

{ “Steal” This Email Sequence }

This is a transcript of Video #2 from our free training series, which is available at WriteCopyThatSells.com. Enjoy!

Ray: Hi it's Ray Edwards again and welcome back. This is a video number 2, and it's called, Steal This Email Sequence, that makes money every time you send it, but first, wow. Response to video number 1 was off the charts. Thanks for all the comments. It's awesome to know that there are so many folks who have kind things to say, but more importantly, it's awesome to know that the teaching I shared in video 1 about how to sell anything to anyone is already helping people. Just in case this is the first video you're seeing you need to know we're publishing a whole series of these super short teaching videos. I call the series, How to Sell More of Whatever You Sell. Just by watching these videos you'll become a better marketer. You will sell more of whatever you sell just from sitting at your computer.

These videos are designed to be viewed in order, so if you haven't seen the first one you should pause this video and click the link for video 1, watch that and then come back here. Assuming you've watched the first video let's move on. Just like last time I created a simple PDF file to help you keep notes and to provide even more value from this training. I've also made a template document for you because we're going to use the homework preparation you did a video 1 to write money making emails while you watch this video.

You're going to see the download link on this page. Look for the big orange button below, click it and download it. Once again, if you haven't yet downloaded the get it done working files for this lesson please do that now. This is not intellectual marketing entertainment time, this is do the stuff that makes you money training time, so hit pause on the video now and once you've downloaded the working files and you're ready let's continue.

You'll need to unzip the file and inside you'll find exactly the kind of material I would provide to my paying students. You'll get a transcript of this video, and MP3 audio version so you can listen and the template files you will need as I help you steal one of my Best email marketing sequences. I call it the Secret 7 Sequence. It's 7 short emails that you will send to your email list over a period of 5 days. Every time I send this email sequence to my list it makes me money.

We'll talk about how to apply it in your current situation. Whether you're in a corporate job building out a side hustle, or you're in real estate trying to build more listings and sell more properties, or you're a freelancer, or a physician, or a speaker, and author, look it doesn't matter what business you're in. This can and will work, especially if you're a [heart 00:02:48] centered entrepreneur or expert who wants to make big sales but doesn't want to be salesy.

If you don't have an email list or you don't even know how to get one then don't worry. In our next video, which is called the 200 Million Dollar Copy Formula, one of the secrets I'll show you is how you can use your new-found copy-writing skills to actually create a list out of thin air, and all this just by sitting at your computer where you are right now, or watching on your tablet or your phone. You become a better marketer, a better copywriter. Learning how to do this, how to create this kind of copy sets you free, free from worries about money, free from ever having to look at the prices in a restaurant again, free from ever having to say, "No," to someone you love when they need something that only money can provide, free to do what you want, when you want to do it, with whom you want to do it without having to ask anyone else's permission.

Now let's do a quick recap to catch you up. In the last video I shared with you how when I created my first sales presentation we put it in front of a hundred people and it totally bombed. Then my very first mentor showed me how to take the same message I had just given, move the pieces around in a different order, and a week later I put that message in front of another hundred people and made \$57,000. We discovered together that copy-writing is merely the act of putting the right words in the right order in front of the right people at the right time. Do those things and you will make money. If you're already making money do those things and you will make even more.

I also shared my strongest copy-writing technique, which is writing from behind their eyes. Remember I shared that powerful sentence with you, "People will do anything for those who encourage their dreams, justify their failures, allay their fears, confirm their suspicions and help them throw rocks at their enemies." We broke that sentence down into 5 emotional motivators that you will now include in all your copy.

I shared the 5 pillars of persuasion. I asked you to go through each of those 10 points from lesson 1 and write into the space provided in your workbook how each point applies to your market, your prospects and your offer. Today we're going to take that groundwork you laid from video 1 and I'm going to show you how to put it into the template I'm providing you in the Secret 7 Sequence.

These are 7 emails you're going to send over 5 days to your email list. No matter how small your email list might be this will make you money, or get you clients, or get you listings, or get new people to come to your church. In other words, this will help you sell more of whatever you sell. This is it. This is what changes your life when you can send email and have money come into your account as a result; you have achieved a level of freedom most people will never know. It does not take a rocket scientist. You do not have to be a good writer. You do not even have to like read writing. You don't have to be good looking or skinny or be perfect. You just have to be willing to follow the instructions to the letter, and I've made it simple and easy to do just that.

