

MARKETING BLUEPRINT #2.0

---

# What if everything you think you knew about email marketing was **Dead Wrong?**

---

# Everyone's been lying to you!

---

## Sorry to be the one to tell you this...but they have.

Because 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 ground-breaking report is the most crucial reading you'll do in the next twelve months.

### ***And here's why...***

Because I'm going to expose **5 shocking misconceptions, fallacies, and downright lies** about managing, leveraging, and nurturing your most precious business asset.

### **Your email list.**

The most 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're right!

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

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

But chances are you're doing (or not doing) things with your list which almost GUARANTEES lacklustre cash-flow...disappointing sales results...and a gnawing sense of confusion.

Not to mention an overwhelming frustration about your current business plan and prospects for the future.

But don't worry ***I'll help you avoid these tragedies*** by revealing 3 simple concepts which, when diligently applied, allow you to release a flash-flood of latent cash flow currently locked up in your list.

And 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.

### ***But you don't have to take my word for any of this...***

Because I'm 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 two real world email-marketing miracles.

You will see sensitive data from two verifiable and authentic case studies that demonstrate the opportunity in LIVING COLOUR.

## But why should you listen to me?

---

### **Good point. But I do hope you will**

My name's Phil Roast, and I'm the Founder of **Hard8marketing Limited**...

But, more than that I'm also a Direct Marketing & Email marketing junkie.

***And I'm making it my mission to help small entrepreneurial companies, consultants, and offline businesses acquire new customers through real results accountable marketing – regardless of what industry they're in.***

You see for 13 years I worked as an artworker for a top direct marketing agency in London. Working on blue chip accounts producing revenue generating direct marketing packs for major banks, global charities, and familiar household goods.

Then about 9 years into this little career (2006) I discovered the wonders of internet marketing – and its obsession with resurrecting the 'old fashioned' direct marketing and mail-order strategies.

***And I was blown away by the results people were getting*** – and I wanted more.

So I signed up for every newsletter and mailing list I could find. From: Armand Morin; Ted Nicholas; and Daniel Levis to Jay Abraham; Perry Marshall; and Yanik Silver.

I bought every book, I went to every seminar and I took every course. Learning more and more about the 'lost art' of Direct Marketing.

***But, I didn't stop there*** – because I'm a completist.

And I said to myself, if everything is based on selling...and it is...then I better learn all about selling...and I did. So from the Sandler Institute to Brian Tracy, and Frank Bettger to Zig Ziglar I studied it all..

And now I can officially say I'm full!

***But hang on, something's just struck me here...***

When I think back to all the mail-packs I worked on at the agency. Although they drove response and generated leads, I don't remember hearing any talk of follow up email campaigns to keep prospects on the hook.

Sure they would send another mail-pack out every few months, to both warm and cold prospects...***but the time in between each pack had been wasted.***

OK. In fairness this was ‘early doors’ of the internet so the idea of asking for someone’s email address was uncouth – and spam email was rife.

But it seemed that even when they did start creating email campaigns, they only used them as ‘*digital sales letters*’. Which were effectively just carbon copies of the direct mail nurture campaigns they’d been running.

## Does this sound familiar to you?

---

### What do you do with your leads once you get them?

Do you only keep in contact with new customers and prospects via the odd ‘*broadcast email*’, ‘*ezine*’, ‘*social media*’, and various other nurturing activities?

It seems unfathomable to me that ***business owners still aren’t being told the REAL truth*** about the power lying under the hood of a sizeable customer email list.

And this is because nowadays there’s always some other shiny new social media bauble to try.

Some other time sucking activity and expense... to build and nurture an audience or community, in the HOPE that people will eventually buy from you – eventually!

And so inevitably when the sales don’t come in, business owners drop their current marketing fad and pick up the next... and the next... and the next.

They’re like the Persian landowner in the story ‘*Acres of Diamonds*’. A man who sold his farm to search the world for diamonds – wandering the earth in vain until all his money was gone.

And on his final day on earth, dressed in rags and spirit broken, this poor, suffering man stood on the shore of Barcelona’s bay – and threw himself into the path of a tidal wave.

All the time, sadly unaware the farm he’d sold had become the site of the diamond mine of Golconda – the most magnificent diamond-mine in the history of the world.

***Had he remained at home and cultivated his own farm, instead of searching for the promise of riches in strange lands, he would have had his “acres of diamonds”.***

Could it also be you’re sitting on hidden wealth buried beneath the surface of your own customer list? And more importantly, what’s preventing you from realizing such riches?

You see ***there are 5 commonly believed email-marketing fallacies*** – which are like viruses corrupting your operating system when it comes to extracting profits.

