

The Leaderboard Method

Lee Murray

A Quick Message From Lee Murray:

Howdy do, buckaroo!

I just wanna thank you for picking up your own smouldering hot copy of “The Leederboard Method.” Yeah, the title's a bit vain perhaps... but I really am like totally full of myself and stuff... so that makes it okay. :)

Juss playin'. Naw, I was completely serious.

In any event, I just wanna start this report off by telling you that you are welcome to give it away! We can all use high-quality bonuses, opt-in reports, and the like.

This helps us look good in the eyes of our audience... especially given all the horrific IM products circulating about. I mean sheesh man, there's some real stankin'-ass crap on the market. C'mon, don't tell me you haven't noticed! ;)

When you give away something that entertains, inspires, provokes, and truly educates your peeps with only the most current, accurate, real-world strategies, philosophies, and tools... you look like a hero, even if you didn't create it yourself!

As such, here are your rights with “The Leederboard Method...”

[NO] You may not sell it at any price.

[NO] You may not edit it in any way, shape, or form.

[NO] You may not claim authorship.

[YES] You may give it away to your list to build goodwill.

[YES] You may use it as your freebie on your squeeze page.

[YES] You may use it as a bonus for either your own or someone else's product. (A great way to build a buyers list!)

You get a top-shelf giveaway product, I get some branding. It's win/win!

Okay, now let's get on with the show...

How I Earned \$1800 In 3 Days With 5 Simple Emails...

Now a lot of people will read this result and think to themselves “Holy effing crud, man! That's \$600 a day! How in the world can you make that kind of money?”

But that's not really correct.

See, each of the emails I wrote took me an average of 10 minutes to write and send. So that's really not \$600 a day in the traditional sense. You know, I didn't put in any long, hard days or anything. It wasn't 3 days *of work*... not by a long shot.

In actual fact, after tacking on the other 10 minutes that it took me to deliver my bonuses to the folks who took me up on my offer...

It wasn't really \$600 a day at all. More like \$1800 an hour!

Semantics. Freakin' annoying, right? ;)

But I really do think it's an important distinction to make. Once you get to a certain point in your IM career, you can seriously do the same types of things in your own business. In fact, if you'll allow me, I'd like to show you how right now. Cool?

Responsive Email List + Mind-Blowing Bonus + Big Product Launch = Wealth.

That's the formula.

Or to shorten it up a bit, let's say...

List + Bonus + Leaderboard = Wealth

Simple enough, right?

So let's take a look at each of the four components in this equation. Then, we'll get you working on your own financial freedom using the power of IM list building, email marketing, and product launches!

Sound groovy? Then let us do the damn thing...

Component #1 – A Highly Responsive Email List

A responsive list is your most important asset online, without rival. No other aspect of your business even matters without this. Your business is only as successful as the responsiveness (combined with the size) of your mailing list.

The most responsive list you can build is a buyers list. That is, a list of email addresses of folks who have either bought from you directly... or who've purchased another vendor's product and were sent to your squeeze page as a bonus.

Either way, this constitutes a buyers list... the crème de le crème of email lists.

The next most responsive list you can build is a warm list. This is a list of people who opted into your list because they already know you and like you. And how, pray tell, do you get them to know you and like you?...

You give them great content before you ever ask for their email address!

This means that they come to your opt-in form already diggin' both the stuff you put out... and hopefully you personally. This is far more important than many folks will have you believing. People do not respond to those whom they dislike.

And people oftentimes dislike marketers they don't know... by *default*!

So build your list by putting yourself out there, rather than by just aimlessly buying solo ads, running ad swaps, and engaging in all those other cold list building practices that result in terrible-quality email lists. Please do yourself that favor, ok?

My favorite ways to build a warm email list are posting in forums, writing great articles (and free e-books) and distributing them all over the internet, and chatting with people in Facebook groups or via Skype.

I then send them to my squeeze page after they've gotten to know and trust me.

Works like a charm.

Component #2 – A Mind-Blowing Bonus:

Mind-blowing.

This means that the people on your list actually want your BONUS more than they want the affiliate product you're promoting!

I'm telling you right now, my absolute most astronomically effective campaigns were those in which I barely even mentioned the affiliate product I wanted my people to buy. I just talked my bonus up like it was the 2nd coming... or something.

Bonuses are the bee's knees. It's just like product creation... except it needn't be a big deal. You don't need a sales page, a payment gateway, affiliates, or any of the other stuff that generally accompanies the whole being a product creator thing.