Now, we're going to switch over to my computer screen and I'm going to let you look over my shoulder as I go through the materials that are inside the working materials of this video. I'll show you exactly how to use the files we've given you to write your

own sequence that you can send out starting today and sell more of whatever you sell. Now let's fire up the computer and dive right in. I would suggest you watch me do this first, then you go back and watch the video again while you actually follow along on your own computer and write your own email. We'll do it together step by step just as if you were a paying student or a coaching client. Let's go.

All right, we're at the computer looking at the Secret 7 Sequence, the email sequence that makes money every time you send it, at least that's been my experience and I believe it will be your experience also. How do we go about this, making money every time we send an email sequence? It's really simple. You're going to send 7 emails over 5 days. I'm going to give you a description of the schedule and the content, and then I'm going to show you a couple of examples so you can see how to do this yourself.

The schedule goes like this; day 1 you send email number 1, day 2 you email number 2, day 3 email 3, day 4 you're going to send 2 emails, numbers 4 and 5, and day 5 you're going to send 2 emails, numbers 6 and 7. That's 7 emails over 5 days. I know what you're thinking, "Wow that's a lot of emails. People are going to be upset." Not if you do it the way I'm going to describe.

What's going to be in these emails? I'm just going to show you the subject lines and give you a general idea and then we'll jump into the examples. Subject line for email number 1 on day 1 is going to be, BFO I Had. This is a subject line that has worked really well for me many times in the past. In fact, John Lee Dumas swiped this subject line for one of his emails recently and had tremendous success with it. This works like a champ when you use it. This subject line is designed to get curiosity cooking. Some people will jump to the wrong conclusions about what this stands for but that's okay. We want to draw them into the email and then lead them in the direction we want them to go.

Day number 2 is going to capitalize on the fact that some people will be sensationalized by that subject line from day number 1, so day number 2 is, Oops, Let Me Explain. Day number 3, Your Questions Are Answered. In day number 2's email we're going to explain that this is about a promotion that we're doing and that they can get a big discount on a product and then day number 3 we're going to answer questions that may be coming up for people.

Day number 4 is all about the countdown. We're going to have subject lines of an email number 4 is going to say, One More day, and email number 5 is going to say, Want this \$900. I'll explain how that works. You're going to love this. Day number 5, the last 2 emails, numbers 6 and 7, one says, Last Day, and the other says, You Missed It. I guarantee you the You Missed It email gets a lot of opens. Gets a really huge open rate, because people don't like to think they missed something.

Let's go ahead and jump into the documents that I've given you in the working documents folder for this video. You unzip the documents because you have seen them on this page, and you notice that there's 2 example files. These are your template files that you're going to use to write your own email. I'm giving you 2

examples, so let's look at the first one, which is example 001, and I'll explain to you what we're doing.

This is Secret Seven Sequence example 001 and it's day 1's email. Subject, BFO I had. Back in school I had a teacher, Professor Jones. He was an odd guy, taught archaeology, didn't show up for about half his own classes, but brilliant. Everyone wanted to be in Dr. Jones' class, including me. For some reason Jones didn't like me very much. One day I made what I thought was an insightful remark about a dig site photo we were looking at and Jones shot me of withering look. "Thanks for that BFO Mr. Edwards," he said. I knew better but I asked anyway. "What is a BFO?" He smiled at me, "Blinding flash of the obvious." I wilted and the term stuck all through school. In fact, I use it to this day whenever I see something blindingly obvious.

Here's a BFO I just had, you haven't bought my product, The 100 Best Testing Subject Lines, yet and it is blindingly obvious why. You think it costs too much. Come on, a thousand dollars for a 10 page e-book, and yet this e-book is filled with email subject lines that have made me over \$600,000 in the last 12 months. If you use them will you make \$600,000? Maybe not. Probably not. Will you make more than you currently do, more than your investment back? Almost certainly. The only reason you haven't ordered yet is either you already make too much money or you don't make much money at all and you think \$1000 is just too big of a wager.

Blindingly obvious what the solution is, for the next 5 days I'm making the 100 Best Testing Subject Lines available to you for only \$100. Why would I cut the price so drastically especially when you know I don't believe discounts or sales are in the best interest of you and your business? Because I see now that I need to prove to you what I'm telling you is true, because you are a subscriber and I believe in rewarding loyalty, and because I believe once you see the value in this you'll be ready even eager to invest in some of my more intense trainings and products.

