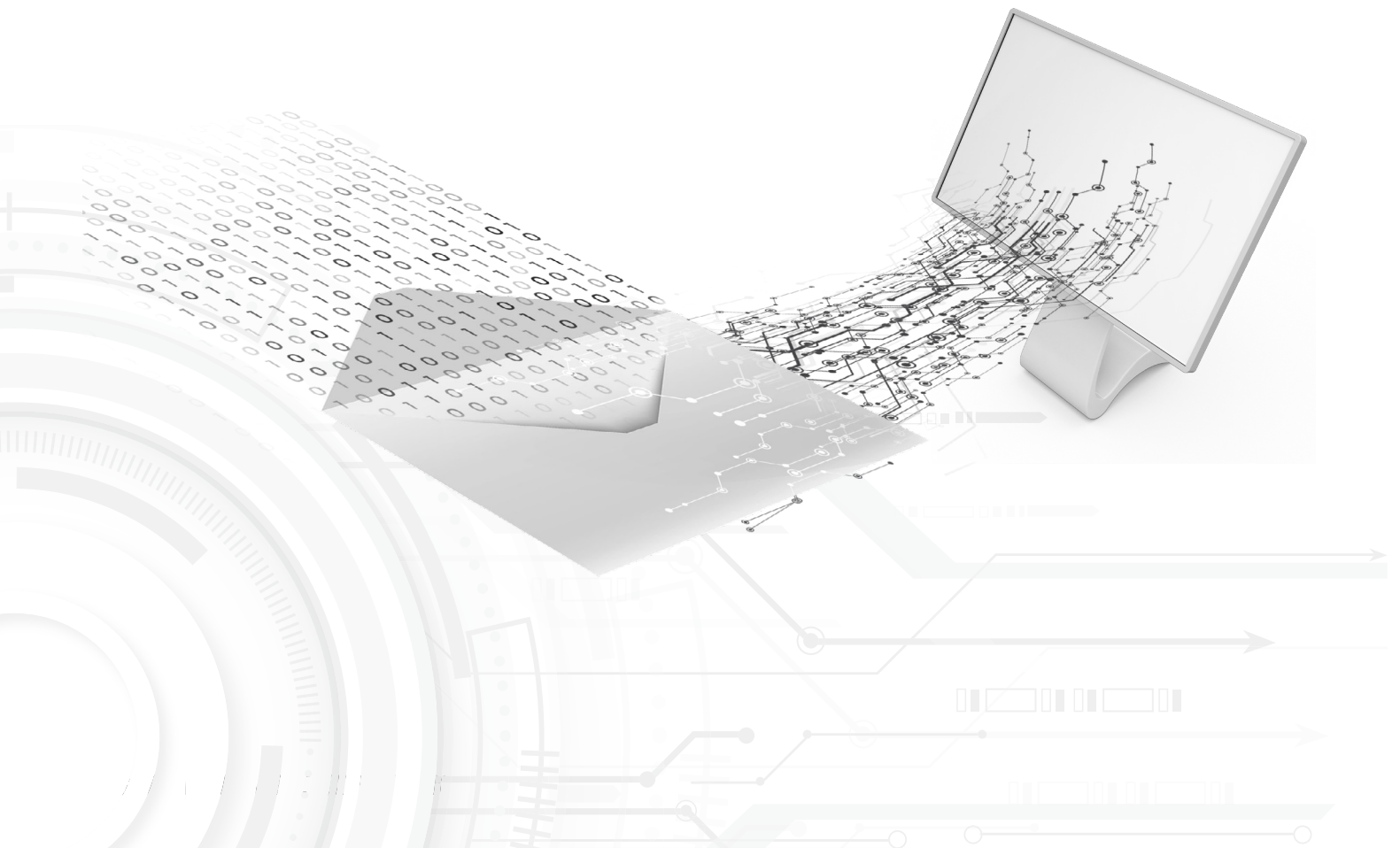




HIGH PERFORMANCE INBOX PLAYBOOK



ABOUT

Email is the biggest revenue driver for most businesses online...

In this guide, you'll get the best strategies from the world's top copywriters and email marketing experts on everything from getting your emails delivered, opened, and engaged with... to skyrocketing your email profitability, subscriber lifetime value, and the most powerful short and simple campaigns for fast execution and massive impact.

