple of times a week.)

... Because you might piss people off and get a lot of unsubscribes.

Well I suppose in a certain context there’s a kernel of truth in this. If you write boring emails or blatantly pitchy emails or incoherent emails, sure you’re going to wear out your welcome if you mail frequently.

And no matter how great your emails are, you ARE going to piss a few people off and they’re going to unsubscribe.

...But think about who is going to unsubscribe for a minute. Who’s going to get upset that you’re emailing them too much?

By and large it’s the non-buyers, the tire-kickers, and the freeloaders.

And I suppose at some level this multi-channel argument may make sense, assuming you’re a big dumb company with staff out the wazzoo and you’re trying to “build your brand.”

But in the Guerilla marketing world, who has the time or resources for such nonsense?

**The truth is, a lack of emailing frequency is KILLING your sales.** I will show you concrete evidence of this in the case study section of this report.

I’ll show you proof positive that your fears about unsubscribes and complaints are completely unfounded...

And I’ll show you testimony that demonstrates conclusively that when you mail your list using the three simple email persuasion principles I’m about to share with you... you can ramp your mailing schedule to the MAX... and your profits IGNITE!

But first, the final myth...

## ***Email Marketing Myth #5*** **Content Marketing is a Workable Business Model**

According to marketing think tank, Eloqua, content marketing is essentially *“business-relevant communications ... minus the selling.”*

The folks at the Content Marketing Institute explain that, *"Instead of pitching your products or services, you are delivering information that makes your buyer more intelligent. The essence of this content strategy is the belief that if we, as businesses, deliver consistent, ongoing valuable information to buyers, they ultimately reward us with their business and loyalty."*

This is a philosophy that's becoming incredibly popular right now. It's a trickledown effect...

Think tanks like Eloqua and the Content Marketing Institute — *which are primarily concerned with Fortune 500 companies* — proclaim content marketing as the be all and end all trend in marketing.

And then it gets picked up as a sexy new buzz word that proliferates all over the blogosphere, and what is essentially a BIG BUSINESS, DEEP POCKET, BRANDING strategy gets mis-interpreted as being something relevant to small business people.

It's a very seductive lie.

You want to know why?

...Because people have been programmed to abhor selling. And this content marketing thing means you don't have to.

All you have to do is work away in a corner somewhere like a little elf, blogging your buns off, podcasting like mad, cranking out informative newsletters, making YOU-Tube videos, tweeting and facebooking... and people will reward you with their business and loyalty.

Horse shit.

All you're doing is turning yourself into a content soup kitchen and training people to NOT buy.

Instead of buying into the seductive siren song of content marketing you should be uprooting all of the bad programming you took on as a child about what it means to sell and to make money.

People think selling is dirty, demeaning, manipulative, morally reprehensible... even those who do not believe they harbor this belief.

When selling is in fact, one of the highest paying and most exalted activities on earth. As a business person, it's THE most important hat you wear. Because NOTHING happens until something gets SOLD!"

That's why a talented persuader out-earns doctors, lawyers, judges, dentists, university professors... even surgeons... none of them have ANYTHING on you when it comes to financial opportunity.

Why do you suppose that is?

Well, why does a surgeon or dentist get paid so highly?

Because they have a rare skill that saves lives...

...But how many lives would they be saving if it weren't for the exceptionally skilled persuader who sold the high tech equipment necessary to diagnose disease and to perform complex life-saving operations?

How many lives would they be saving if they weren't vigorously sold on going to the most prestigious medical schools?

How many lives would they be saving if nobody had sold the financial paper required to build the hospitals and fund all of the research that goes into the science of medicine.

People who sell things are the engine of progress. We live in an inter-dependent society that would absolutely grind to a halt without us... that would not progress... that would atrophy and decay if weren't for the noble, highly skilled and indispensable persuader. It's a role you should be damn proud of.