For those reasons you have until Friday at midnight Pacific to get The 100 Best Testing Subject Lines for 90% off. Just \$100 instead of the usual \$1000. Click here to get your copy of the 100 Best Testing Subject Lines now. Sincerely, Ray Edwards. PS: By the way, it should be blindingly obvious what you should do now, click here and get your copy today. We will not make this offer again. Then I have my address and then a link that says, click here if you don't want to hear about this special offer anymore.

Now there's a few things that I want to point out before we move on here. First of all, this story is important. You can tell a different story, but I recommend that you stick with this BFO theme. You've probably have had at some point in your life where somebody called you, Captain Obvious or made a similar remark, so you can adapt the story to fit your own true life. For heaven sakes don't tell a story about Indiana Jones.

This section right here; I'm giving him the reasons why we're doing this and this is really important. It's important that they understand there is a reason other than I just want to sell some more stuff with a discount. I'm given them the reasons and I've

given them a deadline. We're assuming we're sending this on Monday, so it's a 5 day promotion and 8t'll work in any business.

There are 2 links for them to click on to buy. This link is vitally important to the health of your list. Some people will want to not hear about this promotion anymore, but they want to stay on your list. You don't want them to have only 1 option, which is to unsubscribe from your list, so you give them this link to let them off the hook. If they don't want to hear about the promotion anymore they can click this link and be unsubscribed from this segment of your list only. Every email service provider can do this. You just need to look at your instructions or go to your support area of your email service provider and they'll tell you how to do it.

Email number 2 starts like this, Subject: Oops, let me explain. Boy did I cause a ruckus with yesterday's email. Sorry. Let me explain what's going on. A lot of folks thought I meant something naughty by the subject line by the subject line of yesterday's email. It was BFO I Had. BFO stands for blinding flash of the obvious, and it was what I was known for when I was back in school, because a teacher thought it was funny to christen me Captain BFO. You might think I was emotionally wounded by my teacher's mockery, but I wasn't. I still use the term BFO whenever I see something blindingly obvious.

Here's the BFO I was talking about in yesterday's email. What I've done here is I've picked up the copy from yesterday's email and I'm repeating it, because number 1, even if they read it they don't remember it most likely. Number 2, if they were offended at all by the subject line they didn't read it, so this is a chance for me t re-introduce the concepts to them. Number 3, repetition is a mother of sales, so it doesn't hurt to repeat yourself as you're going to see. You're just going to have to trust me on this. This is the way to do it. I have sent this email sequence in many different disguises, many different times and it has always worked for me.

Day number 3, email number 3, Your Questions Answered. A lot of questions have been coming in about why we're practically giving away my \$1000 product, The 100 Best Testing Subject Lines, for a mere \$100. In today's email with only 3 days left for you to grab your copy before the price irrevocably goes back to up to \$1000 I'm answering the most common questions. Here, I've begun to make them hear the ticking clock. They've only got 3 days left.

I have a question here; what exactly is the Best Testing Subject Lines? This is really for 2 groups of people; people who haven't read any of these emails, they've just seen them and blown by them and for people who don't maybe understand what Best Testing Subject Lines really means. I explained that it's a collection of the email subject lines that we have scientifically proven as the best by measuring the open rates and the conversion rates, and then putting together the emails that get the most opens plus the most sales. I also deal with, if this were me, I would have to deal with the objection that, "Well Ray, you say don't do sales and don't do discounts, why are you recommending I do that now? I've given them 3 strategic reasons why this is

a good idea in this particular case. One, because I see now that I need to prove to you, etc. etc. It's the same language I used before.

I've varied the PS slightly. You have only ... Nothing like a live proof reading ... You have only 3 days left to get this \$900, 90% off discount. This will not happen again. Click here, get your copy today. Click here if you don't want to hear about this special offer. I just leave that link in each email.

Day 4, emails 4 and 5. They get shorter and more to the point. These are more about that ticking clock. Subject line for email number 4 is, One More Day. I start right off; you have just 1 more day until Friday at midnight Pacific, now I give the specific time, to get the 100 Best Testing Subject Lines for 90% off just \$100 instead of the usual \$1000. I give a summary again of what this really is. I tell them tomorrow this offer to save \$900 ends for good. More click here. You have 1 day left is in the PS.

Email number 5, this is the second email on day 4. I just flip it around, then I ask want this \$900? You have until tomorrow, Friday at midnight Pacific to get the hundred Best Testing Subject Lines for 90% off. Just \$100 instead of the usual \$1000. It's like I'm trying to hand you \$900. Do you want it? This is a very strong technique. It really makes the savings real to people.