WHY EMAIL MARKETING?

- **\$36 for every \$1 spent** is the average return on investment (ROI) through email marketing. Email marketing delivers one of the highest ROI among digital marketing channels.
- For customer acquisition, email is **40 times** more effective than social media platforms like Facebook or Twitter.
- **70% of consumers** are more likely to make a purchase based on a personalized email.

We've crafted this High Performance Inbox Playbook with your success in mind, designed to help you shine in this dynamic and fiercely competitive business environment.

We've divided this playbook into **six easily digestible chapters** and **15 strategies**, so you can explore our step-by-step guide for a comprehensive understanding of how to maximize the potential of your email list. In addition, you'll get checklists, guides, and graphs to assist you in understanding following the plays in the playbook.

EMAILS PROVIDE THE STRONGEST CONNECTION WITH YOUR PROSPECTS
Make them count!



WHO IS RICH SCHEFREN?

You may or may not know his name, but you probably know people who have been coached by him (and the people coached by them).

For years, **Rich Schefren** has been an influential giant in the world of marketing and Internet business strategy, and the visionary behind the groundbreaking platform, Steal Our Winners.

Known as the oracle of Internet Marketing, or the “guru to the gurus”, Rich’s legacy is far-reaching. He has mentored some of the most successful online business experts, including Ryan Deiss, Russell Brunson, Todd Brown, Alex Jeffreys, Mike Filsaime, and countless more, skyrocketing their revenues by billions and leading to pivotal changes in their businesses.

From the very beginning of his career, he scaled three of his businesses to reach annual seven-figure revenues. His innovative spirit led him to introduce the world’s first-ever viral business report in 2005, the “Internet Business Manifesto”, which remains a cult classic and brings invaluable insights to businesses to this day.

Rich was unstoppable. He went on to develop the first automated webinar in 2009, which for the first time ever allowed businesses to extend their reach and impact without the constraints of live events. The automated webinar has since become a staple in the marketing industry.

In his legendary business journey, Rich has a worldly vision to help transform every aspiring entrepreneur into a successful business owner.

His strong sense of purpose, passion, expertise, and innovative thinking culminated in his current enterprise, Steal Our Winners, where Rich and his team bring in the industry’s TOP experts to do in-depth workshops that most business owners pay tens of thousands of dollars to get access to.

Rich Schefren’s Steal Our Winners is a testament to his reputation and legacy in the digital marketing world. It serves as a source of knowledge and inspiration for entrepreneurs to excel in the ever-evolving landscape of digital marketing.

TABLE OF CONTENTS

SECTION 1: EMAIL PERFORMANCE METRIC BOOSTERS

- Accelerated Email Sequences That Boost Clicks Up To 7X
- The One-Word Subject Line That Gets Emails Out Of The Gmail Spam Folder
- 5 Easy But Powerful Tweaks That Get Your Emails Opened, Read, And Generating Profit

SECTION 2: RE-ENGAGEMENT & DELIVERABILITY

- Get 40% Open Rates From A Dead Email List
- Boost Engagement, Satisfaction, and Sales With This Unusual Google Doc Strategy

SECTION 3: OFFERS AND PROMOTIONS

- 3 Types of Promotions That Trigger a Flood of Renewals
- Triple Your Email Profits With 5 Expert-Tested Subject Line Strategies
- The Black Friday Email Blitz That 5X'D Sales
- Making An Extra \$50K In Royalties From A Single Email
- Holiday Email Campaigns That Squeezed \$66K From An Old Offer
- The Email That 7X'd Lifetime Value In 7 Days

SECTION 4: EPIC EMAIL CONTENT STRATEGY FOR SOLO/DAILY EMAILS

- The E.P.I.C. Solo Email That Escaped Boredom And Doubled Conversions
- Bipolar Daily Emails That Made \$230K In A Month

SECTION 5: EMAIL AUTOMATION

- Create AI Chatbots That Get Sales And Leads While You Sleep

SECTION 6: MONETIZE NON-BUYERS

- Convert Non-Buyers With An Easy 3-Day "Interrogator Campaign"

SECTION I: EMAIL PERFORMANCE METRIC BOOSTERS

This section delves into strategies for enhancing email performance metrics. It discusses accelerated email sequences, techniques for avoiding the Gmail spam folder, and simple yet effective tweaks for increasing email open rates and engagement.