And you must now put them under the light of reason and dispel them, BEFORE you can unearth the hidden wealth buried within your list.

***But to be fair, they're not actually fallacies...***

It's just that it's very easy to take things out of context.

It's so common to take something that is true in one limited instance, and then mistakenly apply it to another – where it just isn't true at all.

And we'll look at both sides of this: the kernel of truth, and the fallacy which may well be killing your profits.

But one last thing before we begin...

Whether you plan to write your own emails or not, you need to know this stuff. Because when you do, you can profit wildly without writing a single word. And I'll show you how at the end of this report.

## **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 won't a higher open rate get me more clicks? And won't more clicks get me more sales?

Now the obvious, '*out of context*' answer, is 'Yes'. However the practical answer is of course '*No*'.

Because as you'll 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 I know, but it's true. And you'll see for yourself in the case studies.

Want a 40% open rate? Then 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 just the high open rate.

Why?

Because they're 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 from what you happen to be offering...

If they are serious enough to lay money on the line...

Then 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 out the dead wood of our lists every so often...

***But never at the cost of keeping our open rates high.***

That's not the point.

***And also 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 business: it discourages vigorous mailing and vigorous selling.***

When 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 start to back track and slow down.***

Yes of course 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.

***I'll say it again, when was the last time your bank accepted click-through percentages at the teller?***

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 — the 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 rates and click-through rates are immaterial. They are not key performance indicators, yet most people focus on 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**

Bullshit!

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.

Because sure, if you compare a badly executed short email with a badly executed long email, both of them will BOMB. The short one probably getting more clicks and being less of a bust.

But 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. ***And they're the magic that unlocks the riches bottled up in your list.***

And when you apply the techniques and strategies I show you in this report. You'll realise enormous gains in your financial results by moving the majority of the heavy lifting into the email.

This doesn't 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 just a few words.

***In the case studies you'll 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 not only to 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 behavioural 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 muddy waters of the open internet 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 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'll 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-up your mailing schedule to the MAX... and your profits will 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 miss-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 make money.

People think selling is dirty, demeaning, manipulative, morally reprehensible... even by those who don't believe they harbour 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!**

Think about this for a second – why does a surgeon 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 them... that would not progress... that would atrophy and decay if weren't for the noble, highly skilled and indispensable persuader.

***It's a role I'm damn proud of.***

If not for the sales people and the marketing machines behind them, doctors would still be blood-letting...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.

# Uncorking Unexpected New Profits

---

## A glimpse behind the curtain...

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 two 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:

The Following pages have been excerpted from:  
**Levis International Marketing Annals**

**COPYRIGHT NOTICE:**

The material contained in this publication is protected under International and Federal Copyright Laws and Treaties & may in no way be reproduced or transmitted without the express written permission of the publisher. Any unauthorized reprint or use of this material is expressly prohibited.

This is the story of two 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.

**CHECK OUT OUR TOP PERSUASION COURSES**

- 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.  
[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.  
[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.  
[Click Here](#)

” Your training took the blinders off. I now understand there is truly a blueprint for persuasion.

**About Kenrick Cleveland**

For close to three decades, KENRICK E. CLEVELAND has dedicated himself to perfecting the techniques, the skill, the “art” of influence. He is known worldwide for his charismatic teachings in sales and conversational persuasion and... he is also known worldwide for his controversial and edgy Dark Side teachings.

Drawing from a diversified career base that includes an extensive sales background coupled with experience in Neuro Linguistic Programming (NLP) and hypnosis, Mr. Cleveland created a model of persuasion that is so effective that it remains the benchmark of excellence in this field.

**TESTIMONIALS**      **FROM THE BLOG**      **ANNOUNCEMENTS**

Leave a message

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
Per Email Average		8.1%	14%	\$ 16.66	766	\$ 1,799.78
Total Sales						\$ 30,596.21

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.



Meet Sue Heintze ...