Finally we're up day 5, email 6 and 7. Subject: Last Day. This is the last day, the last day to get the product. You seen this copy before. Email number seven, the last email, You Missed It. This will get tons of opens. People will go crazy over this. Without fail, someone will miss out and then try to call and sweet talk us out of our deadline, but I have to keep my word. This has been out there for 5 days now. The doors are closing. Please don't make me make me tell you you missed it. The price goes back to \$1000 permanently. Click here to get your copy of The 100 Best Testing Subject Lines now. Sincerely Ray Edwards. You have only mere hours left to get this \$900, 90% off discount etc. etc.

This may seem awfully repetitive to you. You may think this is going to hammer people really hard and they're going to complain, but they're not. This unfolds like a story. It starts with a story, it moves to an explanation of the subject line, then it gets into an explanation of the benefits of the products on day 3, and then we're down to that ticking clock on days 4 and 5. If people get tired of hearing about it they'll just click this link right here and they will move on and it'll be okay.

I've never had a problem with a super angry customer because of this email sequence. I've had lots of sales. Sales really spike on the last day by the way. You'll get most of your sales, 50% or more of your sales will come on day 5. You will get people on day 6 who will be writing to you saying, "I want the deal. Please break the rules for me." I have to tell you don't break the rules, because you need to keep your word.

You might be saying now, "Well Ray, that works great for your copy-writing products, but what about if I have a product that doesn't have anything to do with marketing or making money online. It won't work for that." Au contraire mon ami; let's look at my

second example, which is about a dog training program, specifically training Pugs. It starts the same way with email number 1, The BFO I Had, and again you're going to adapt this to a story that's fitting to you, but I think you can probably come up with something very similar. You can even use BFO. I would encourage you to do that. Just use a story that works for you.

It changes it right here when I say you haven't brought my product, How to House Train Your Pug, yet and it's blindingly obvious why. You think it costs too much. Come on, \$200 for a dog training DVD, and yet this course turns your Pug into a well trained, well behaved companion instead of an unruly, language impaired toddler with sharp teeth and no diaper. If you get this DVD, will you win West Minister? Maybe not. Probably not. They can see how I've have adapted this copy ... Will you have a more well behaved Pug who doesn't pee on your pillow? Almost certainly.

The only reason you haven't ordered yet is either you're okay with pee on your pillow or you just think \$200 is too big of a wager. Blindingly obvious what the solution is; for the next 5 days I'm making How to House Train Your Pug available to you for only \$25. You see, this is the same copy just adapted for a different market and this is how you going to adapt that copy to your own market.

Day 2 same email, Oops, let me explain, when I caused a ruckus yesterday. Let me explain what was going on. BFO I Had and it just changes again, just like before; I noticed you haven't bought my product, How to House Train Your Pug. Blindingly obvious why. We repeat as we did before in the email about the subject lines. I just customize the copy to be about How to House Train Your Pug instead.

In day number 3's email I answer questions that relate to dogs. What exactly is How to House Train Your Pug? It's a 37 minute routine on DVD that when performed with your Pug for 14 days completely eliminates accidents in the house. I thought you can't train Pugs because they're too stubborn. Not at all true. There are no stubborn dogs, only stubborn people who refuse to work with them, exercise patience and stick with the training until the training sticks.

I go into the whole routine about how you've got until Friday. By now it should be blindingly obvious just tying back to the story that arcs through the whole thing. Day 4, it's the One More Day email. Again, it's the same copy just adapted to a different market. I've recycled some copy from the first one, which I thought was pretty clever; this course turns your Pug into a well trained, well behaved companion instead of an unruly language impaired toddler with sharp teeth and no diaper.

Email number 5 we do the price reversal; want this \$175. It's like I'm trying to hand you \$175. Do you want it? Day 5 our last 2 emails; the last day to get House Train Your Pug for \$25 instead of the normal \$200 price. You're in serious danger of missing this. This will not be offered again. Sales will start pouring in at this point. Subject: You Missed It. I don't want to have to tell you that tomorrow. Without fail, someone will miss out. It's the same copy, exactly the same copy, except for the name of the

product and then you don't want to miss out. Don't be mad at me tomorrow. That is how you can adapt it to any market. It will work no matter what you're selling.

All you need to do is take these templates that I've given you. I've given them to you in pages format for the Mac, in Microsoft Word format for other computers and for the Mac also, and also just as text files so you can work with them in any way, any format you want to and make them your own and then you need to just craft your own 7 email sequence and send it out. It'll make you money.

Yes, it really is that simple. Now let's answer some questions that are coming in up already.