Not only that, but it can be relatively modest in size.

As long as it packs a punch, and is highly relevant (unless it's bonus type #6 or #7 detailed below) to the product that's launching, you're in really good shape.

There are many different types of bonuses you can create, and the type that you happen to offer for one promotion can (and should) differ wildly from the next.

Here are a few examples...

1. An info product that complements or enhances the main offer.
2. A piece of software that enables customers to automate the main offer.
3. A service (either one off or ongoing) that enables customers to automate.
4. A bundle of your previous products.
5. An exclusive interview with the product creator.
6. A physical product.
7. A rebate.

Let's take a quick look at each of these individually, including the type of main offer that each bonus is most effective being used with.

1. An Info Product

Creating a quick e-book or video is easy. You can simply go through the main affiliate product and take notes. Or you can devise your own exclusive strategy that plays off of what's been taught.

This is actually a great bonus type to offer with a software product. In other words, if the affiliate product you're promoting happens to be a piece of software, you can do a screencast where you actually use the software to a favorable conclusion.

Just please make sure that you create your own info product bonus. Don't be a lame-ass who goes the PLR route. Your customers deserve exclusive content! ;)

2. A Piece of Software

If you happen to be a programmer or know a programmer, you can create an exclusive piece of software that is designed specifically to streamline the process outlined in the affiliate product you're promoting.

For example, if you're promoting a course that covers A/B squeeze page split testing, you can devise a Wordpress plugin that allows customers to create and split test a multitude of squeeze pages and components at the click of a mouse.

Know what I mean?

Not only will your bonus be perceived as highly valuable because it's an actual piece of software vs. "just an e-book" or whatever... it'll also be perceived as incredibly useful, as it's custom-tailored to the product you're promoting!

3. A Service

This can be a good way to go if you don't have any products of your own, don't want to create a product, or if you already happen to offer a service that would be a dynamite match for the affiliate product you're promoting.

An example could be if you're promoting a basic internet marketing course about blogging... and you offer to install a fully functional Wordpress blog for anyone who

buys this particular course via your affiliate link within the next 24 hours.

Something like that.

The beauty of this is that some services can be automated. For example, I offer a weekly promo email service. That is, I actually write emails for my clients to use in their own marketing efforts. These emails promote specific products within the IM space. Each week, I deliver 5 new emails... this is GREAT done-for-you content!

In fact, this service is the very bonus I offered during my \$1800 campaign. We'll get to this soon enough. For now, I'm just planting the seed in your mind.

So you can either provide a labor-intensive service, outsource the labor to a worker on Fiverr, for example... or simply plug the folks who buy through your affiliate link into a pre-existing weekly or monthly service. Easy as that, homie! ;)

4. A Bundle of Your Previous Products

This is pretty self-explanatory. It's a great way to stack value, especially if you have a good amount of products. If these are info products, however, be careful. You really don't want to attack your audience with information overload.

Especially if the affiliate product you're promoting is an info product... it's almost rude to tell someone "hey, go watch those 14 videos, read a 98-page e-book, and then read my five books, totaling another 350+ pages."

I mean, give 'em a damn break, homie! Know what I mean?

A bundle is great when you have a variety of product types included in your bundle, especially if all the products are related to the product being launched. Use your own best judgment, instincts, and common sense with this, okay?

5. An Exclusive Interview With the Product Creator

This is great because it's obviously highly relevant. It's more or less an extension of the main product, but folks can only access it by buying the product through YOUR affiliate link! This type of bonus generally performs exceptionally well.

6. A Physical Product

This is a bit outside the box, but it can work like gangbusters during a really big launch, provided it's a high-ticket product that you're promoting.

Let me give you an example...

In the past, I have promoted major product launches where different package sizes were offered. For the sake of simplicity, we'll say that the product I promoted was a membership. And for this membership, my people could either pay \$47 per month for 12 months... or get lifetime membership for \$299.

I really wanted to sell that lifetime option, as I made a \$150 commission, vs. less than 25 bucks a month (with a significant drop-off after the first month or two).

So for the monthly customers, I offered a series of digital bonus products...

But for those who opted for the \$299 lifetime membership, I offered those same bonuses... in addition to a brand new iPod! I think the iPod I was offering cost around 70 bucks, which still gave me a net profit of 80 dollars.

Now this product was being sold via Clickbank, who offers a 60-day money back guarantee on all products in their marketplace. So what I did was simply delivered all of my digital bonuses, along with a "coupon" for one free iPod in their choice of color... which they could claim the day after the refund period expired.