If not for the sales people and the marketing machines behind them doctors would still be bloodletting... and you'd be getting your teeth pulled at the barbershop.

And content marketing... *business communications without the selling* is a shameless con-job. It doesn't work.

Paying for things is healthy. People appreciate what they pay for. They take action. They grow as human beings. You're actually doing them a disservice by turning yourself into a soup kitchen with this content marketing crap.

Unearthing your acres of diamonds requires a whole different paradigm to what you're hearing about out there. It's time for a new perspective on email marketing... based on a whole different set of proven principles.

### ***The 3 Keys to Uncorking a GUSHER of Unexpected New Sales and Profits***

As you can imagine, what goes on behind the scenes to create a marketing campaign is a highly private affair.

Any data shared by my clients is held in strict confidence and never shared in any way with third parties. The same is true of the marketing results of those campaigns.

If you were to retain me to write an email campaign for you, you would expect nothing less.

That's why what you are about to read is so rare and valuable. Priceless in fact, because it proves the controversial claims I have been making beyond a shadow of a doubt.

It is excerpted from real world marketing experiments conducted by one of my mentors, Daniel Levis. He is arguably the leading email copywriter and email marketing educator in the world today... and the originator of the concepts you have been reading about. I have studied intensely with him to become proficient in his methods.

Daniel was able to use his contacts and reputation to obtain waivers of confidentiality... allowing him full and detailed public disclosure of the entire email campaign creation process and results.

I have purchased the reprint rights from him and am including them here as proof of the assertions made in this report:

**---Excerpted from Levis International Marketing Annals---**

This is the story of a generous and intrepid souls who agreed to come into my *Email Alchemy* lab and let me operate on their lists. The goal was two-fold:

- A) To generate a much needed influx of new sales and profits for them.
- B) To demonstrate the impact and collateral effects of three contentious persuasion principles that would lead to those results. (The clients went into this process with the understanding that nothing would be held back. All of the normally sensitive and proprietary campaign data would be revealed in an open public forum.)

***Principle #1 – Make the Sale in the Email***

The common view of email is that it is more or less a notification service.

Marketers send emails to their lists to “notify” their subscribers that they should go and visit a page on the web where they will obtain some benefit or another.

The assumption is that the person will then go to that page and be convinced to take a sales advancing action: to buy a product or service... to register for a webinar... to apply for a free consultation, and so on.

The goal is to get as many people to click through to the landing page as possible.

We took an entirely different approach in these case studies ...

Meet Kenrick Cleveland.

The screenshot shows a Firefox browser window displaying the website [www.maxpersuasion.com](http://www.maxpersuasion.com). The main heading is "CHECK OUT OUR TOP PERSUASION COURSES". There are three course cards:

- Persuasion in 30 Days**: "The perfect place to get started in persuading. Instantly download How To Begin Persuading In The Next 30 Days e-course, complete with audio clips from Kenrick's live training events." Button: "Learn More".
- M.O.M.**: "Magical Objection Mastery Helps You Discover How To Instantly Increase Your Sales, Your Closing Percentage And Your Confidence By Getting Our Series On How to Eliminate Objections With Ease." Button: "Start Today".
- Dark Side II**: "Don't let the name fool you. Educate yourself on what is possible, how to defend yourself against it and how to clean yourself after an attack. Dark Side II is currently our best selling course." Button: "Click Here".

Below the courses is a testimonial: "Your training took the blinders off. I now understand there is truly a blueprint for persuasion." Below that is a section titled "About Kenrick Cleveland" with a photo of Kenrick Cleveland and text describing his expertise in sales and persuasion.

At the bottom of the page, there are sections for "TESTIMONIALS", "FROM THE BLOG", and "ANNOUNCEMENTS", along with a "Leave a message" form.

Kenrick and his partner operate a boutique info-product business called [www.MaxPersuasion.com](http://www.MaxPersuasion.com). They sell an array of sales training programs to financial planners, insurance salespeople, realtors, mortgage brokers and other compliance professionals.