One: "Will people hate it, Ray, if I send this many emails?" Not if you write them the way we just went over in the video. Look, you may only have a hundred subscribers and if you send all 7 of these emails across 5 days the way I recommend some of those people are going to unsubscribe. Don't worry about that. In fact, if I send out an email and I don't get a few unsubscriptions, I figure something must be wrong.

I'm not saying you want to run off your whole list, but what I am saying is your writing emails to get people to give you an emotional response. Some of those people are going to say goodbye. That's good, because they never would've bought anything from you anyway. I'm not mad at those people. I'm just saying it wasn't a good fit. What you and I are concerned about are the people who stay on the list and who are reading your emails. If you write in the way I've taught to write most of your people will read the emails. Many of them will buy.

Let me give you an example of how this works. Last fall I was promoting someone else's products to my email newsletter list. I sent a total of about 2 dozen emails to my list about that person's product. I sent enough emails that I was getting a little nervous myself despite the good advice I just gave you. I wondered, "Have I sent too many emails? Are people going to be mad at me?" Here's what happened.

First of all, I was one of the top winning affiliates in the affiliate contest. That means that I beat a lot of other people who had lists that were 10 times or more my size and I sold more product than they did. Second, you may not be interested or may not care but I made a big pile of money. Third, and here's the important thing I want you to hear, toward the end of that promotion when I was sending the most email, I started getting email messages back that said things like, "I sure have enjoyed hearing from you lately." "Thank you for all the content you've been providing these last couple of weeks." "I've had a lot of fun watching you promote this product and I've learned a lot too."

That's right, even I was nervous about sending too many emails. I took a dose of my own medicine and realized if you do it correctly, your readers enjoy it. It builds the relationship you have with them.

Next question: "So Ray, can I just send a bunch of emails and sell people stuff, and have a better relationship with my list?" Obviously not. You need to send emails that follow a proven pattern, that touch all the emotional motivators, the 5 pillars and all the little secret ingredients we talked about as I was showing you the templates. This is where my years of experience working with clients like Tony Robbins, Michael Hyatt, Jeff Walker, Dan Miller, Ken Davis and many others comes into play. I've learned by working with the best.

I know how to communicate your sales message in a way that people enjoy hearing. Even if they don't buy it builds relationship. If you don't write copy the way I'm describing, if you don't get this part right, people will think that you're a spammer, even if you only send 1 email a week. On the other hand, if you get the copy formula down that I'm teaching you, you can send 2 emails a day and people will thank you for it.

Okay, a lot of people have been asking, "I've tried copy-writing before and it just did not seem to work for me." That's probably because you had a bad teacher. It's not your fault as the student. What I've noticed is there are many great copywriters, copywriters whom I look up to and respect and admire and learn from, and most of them are terrible teachers. They're just not good at the skill of transferring their knowledge and experience to some other people. Some of them are downright crass and rude to their students.

I'm not here to stroke my ego. I'm here to make you money and I am a teacher at heart. I love sharing knowledge, experience and wisdom in a way that makes complex things easy, and makes you capable of surpassing even me with your results. In fact, nothing would make me happier than if you became much more successful than I.

Next question: "Ray, I hate writing," or, "I'm not any good at it." The good news for you is it's probably better that you feel that way. When you can forget about the process of writing and just follow the formula for communicating your message, when you can take your important information and benefits and put them into my framework then you will write good copy. Will you be the Beethoven or the Mozart of copy? Maybe, but probably not. Heaven knows I'm no prodigy, but I am doggedly determined and I don't give up on things. That's why I ended up investing over a quarter of a million dollars in seminars, educational materials and courses to learn the things that I'm teaching you. Often I would buy a \$5000 course just to learn the one distinction that would make me 10 times that much money in returns over the next year or so.

While I encourage you to invest in your own education, just like I do I'm also determined that you don't have to spend a quarter of a million dollars. I'm taking the best of what I've learned, simplifying it into systems that you can easily use without having to know all the extraneous background stuff and you can just get good at this. You can just make money. You don't have to be a writer. You don't have to even like writing. You just have to be able to sit down, follow the instructions, type on your

keyboard for an hour or so and then press the send button so you can make some money. When you think about it that's not bad work.

Here's one that's come up over and over again: "Will this work in market X?" I'm laughing because I've heard this question about 100,000 times and I'm not laughing at you, I'm laughing for you. For you because I know this works in any market. Yes, you may have to adapt the language to fit your specific group of people. In fact we'll talk about how to do that in the next video. I know this works in every market.