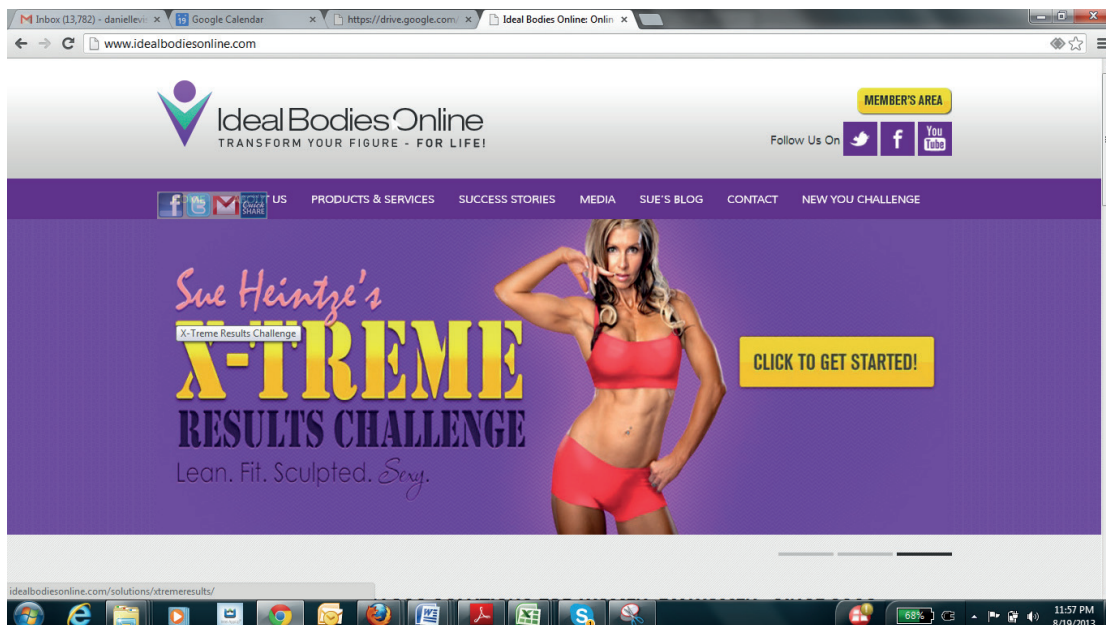


Sue is one of Australia's top female fat loss and body sculpting coaches and managing director of [www.IdealBodiesOnline.com](http://www.IdealBodiesOnline.com).

Sue was delighted to be invited into my lab, because in her own words:

*"I had a list of about 17,000 subscribers who seemed to just stop buying (it's winter here in Australia). I was becoming more and more despondent - I was constantly putting my products on special just to get some sales in."*

When I met Sue she had just released a new coaching program called, *The X-Treme Results Challenge*.



Two months earlier Sue announced it to her list in the best way she knew how... and sold around \$25,000 worth of her new program.

What better proof of my contention that emails are for "selling" and not just "announcing" than a rapid re-launch of Sue's *X-Treme Results Challenge*?

I wrote up a 20 email series for Sue and we sent them out to her 17,000 some odd subscribers over a 15 day period.

There was no "content" in these emails. They offered no tips on weight loss or figure sculpting.

From the first email to the twentieth, they pitched... offering multiple reasons to invest in her program... and do it now ...

And they were long emails, equivalent to about three pages of text, with the buy links deep in the pitch.

Here are the results:

		Open Rate	Clicks/Open	Dollars per Click	Word Count	Sales
Day 1	Email #1	17.8%	18.1%	\$ 0.93	699	\$ 650
Day 2	Email #2	18.6%	12.8%	\$ 3.04	805	\$ 1,300
Day 3	Email #3	17.8%	18.1%	\$ 6.84	820	\$ 3,900
Day 4	Email #4	19.5%	32.8%	\$ 4.56	951	\$ 5,200
Day 5	Email #5	18.7%	24.7%	\$ 5.10	1088	\$ 4,225
Day 6	Email #6	16.0%	8.0%	\$ 17.11	753	\$ 3,900
Day 7	Email #7	16.8%	8.3%	\$ 2.63	879	\$ 650
Day 8	Email #8	15.8%	7.4%	\$ 15.63	783	\$ 3,250
Day 9	Email #9	15.3%	4.2%	\$ 8.41	905	\$ 975
Day 10	Email #10	14.3%	5.1%	\$ 37.21	739	\$ 4,875
Day 11	Email #11	17.3%	5.7%	\$ -	776	
	Email #12	13.0%	7.3%	\$ 26.30	745	\$ 9,100
Day 12	Email #13	12.9%	3.6%	\$ -	944	
	Email #14	12.6%	3.6%	\$ -	964	
	Email #15	12.2%	4.8%	\$ -	682	
	Email #16	11.7%	4.5%	\$ 18.21	489	\$ 6,500
Day 13	Email #17	13.5%	9.6%	\$ 8.51	876	\$ 1,940
Day 14	Email #18	13.1%	6.9%	\$ 11.52	743	\$ 1,843
Day 15	Email #19	11.1%	3.7%	\$ -	945	
	Email #20	13.6%	12.2%	\$ 5.81	704	\$ 2,134
<b>Per Email Avg.</b>		<b>15.1%</b>	<b>10.1%</b>	<b>\$ 8.39</b>	<b>815</b>	<b>\$ 2,522.10</b>
<b>Total Sales</b>						<b>\$ 50,442</b>

As you can see, Sue raked in another \$50,442 in *X-Treme Results Challenge* sales in just 15 days – twice the revenues of her initial launch, just 2 months earlier. Look in the middle of the table, from Day 6 on, in particular. Notice how crazy low the click rate went on this one.