I made loads of sales, got a nice leaderboard prize, and earned a boatload of sweet-ass \$150 commissions! There was a lot of work involved with this promo. I actually built up a full 7-page review-style blog with tons of pretty pictures, etc.

But at the end of the day, I made thousands.

It was very nice.

I think I may do it again in the near future! ;)

7. A Rebate

Now here's something that could definitely be classified as a grey-hat technique. Here, you would offer buyers a discount for buying through your link. They buy the product for 10 dollars, let's say... and you give them 5 dollars back. Or even all 10!

This is something that I don't do personally, as my ethics won't allow it. That's not to say it's necessarily a bad thing. For example, you can tell them that you'll give them their 10 bucks back if they agree to buy the vendor's OTO.

I don't know, though.

I'm not gonna spend too much time going over this strategy.

I don't fully endorse it, so there ya go.

But it is an option.

Component #3 – A Big Product Launch:

They're all over the place, to tell you the truth.

Spend some time on sites like [Muncheye](#), [JVNotifyPro](#), and [WarriorJV](#). Also, join marketing groups on Facebook and other social sharing sites. Make friends in the community. Sign up to the email lists of your favorite marketers.

It's your job as an affiliate marketer to stay in the know where good JV opportunities are present.

Here's what I personally look for when seeking out a quality launch to promote...

1. A reputable vendor. I seldom go with a no-name (for lack of a nicer term). You want somebody who others are likely to already know and trust. People like Shane Farrell, Bryan Harkins, and my punk ass are good folks to start with!
2. A good product. Never promote crap to your list. That's a good way to significantly compromise *your* good-standing... and *their* responsiveness.
3. A niche that you know and can quickly and confidently custom-create a bonus product (or two) for.
4. Low barrier to entry. I usually promote lower-cost front-end products. I actually like to keep it under 10 bucks, personally. This will convert better for you, get you more sales, and hike you up that leaderboard!
5. A leaderboard with good prizes! Make sure that there's an inspiring goal to be reached. I usually aim for contests with at least a \$500 top prize. You can do whatever. Obviously, only good can come from winning a contest.

Some contests are for bragging rights only... and this can be a really good thing. It'll put you on a lot of people's radars, and next thing you know, you'll be “rubbing shoulders” with some bigger names who can help you cash in BIG down the road. These opportunities are truly priceless.

6. A solid funnel with good profits. Again, I typically promote low-cost front-end products where the vendor pays me 100% instant commissions. This gives me immediate beer money, and my friend Stan's mom cab fare to get home.

Mama jokes. I'm 15. ;)

But beyond that 100% front-end commission, I also expect to earn a commission on any other products the vendor may be offering as part of his or her funnel. 50% is pretty much the industry standard.

So visit those sites I linked to above and start looking for upcoming launches that:

- A) are from people whose names you know.
- B) look like quality products that will convert well.
- C) are in a niche that you know and can create a bonus on.
- D) are under 10 dollars, ideally.
- E) come complete with JV contests... with prizes that excite you!
- F) have a good-looking sales funnels that can boost your profits.

Now, we're going to take a look at how to put this all together. Then, I'll show you precisely what I did, step-by-step, to earn that 1800 bucks!

The Leederboard Method action plan coming right up...

YOUR ACTION PLAN:

Okay, ready to get your butt to work?

I would be if I were you. This stuff is RAD! ;)

These are the steps I'd like to see you take:

1. Create a small product in a niche within the internet marketing space. A report or a single video will work fine. You can refer to Phil Steptoe's "Buyers List Arbitrage" or Shane Farrell's "Bonus Buyer Profits" if you need details.

Also, I have a crazy cool way to pull this off that I'll be sharing with you in my long-awaited, upcoming course, "That One Article." Be sure to watch for it!

2. Go to Muncheye.com, JVNotifyPro.com, and/or WarriorJV.com and make a list of all the upcoming product launches you can find... in your niche. So if the product you just created is in the CPA niche, then list CPA product launches.
3. Contact every single product vendor on your list and offer your small product as a value-enhancing bonus. Try to get their first bonus spot. You will then create a basic bonus squeeze page (see image on page 13) and provide the vendor with the url of this squeeze page.

The vendor will then link to this url from his or her product download page. Whenever somebody buys their new product, they'll be directed to this page, where they can click the link and opt-in to your list. By doing this, you're building a list of proven buyers! This is the best type of list you can have.