For every person who has belligerently told me that, "This won't work for my people," I've always been able to point to half a dozen others in their same business who are using this copy centered approach and making 10 times or 100 times the money than the individual who's being so belligerent. Trust me, with the proper care and practice this will work for your market or your business.

Next question: "Ray, how long will this take? I don't have years to make this work. I don't have the time to put in the so-called 10,000 hours." Good, you don't need to do that. There's a myth about this whole 10,000 hour thing and as much as I love Malcolm Gladwell's work, I think he has misled a lot of people unintentionally. You might need to put in 10,000 hours to become a master. I've put in way more than that, but you don't need to put in that much time to become competent and to be able to make a lot of money in your business.

Recently I was on a vacation in Tennessee. I was at a place called Blackberry Farms, which is this really cool luxury resort and I was there with some friends. I found out that one of the planned activities that we had in store was to go clay shooting. You know, when they fling those orange frisbees into the air, they're made of clay and you fire a shotgun and you blow them up. The problem is I had never done that before. In fact, as far I could remember I have never fired a shotgun before. I was pretty sure I was about to be humiliated in front of Michael Hyatt, Donald Miller, Jeff Walker, in other words in front of some of my best friends. I was nervous as all get out.

We got to the shooting range and something magical happened. The instructors and supervisors at this shooting range were master teachers. They were not just good shots; they knew how to work with their students carefully. They stood right beside me, speaking softly into my ear, making gentle adjustments to the way I was holding the shotgun, moving the barrel carefully in the right direction and whispering to me, "Now," when it was time for me to pull the trigger. Suddenly I was hitting target after target after target. I was performing at a superior level. Not because I was a master, not because I had put in 10,000 hours, but because the person who was teaching me had and he was willing to help me.

That's what you and I are doing here together. This may be your first time at the range, or maybe you've tried it a few times before and you're just not very good. I'm here to stand right beside you, to whisper softly in your ear, and to nudge your pen or your keyboard in the right direction so you hit the target every time.

The other questions that are coming up are varied, but there is a central theme and that is, "How do I do X," where X means things like, "How do I write auto-responders using this approach? How do I use this to write a sales letter? Can this be used to write webinar scripts? How do I use this to write copy for my blog or my website? Will that work?" You bet it will. That's going to be the topic of video number 3, which is coming out in a couple of days.

I've been crafting this video just for you based on all these questions and problems that people are encountering. I'm determined to make this whole process of writing copy that sells very easy for you. In the next video, which is called, The Two Hundred Million Dollar Copy Formula, I'm going to do my very best to deliver to you, in another short video, the summary distillation of all that I have learned about taking a copy centered approach to building a business. This business approach is different from what business gurus will teach you.

I don't believe you need investment capital. I don't believe you need to take on partners just so you can get their money to survive. I don't believe you need to struggle to make ends meet, and I don't believe you have to pay your dues for decades just to make a dollar. I think you can learn about 5 simple moves, follow some templates and blueprints and you can take any business and transform it from struggling to successful, from surviving to thriving and from poor to prosperous.

Yes, I intend to cover an outline of my whole system for doing that in the next video. I'm even going to give you a printable mind map that will show you how to build your business the same way I built mine, only the good news is you get to avoid all the stupid mistakes I made. Boy, did I ever make some stupid ones. As Dave Ramsey says, "I have done stupid with zeros after it," but you don't have to.

Between now and then your homework is simple. If you haven't already finished writing your 7 emails then do so. If you have an email list and something to offer them, whether it's your product or someone else's product that you can offer as an affiliate then send those emails out, start the Secret 7 Sequence and watch it put money in your mailbox.

If you don't have an email list or you don't have a product go ahead and write those emails anyway. Pick a product to promote, make one up. I want you to have the 7 emails in your pocket ready for the moment when you will need them, because in the next video I'll show you how to use copy-writing as the way to solve those problems of not having a product, of not having a list. As hard as this will be to believe you're making huge progress already just by watching these videos.

The next one, I think will blow your mind. It's all about possibility and it's all about getting the life you want, the life you and your family deserve. Please click the like button below and leave me your comments. You can tell me what you liked, you can ask questions about anything you don't understand, you can let me know what we need to give you so that you can be helped some more, you can even share success stories. I love hearing about you, about your business and about how I can be more

helpful to you. I read every single comment personally. As you can already see below I answer as many of them as humanly possible, even the weird ones.

I look forward to reading your comments and questions. Until next time, God bless you and I'll see you in the next video, The Two Hundred Million Dollar Copy Formula.