Let's take Day 10 and analyze it a little to put the numbers in perspective. On Day 10 Sue broadcasted to 17,821 subscribers. 14% (2557) of them opened the email. Of those, just 5.1% (131) clicked through to the sales page.

These click-through stats, by the typical email marketing standards, are awful, about a third of the norm. Industry best practice would have curtailed this campaign after just a few emails. Yet Sue hauled in \$37.21 a click, about 10 times more than she was supposed to. The next day sales rocketed to over \$9,100 while the click-through rates got even worse.

But what about complaints and unsubscribes? They must have been high?

They were in fact a little higher than most of the campaigns I write. But still, astonishingly low. Take a look:

		Emails Sent	Opt Outs	Complaints	Dollars per Click	Sales
Day 1	Email #1	21746	48	9	\$ 0.93	\$ 650
Day 2	Email #2	17902	42	8	\$ 3.04	\$ 1,300
Day 3	Email #3	17720	46	4	\$ 6.84	\$ 3,900
Day 4	Email #4	17832	52	5	\$ 4.56	\$ 5,200
Day 5	Email #5	17862	40	1	\$ 5.10	\$ 4,225
Day 6	Email #6	17848	35	5	\$ 17.11	\$ 3,900
Day 7	Email #7	17843	25	2	\$ 2.63	\$ 650
Day 8	Email #8	17858	34	4	\$ 15.63	\$ 3,250
Day 9	Email #9	17846	41	3	\$ 8.41	\$ 975
Day 10	Email #10	17821	47	5	\$ 37.21	\$ 4,875
Day 11	Email #11	17793	51	17	\$ -	
	Email #12	17765	39	1	\$ 26.30	\$ 9,100
Day 12	Email #13	17658	42	1	\$ -	
	Email #14	17613	46	7	\$ -	
	Email #15	17590	30	5	\$ -	
	Email #16	17575	43	6	\$ 18.21	\$ 6,500
Day 13	Email #17	17545	36	3	\$ 8.51	\$ 1,940
Day 14	Email #18	17562	35	3	\$ 11.52	\$ 1,843
Day 15	Email #19	17557	26	2	\$ -	
	Email #20	17696	57	9	\$ 5.81	\$ 2,134
<b>Per Email Avg.</b>		<b>17,931.60</b>	<b>41</b>	<b>5</b>	<b>\$ 8.39</b>	<b>\$ 2,522.10</b>
<b>Total Sales</b>						<b>\$ 50,442</b>

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?

Sue Heintze's exuberant outburst in the lab offers a hint:

*"I was hesitant to send so many emails out (Alchemy style), but it seemed people loved reading Daniel's stories. I'd love to do one of these every month! If I did I could easily double my current revenue."*

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.

# So isn't it time you stopped the frustratingly expensive mad dash for new customers and clients?

---

## Why not start excavating the hidden wealth buried just under the surface in your own list?

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?

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...

A pipe dream you say? For most entrepreneurs it would be.

Writing these order-pulling email campaigns is damn hard work. The first dozen or so times you try you're likely to fall flat on your face.

And hiring a world-class copywriter is expensive, and usually requires payment of at least £10,000 upfront with no guarantee of results.

But I didn't send you this special report because I'm looking for new clients. Because frankly, most businesses aren't suitable for the kind of marketing I've been telling you about.

No, I'm looking for visionaries who understand that it takes industrial strength persuasion to get industrial strength results... and who are ready to give me free reign to get the job done... If that's you, we should talk.

For the right partner I'm willing to work on an **entirely risk-free** basis. **If my work doesn't perform you don't pay**, simple as that.

And every pound you pay me is directly tied back to your revenues. The more you make the more I make. **Our fortunes are tied at the hip.**

I have room on my schedule for just one such partner. **So email me today at [phil@hard8marketing.com](mailto:phil@hard8marketing.com)** and apply for a **Free 30-Minute List-Profit Extraction Discovery Session** to discuss the details.

But do hurry... because there are many other profit-hungry entrepreneurs reading this report as we speak. The opening may already have been filled.

All the best

Phil Roast

*Founder*

**Hard8marketing Limited**