You can ethically "bribe" these vendors by telling them that you'll promote their offer, create a video testimonial for their product, do some kind of work for them, or return the favor (attach their bonus to your future launch).

Congratulations On Picking Up Alex and Marius' NEW Plugin, "Opt-In Gate!"

To claim your "21 And Done" bonus from Lee Murray, simply register your copy below. Be sure to use your best email address to ensure proper delivery.

I WILL NOT send you to any upsell offers. You've obviously got enough on your plate as it is. But you **WILL** be added to my email list. Believe me, this is a blessing, not a curse. You will see effective email marketing in action, my friend. That's worth 100x the investment you've already made!

Be sure to get familiar with Alex and Marius' software first. Then, use "21 And Done" to set yourself up for even greater results!

This is the real deal, amigo. You just hit pay dirt!



Enter Your Details Below:



Best Delivery Email:

Yes, Lee! Give It to Me!

Remember, this is NOT a free course. Others have to pay for it. You're receiving it as a FREE bonus because Alex Costan is a friend of mine... and there is no doubt that the combination of his plugin and my training will help you reach great new heights with your IM business!

Thanks and enjoy,



Lee Murray

(This is one of my bonus squeeze pages. Please don't copy it... I'd like to remain unique in the marketplace, thank you very much. ;) But I really wanted to give you an idea of what we're looking at with this step. I hope this helps!)

4. Be diligent and aggressive with this approach. Your goal is to build a buyers list of 1000-1500 people! The more, the better... obviously. But with a white hot list of just 1500 buyers, you can easily dominate some smaller contests!
5. Go back to the aforementioned JV sites... or just keep your ear to the ground and pay attention to any upcoming product launches that your IM homies happen to be talking about. Again, you're only interested in products that are in the same niche that you've built your list around.

Strictly adhere to the criteria we set forth above... on page 10.

6. Sign up to promote the launch! The sign up form will be located on the seller's JV page. Also, don't be shy about asking this vendor to place your opt-in bonus* on their download page!

*I don't wanna confuse you here. There are TWO types of bonuses that you'll be using. There's the opt-in bonus that you'll be using to build your buyers list. We actually just discussed this in step 1 on page 12.

The other type of bonus is your "bribe" bonus. This is the one that you'll be using to get the people on your list to buy the product being launched through YOUR affiliate link, rather than somebody else's. Make sense? If not, just contact me at lee@listbuildingwithlee.com and I'll help you understand.

In most cases, these two bonuses will not be the same product. In other words, your opt-in bonus and bribe bonus will be two completely different products.

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7. Go through the product being launched ASAP... well-before its actual launch date. Become familiar with its contents. Form some opinions. You can even make little notes to yourself... especially where you think the product may be lacking. Remember, if it's not complete, that's a bonus opportunity for you!
 8. Create your bribe bonus! Refer to pages 5-9 of this guide for assistance. Remember to keep it highly relevant. Make the original product work better!

9. Mail your list... a few times. I don't have any real method to my madness. I just mail out whenever I feel like it. Sometimes I just watch the leaderboard. If somebody's creeping up on me, I'll mail again.

I'll share my exact \$1800 email campaign with you in the next (and final) section of this book. But here's the thing... I'm not consistent with this stuff. I do NOT consider email marketing to be a science at all. It's totally an art!

As such, there are really no hard and fast rules to follow. Sure, there are best practices, but even some of these can conflict with each other... so it's up to you to adhere to the best practices for the specific email you happen to be writing at the time. I really hope this makes sense.

In any event, as a general rule... in the first email, you'll introduce the product being launched. Talk about it. What do you really like about it? Also, what do you think might be missing? Introduce your bonus as a solution to what you think is lacking. You don't have to do this. Just a suggestion.

But you'll definitely wanna pimp your bonus. Tell your people that all they have to do is reply to your email with their receipt and you'll hook it up. Conversely, you can add your bonus to the W+ or JVZoo offer, as the product will almost certainly be launching through one of these two platforms.

You can search online for instructions on how to do this. It's easy.

I then mail again (email #2) about 6-12 hours later. (I told you, I'm pretty random!) In the second email, I'll talk almost exclusively about my bonus. I'll then list instructions on how to claim my bonus. Step one, buy the affiliate product through my link... step two, reply with your receipt, etc.

I send this email to everyone on my list... not just unopens or non-clicks, etc. At the end of this second email, I let people know that if they already did claim their bonus, it will be delivered within 24 hours (or whatever). This makes it look like mailing to my entire list was deliberate.