They had just 9,500 subscribers on their email list. They did well when introducing new products, but wanted to extract more value from existing ones.



I looked at their portfolio and chose for this case study a product that Kenrick had created over ten years ago, called *Magical Objection Mastery*. Hundreds of copies had been sold to the list already. I wanted to prove there were more sales there, beyond the reach of their existing sales efforts.

One of the ways I sought to extract those additional sales was to move the heavy lifting into the email messages I would give them to send to their list.

Instead of the typical short, teaser style emails, I would fill the emails with reasons for buying, not just clicking. At the same time I would triple the number of mailings.

Here is a snapshot of the campaign results:

		Open Rate	Clicks/Open	Dollars per Click	Word Count	Sales
Day 1	Email #1	8.5%	26.1%	\$ 3.54	885	\$ 747.00
Day 2	Email #2	10.0%	24.2%	\$ 3.23	904	\$ 747.00
Day 3	Email #3	10.3%	26.2%	\$ -	841	\$ -
Day 4	Email #4	9.1%	6.9%	\$ 11.81	981	\$ 697.00
Day 5	Email #5	7.6%	7.5%	\$ 12.91	1003	\$ 697.00
Day 6	Email #6	9.3%	18.0%	\$ -	1003	\$ -
Day 7	Email #7	8.3%	14.6%	\$ -	1178	\$ -
Day 8	Email #8	7.6%	8.4%	\$ 23.87	907	\$ 1,761.36
Day 9	Email #9	7.8%	7.8%	\$ -	936	\$ -
	Email #10	7.6%	9.1%	\$ 44.10	877	\$ 5,424.30
Day 10	Email #11	6.8%	6.1%	\$ -	462	\$ -
	Email #12	7.5%	8.4%	\$ -	677	\$ -
	Email #13	7.6%	5.6%	\$ -	520	\$ -
	Email #14	8.6%	13.5%	\$ 58.14	624	\$ 14,418.06
Day 11	Email #15	7.7%	24.9%	\$ -	466	\$ -
	Email #16	6.6%	12.7%	\$ -	475	\$ -
	Email #17	7.0%	9.5%	\$ 18.96	280	\$ 6,104.49
<b>Per Email Average</b>		<b>8.1%</b>	<b>14%</b>	<b>\$ 16.66</b>	<b>766</b>	<b>\$ 1,799.78</b>
					<b>Total Sales</b>	<b>\$ 30,596.21</b>

We sent 17 emails to a list of under 9,500 subscribers over a period of 11 days. Each email implored the prospect to visit the landing page and buy the product.

And in less than two weeks, MaxPersasion.com generated \$30,596 in new revenues without spending a red cent on advertising. As much as \$14,418 in a single day, no launch partners, no fancy videos, just email.

Even more amazing, we did it with a product that has been available for years... that normally sells no more than a

handful of units per month. And we broke nearly every “so called” email marketing best-practice in the book.

- We kept mailing when open and click through rates plummeted (see click/open day 4). Sales rose exponentially as open rates declined.
- We mailed far more than most marketers would have the stomach for, sending as many as 4 emails in one day towards the end of the campaign ...
- And we sent long emails (averaging 766 words apiece). In most cases, the link to the landing page was near the bottom.

And you may be wondering... didn't people get annoyed? Didn't they unsubscribe in droves? Didn't they complain? See for yourself:

		Emails Sent	Opt-Outs	Complaints	Dollars per Click	Sales
Day 1	Email #1	9,515	10	2	\$ 3.54	\$ 747.00
Day 2	Email #2	9,508	8	4	\$ 3.23	\$ 747.00
Day 3	Email #3	9,501	9	3	\$ -	\$ -
Day 4	Email #4	9,490	7	3	\$ 11.81	\$ 697.00
Day 5	Email #5	9,477	10	1	\$ 12.91	\$ 697.00
Day 6	Email #6	9,466	7	3	\$ -	\$ -
Day 7	Email #7	9,457	4	1	\$ -	\$ -
Day 8	Email #8	9,452	7	2	\$ 23.87	\$ 1,761.36
Day 9	Email #9	9,441	5	0	\$ -	\$ -
	Email #10	9,437	10	1	\$ 44.10	\$ 5,424.30
Day 10	Email #11	9,422	3	0	\$ -	\$ -
	Email #12	9,419	6	2	\$ -	\$ -
	Email #13	9,412	9	1	\$ -	\$ -
	Email #14	9,405	11	1	\$ 58.14	\$ 14,418.06
Day 11	Email #15	9,381	18	2	\$ -	\$ -
	Email #16	9,356	12	1	\$ -	\$ -
	Email #17	9,347	8	3	\$ 18.96	\$ 6,104.49
<b>Per Email Average</b>		<b>9,440</b>	<b>8</b>	<b>2</b>	<b>\$ 16.66</b>	<b>\$ 1,799.78</b>
					<b>Total Sales</b>	<b>\$ 30,596.21</b>

Here's more proof of what you can do when you stop using email as a notification service and you start using it as a persuasion service.

All of this data flies in the face of just about everything you've learned about email marketing, doesn't it? How is it possible to hammer a list so aggressively and get so many sales and so few unsubscribes and complaints?

The answer to this wonderful little enigma lies in the second principle of *Email Alchemy* ...

### ***Principle #2 – Secondary Reward***

It's deceptively simple. To pitch with impunity, you must simultaneously entertain, encourage and inspire your subscribers. I call this "secondary reward".

Not only are you offering a worthwhile product or service that rewards those who buy it. Your pitches are a source of intellectual stimulation and emotional satisfaction to the reader.

They are like little fantasy escapes...

- Light, fun and entertaining ...
- Drenched in human interest stories and beguiling metaphors that suck the reader in...
- Inhabited by charismatic characters who hypnotize with fascinating, startling and delightful ideas that covertly install desire for your product or service ...
- Filled with primal psychological hooks that seduce the human imagination and induce immediate action ...

In short... your subscribers know they are being pitched – AND THEY LIKE IT!

### ***Principle #3 – Power of Serialization***

The typical approach to email marketing assumes a very limited window of opportunity for you – the seller.

You "notify" your prospect to go have a look at something on the web. Either they act or they don't.

I don't operate under this assumption. I don't put all of my

eggs in one basket with a sales letter or video that I have to agonize over for weeks, testing and tweaking and trying to make perfect.

Email done right affords you multiple opportunities to generate a sale. And we link those opportunities together in an ongoing narrative that ties our series together, like series fiction.

Each episode comes at the problem from a different angle. No email is an island.

They all work together to raise awareness and gradually wear down resistance.

It might take a few emails, but sooner or later the subscriber becomes involved in the unfolding transformational journey.

They see themselves and their problems in the story... they become intensely interested in your solution... and they are pushed over the edge to action by the impending deadline.

It's the same formula I've been using for years in dozens of different niches from serious button-downed corporate stuff to female figure sculpting and everything in between.

**---End Levis International Marketing Annals Excerpt---**

**Isn't It Time YOU Stopped the Expensive and Frustrating Mad Dash for New Customers and Clients... and Started Excavating the "Acres of Diamonds" Buried Just Under the Surface in Your Own List?**

Imagine dusting off an old product and selling \$30,000, \$50,000, \$100,000 or more in the space of just two or three weeks...

How would you like to extract \$3 from every name on your list, in just 11 days time? No new product development or advertising costs. And no collateral brand damage whatsoever.

...Or how about \$5 or \$10 per subscriber with a new product launch?

A pipe dream you say?

For most entrepreneurs it would be.

Sincerely,

Hussein Taleb  
SuccessGrid