My philosophy is that just because somebody opened my email doesn't mean they clicked... and just because they clicked doesn't mean they bought... and

I'm not gonna let 'em off the hook that damn easily! ;)

So that's why I mail everyone again in my third email! I'll send this out early the next day (or maybe even right before bed... I love making money in my sleep). I'll likely take an attitude of gratitude with this email...

“Thank you so much to everyone who took me up on this exclusive bonus offer. You are going to be leaps and bounds ahead of your competition, etc.”

I will then proceed...

“And if you haven't yet taken me up on this ridiculous bonus offer, it's not too late... though it soon will be. So you need to jump in now. Here's how...”

I'll then reiterate the steps they need to take.

Then, I'll typically deliver the bonus 12 hours or so later... and send out a fourth email letting everyone know that the bonuses have been delivered. I'll thank them again, and then tell them that I've got a small handful of bonuses left, and that this is their last chance to claim theirs.

I may stop there... or maybe not. Depends on how the leaderboard is looking at that particular point in time. But I play for keeps. I'll definitely get aggressive with my mailing, if the situation calls for it. Honestly, it rarely does.

And that's it, compadre!

Then, you just claim your prize money. You may not be winning the grand prize initially... but you'll be richly rewarded, all the same. Other big names will notice you. You'll win some bonus cash – there are all types of prizes you can claim, including best EPC, highest conversions, first to make a sale, etc.

And all this is in addition to the hefty “regular” commissions you'll be earning!

Alright, so now for my case study...

MY \$1800 HOUR

The Bill Hugall “Rainmaker” Launch:

Displaying 10/11/2014 to 10/16/2014								
⚡ Seller	⚡ Product	⚡ Clicks	▼ Visitors	▼ Sales	⚡ Conv	⚡ \$ per Visitor	⚡ \$ per Sale	⚡ Total
13 Products		441	537	114	21.23%	\$2.33	\$10.99	\$1,252.81
Bill Hugall	The Rainmaker	430	334	98	29.34%	\$2.87	\$9.77	\$957.31
Bill Hugall	Rainmaker Elite	0	98	10	10.20%	\$2.07	\$20.25	\$202.50
Bill Hugall	rainmaker semi elite	0	67	0	0.00%	\$0.00	\$0.00	\$0.00
Bill Hugall	IM With Bill (RainMaker Edition)	0	10	2	20.00%	\$4.05	\$20.25	\$40.50
Bill Hugall	IM With Bill (RainMaker Edition) ds	0	7	2	28.57%	\$3.64	\$12.75	\$25.50

Transaction Details

Payment Received (Unique Transaction ID # [REDACTED])

Sent by: Mark Tandan (The sender of this payment is **Non-U.S. - Unverified**)

Buyer email: [REDACTED]

Payment sent to: lee@listbuildingwithlee.com

Amount received: \$500.00 USD

Fee amount: \$0.00 USD

Net amount: \$500.00 USD

[Issue a refund](#) ?

You have up to 60 days to refund the payment.

Date: Oct 16, 2014

Time: 08:39:10 PDT

Status: Completed

Subject: Mark Tandan has just sent you \$500.00 USD with PayPal

Note: Way to take it down on Rainmaker man!

Payment type: Instant

(Mark Tandan is Bill Hugall's JV manager.)

Transaction Details

Payment Received (Unique Transaction ID # [REDACTED])

Sent by: Mark Tandan (The sender of this payment is **Non-U.S. - Unverified**)

Buyer email: [REDACTED]

Payment sent to: lee@listbuildingwithlee.com

Amount received: **\$70.00 USD**

Fee amount: \$0.00 USD

Net amount: \$70.00 USD

[Issue a refund ?](#)

You have up to 60 days to refund the payment.

Date: Oct 12, 2014

Time: 18:01:20 PDT

Status: Completed

Subject: Mark Tandan has just sent you \$70.00 USD with PayPal

Note: **Dude, you outran the zombies and won the Walking Dead promo...**

Payment type: Instant

[Return to Account Overview](#)

(I honestly don't remember what the Walking Dead promo was. Something like most sales during a particular day... before Walking Dead, one of Bill's favorite shows, was aired. Something like that. ;)

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Por

Favor



Bill bill@billhugall.com via getresponse.com
to Friend ▾

Oct 16 ☆

Well gang, launch just wrapped and you folks CRUSHED it.
Thanks one and all for your support.

Let's peek at the final standings and what we'll be
paying out for well-earned bonuses...

#1 - Lee Murray - Big Dawg claims the \$500 bonus and bragging rights.
Close to 100 front end sales at over 30% conversions. In - freaking - credible.
Lemme review your email marketing products more closely ...

#2 - Mike from Maine - showing YET AGAIN why he contends on any leader
board he sets his eyes on. Nearly 90 front end sales and converted like a
beast. Happy to send you your \$300 bonus, SIR...

#3 - Jeremy Kennedy - See this guy's name so often on leader boards it
comes as no surprise. Once again he delivers the goods, and this time walks
with a sweet \$200 bonus!

#4 - Gaurab Borah - What can we say? Got his own launch going on, and
STILL cracks the top 5. Simply amazing. Thanks Gaurab, amazing support
and stoked to be sending you a \$100 bonus for your promo.

#5 - Brett Rutecky - swept in out of absolutely no where and took over 5th
spot from some very worthy contenders. This guy brings heat no matter when
he mails, quite obviously. Thanks Brett and we'll be sending you your \$50
bonus for 5th spot.

A **special thanks** to those just outside of the top 5 who made it very interesting
and had an awesome promotion: Bryan Harkins, Adam Payne, Sam Mann,
Travis Morgan and Alex Jeffreys. We REALLY appreciate your support and are
so glad it converted so well for you.

Now, I assure you, I'm not showing you all of this to brag. I'm showing it to you to
brag my motherkissin' buns off! I mean, I did win "bragging rights" afterall... right?

But seriously, it wasn't that difficult to pull off.

You've really just gotta be someone who:

1. People like and respect
2. Has a bonus that everyone wants
3. Has a decent list, and
4. Isn't afraid to use it!

So rather than try to explain what I did, why don't I just share my emails with you? Seeing the actual work I did will, in fact, be far more powerful than just offering you a bunch of ideas and philosophies. Here's the meat and potatoes, kimosabe...

Email #1 – Sent October 11, 2014 @ 4:58pm

Subject: [BONUS FROM LEE] I LOVE This Kind of Stuff!

How eerily fitting...

I'm here to tell you about Bill Hugall's brand new course, "The Rainmaker." And it is absolutely pouring outside right now... big time storm here in the Northwest United States.

So see, Bill's course totally works! ;)

No, but for realz... I've always loved this type of course. The big, complete video course with a real blueprint, traffic modules, conversion modules... but most important is the \$100k blueprint that Bill shares.

This is the type of stuff that the big dogs of internet marketing are doing...

>> [Click Here - You'll Be Thrilled With This!](#)

You'll also get 3 Fast Cash modules from Shane Farrell, where you'll learn how you can be making money by TONIGHT!

Bill is also giving away some great free bonuses, including my own "21 And Done" package, among other things.

But I wanna sweeten the pot for you today...

LEE MURRAY'S HOTTEST BONUS EVER!

You're already gonna have so much information and strategy to get through with this enormous course from Bill, including all his bonuses, that I'd be doing you a HUGE disservice if I offered you yet another course as a bonus.

I want to give you something that you can actually use!

So for the next 24 hours only, I'm gonna hook you directly the hell up, my friend... 14 DFY IM emails... 14 MORE emails... and my weekly promo service...

FOR LIFE!!!

These emails are the bee's knees, hombre. You will not or can not find better emails anywhere... because nobody WRITES better emails! ;)

Ah, the ego... she's a' runnin' strong today. Must be the storm!

In any case - and listen very closely here - this offer has the power to transform your life more than just about anything else possibly can.

Remember, email marketing is the most powerful online business model on the planet. And you're going to have an email marketing MASTER essentially doing all the work for you. And I'll never stop providing these emails to you!

The first 14 emails are great because they start with a high-powered welcome email. This warms your subscribers and buyers up to you... and prepares them to start spending money with you every day!

Then, the emails get into educational content, product promotions, and more. I even include an email (#14) that tells your readers exactly why it's so damn important that they continue to invest in their education and build their IM library.

The next 14 emails pick up right where the last 14 left off. Content and promo emails, each one with an affiliate link geared to make you money!

So you can load these up into your autoresponder, and if you send them to go out daily, you'll have a full month of content. Every other day? TWO months! However you roll, you'll have LOADS of top-shelf emails banking for you 24/7.

But the real granddaddy is the weekly IM promo service...

You will be added to my delivery list where each month, you'll be given 10 hot new product promotion emails to send out to your list. These promote specific products in the IM niche, and I even show you where to get your links!

One week, you'll receive 3 email promos. The next week, you'll receive 2. And they will continue to alternate like that week in and week out... for life!

Tell me THAT'S not a Hell of a bonus for a tiny 10 dollar investment in Bill's new course! Go ahead, tell me. Men bearing straight jackets are standing by...

"But Lee, What If I'm Already a Member of This Service?"

I do have an alternate bonus, but only for 10 folks. And that's a 20-minute strategy session on Skype, where we will simply determine where you're currently at, where you want to be, and the fastest, most enjoyable way for you to bridge that gap and start taking the appropriate actions immediately!

>> [Click Here If This Sounds Like the Deal of a Lifetime!](#)

And please, go through Bill's course. It's HOURS and HOURS of content, yes. But all great industry leaders take their education seriously. Internet marketing should be no exception. And for such a low price... you are set!

Grab Bill's "Rainmaker" course now. Reply to this email and I'll get you set up with your bonuses. I'm really excited for you... but remember, this offer is only available for 24 hours, so you've gotta jump in right now!

How'd you get so lucky? Oh yeah, 'cause you're on MY list! ;)

I really need to work on that conceit stuff, don't I?

Tee hee.

Have a rockin' weekend, my friend.

Talk soon,

Lee

P.S. [Click this link](#). Get Bill's course. Reply to this email. Grab your bonus.

Email #2 – Sent October 11, 2014 @ 9:37pm

Subject: Unlimited Email Content For Life? [20 HRS LEFT]

This is unlike any other bonus offer you've ever seen.

That's not marketing speak... that's real.

28 emails, complete with affiliate promotions, to load into your autoresponder and make you ongoing income.

Then 10 additional promo emails each and every month for the rest of your life... you NEVER have to write another email EVER again!

And all of this content is written by ME personally.

Dude, only an IDIOT would let this pass them by.

Here's all you have to do...

1. Order Bill Hugall's new "Rainmaker" course via [this link](#).
2. Reply to this email with your receipt.
3. Wait for me to get back to you with your bonuses, right after the Seahawks/Cowboys game tomorrow.

That's it. "Rainmaker" is only like 11 bucks right now. You spend 11 dollars, you get unlimited email content for life.

>> [Click Here - Don't Be Stupid!](#)

A big thanks to those who have already taken me up on this. You'll be hearing from me after the game tomorrow. :)

Thanks and enjoy,

Lee

P.S. Let's be perfectly clear. I will NEVER make this offer again. This is literally hundreds and hundreds of dollars of value for only 11 bucks. [Click here](#) to get this insane, once in a lifetime deal now.

Email #3 – Sent October 12, 2014 @ 12:18pm

Subject: [OPEN ME] NFL Sunday... and the Greatest Bonus Offer In History!

Un-be-freakin'-lievable!

The Ravens were just up on the Bucs 28-0 at the end of the 1st...
And right as the 2nd quarter began, they scored another TD!

35-0 with 3 quarters of football left to play. WOW!

Anyway, you'll have to excuse me. I get pretty passionate about this sport. And I cannot wait to watch my Hawks play the Cowboys tonight! Although... it'll be kinda bittersweet.

Why?

Because the very second the game ends, my bonus offer expires.

If you're unaware, I'm providing you with a lifetime of DFY promo emails that are already PROVEN to convert. These emails come complete with links that you can click to access each respective product's affiliate center. That's where you'll grab YOUR links!

These emails are designed to put cash in your Paypal account...

Period!

My paying customers pay me \$120 a year for this service. And at this price, it's an undeniable deal. I mean, you NEVER have to write another email... EVER again! Dude... that's HUGE.

But until the clock runs out on the Seahawks and Cowboys, you can get lifetime access to this service for only 11 bucks. How?

>> Step 1 - [Click This Link!](#)

Step 2 - Order Bill Hugall's hot new "Rainmaker" course.

Step 3 - Reply to this email with your receipt.

At the end of the game, I will contact everyone who has followed these steps... and I'll deliver your goodies.

That's all I got for now. GO HAWKS!

Take me up on this offer... seriously.

Always in your corner,

Lee Murray

P.S. Remember, you're also getting an additional 28 emails to load into your autoresponder. These come with a welcome email (and it totally rocks), a motivational email, content emails, and promos.

P.P.S. The clock's winding down fast. I will NEVER offer this bonus again. If you've already taken me up on this offer, thanks. You'll be hearing from me after the game. If you haven't, [click here](#) to do so now.

Have an AMAZING Sunday, my friend! ;)

Email #4 – Sent October 12, 2014 @ 7:43pm

Subject: 2.5 Stinkin' Hours Left... That's How SAD I Am!

Stupid Cowboys. Got me all grumpy n' stuff. Too sad to send out bonuses quite yet. So I'll do it at 9:00 PDT.

This gives you exactly 2 and a half hours from right now to...

1. [Click this link](#) now.
2. Grab Bill Hugall's new "Rainmaker" course.
3. Reply to this email with your receipt.

What will you get from me?

Oh, not much. Only unlimited done-for-you promotional email content for the rest of your life. Hardly worth 11 bucks, right?

Puh-leeze. This is quite possibly the most insane bonus offer ever.

But you need to jump in on this NOW. Once I stop crying like a little girl who skinned her knee, this offer's done forever.

I suggest that you [click this link](#) and get started immediately!

If you're one of my prized customers who has already taken me up on this unbelievable offer, I offer my sincere thanks. You're gonna LOVE what my content can do for you.

Oh, and Bill's course is pretty great, too! ;)

Okay, do it now. that is all.

Always my best to you,

Lee

Email #5 – Sent October 13, 2014 @ 9:22pm

Subject: [ATTENTION] Important Announcement From Lee Murray...

Well hello again. I'm mailing like crazy, ain't I?

I hope you don't mind.

I first just wanted to say thank you to everyone who took me up on my groundbreaking bonus offer over the weekend. May the lifetime email content serve you very, very well... like it already has others! ;)

If you bought Bill Hugall's "The Rainmaker" through my link and still haven't requested or received your bonus, please reply to THIS email with your receipt and I will set you up with lifetime email content!

Now I do realize that some people missed out on this offer. Lots of folks didn't check their email over the weekend, etc. I've gotten multiple emails stating this.

So I have decided - for two main reasons - to open this offer back up until 11:59pm PDT Tuesday. It's only fair that I give those who didn't see my offer in time a chance to claim their bonus, as well.

The first reason is to provide an opportunity to those who missed out... the second reason is to solidify my position atop the launch leaderboard. We both win!

So if you want top-shelf promotional emails for life...

1. [Click here](#) and order Bill Hugall's "Rainmaker" now!
2. Reply to this email with your receipt.
3. Receive your bonuses tomorrow @ 11:59 pm PDT.

That's all you've gotta do, my friend.

ANOTHER ANNOUNCEMENT FROM LEE...

My upcoming list building course, "That One Article," is poised to become one of the greatest list building courses on the market. It even whips the heck outta "21 And Done!"

And I'm telling you right here and now, this email bonus I'm offering is the PERFECT fit to "That One Article."

Just a little heads up for ya.

So if you haven't already, [click this link](#) to get started!

Thanks and enjoy,

Lee

Alright, so some people reading this right now may think that this is actually a whole lot of writing and took me an incredibly long time to put together.

Nay.

In email format, what appears to be a big chunk of text is actually just a sentence or two. Also, if you're passionate about what you're writing about, the words just flow out. I happen to type somewhere in the vicinity of 90 words per minute.

But even if you don't, there's no reason why your emails would need to be as long as mine. There's one reason and one reason alone that some of my emails are a bit long... and that's because I LOVE to write them!

Seriously, it's such a joy for me that sometimes I don't wanna stop. ;)

The last thing I wanna mention, and then I'll wrap this up...

I totally could have taken some extra time dissecting each of the emails above for you, telling you exactly why they worked to put over 1800 bucks in my life within the span of a weekend...

But as I said earlier, this is an art... not a science.

It works for me because my approach is playful, genuine, and authoritative. It's NOT because I followed some damn formula! Know what I mean?

I don't want you trying to copy my style.

It won't work. People will see right through it.

You need to be yourself. Folks will respond favorably to that, trust me.

The most important thing is that the product you're promoting kicks ass, your bonus kicks ass, and your emails convey extreme value, a sense of urgency, and the idea of exclusivity. That is... "taking THIS action TODAY is the ONLY way to get it!"

I hope this helps you immensely in your internet marketing endeavors.

Now go win yourself a JV contest, baby!

To your many upcoming victories,



Lee Murray

THE BEST FREE LIST BUILDING GUIDE EVER PRODUCED... EVER!



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