ACCELERATED EMAIL SEQUENCES THAT BOOST CLICKS UP TO 7X

Matt Bockenstette unveils the power of accelerated email sequences to captivate new subscribers, showcasing how to offer instant, engaging content right after sign-up.

PROBLEM

The onboarding sequence contains the most critical emails a new subscriber will ever receive. Yet most marketers only send them one onboarding email per day. And as a result, they miss opportunities to convert them into buyers faster.

SOLUTION

Use Matt Bockenstette's accelerated email sequences to create genuine win-win opportunities as soon as your subscribers sign up. Then keep them engaged by providing more content as soon as they want it.

ACTION PLAN

Step 1: In your welcome email, give subscribers the lead magnet(s) you promised in exchange for their opt-in (23:15)

Step 2: Four hours after, send them another email that teases another free gift as a bonus (23:43)

- In the copy, ask readers to confirm that the link for the lead magnet works by replying with “Yes”
- Then promise a bonus congruent with the lead magnet if they reply

Step 3: For the rest of your onboarding sequence, teach new subscribers about a general idea, strategy, or product related to your offer (12:30)

- In your emails, invite them to learn more about the topic by clicking a call-to-action (CTA) that leads to a webpage
- In the webpage, share examples that dive deeper into the topic you teased in the email
- If they click the CTA, tell subscribers to check their inbox for the next email in the sequence
- If subscribers don't click, send the next email in the sequence after 24 hours

Step 4: Add scarcity to your marketing campaigns by allowing your most engaged subscribers to buy your offer ahead of everyone else (14:26)

- Follow the same strategy as your onboarding sequence
- Once they've clicked enough CTAs, add them to a segment
- Send this segment the link to purchase your offer (and limited-time bonuses) on day 1 of your launch

KEY TAKEAWAYS

Deliver Valuable Content Immediately to New Subscribers (4:08)

Allow new subscribers to access your most valuable content as soon as they join your list, giving them control over the content consumption pace.

Focus on Email Sender Reputation (17:18)

Pay attention to actions that boost your email sender reputation, like getting emails opened, clicked, and moved to primary tabs. This helps ESPs perceive your emails as personal and welcomed messages.

Prioritize Reader Benefit in Welcome Emails (20:07)

Avoid framing actions in welcome emails for the sender's benefit rather than the reader's. This approach can be seen as selfish and a lost opportunity for engagement. Instead, focus on providing immediate value to the subscriber, like a free gift, to establish trust and value.

SUPPLEMENTAL TOOLS & RESOURCES

[Watch episode here>](#)[Audio Recording](#)[Episode Transcript](#)

ABOUT THE CONTRIBUTOR

Matt Bockenstette is the Founder of CopyLegends.com, a fast-growing community of copywriters and marketers with over 7,000 subscribers worldwide, including A-listers like Gary Bencivenga, Drayton Bird, Brian Kurtz, David Deutsch, Bob Bly, Kim Krause Schwalm, and Doberman Dan.



THE ONE-WORD SUBJECT LINE THAT GETS EMAILS OUT OF THE GMAIL SPAM FOLDER

Troy Ericson demonstrates a unique method to avoid the Gmail spam folder using a simple one-word subject line, revolutionizing email deliverability and engagement.

PROBLEM

Businesses often get stuck in the dreaded Gmail “Spam” folder because they constantly blast promotional emails to their list, causing their open rates to suffer. And once you’re in the Spam folder, it can cost you thousands of dollars a day in lost revenue.

SOLUTION

Use just the word “test” as the subject line. Then in the email body copy, mention you’re “testing” something out and encourage the reader to reply.

ACTION PLAN

Step 1: Open up a new Gmail account for testing (3:22)

Step 2: Start sending business emails to this account (3:31)

Step 3: Note which folders (Primary, Promotional, or Spam) these emails land in (3:34)

Step 4: If they land in the Spam folder, send another email to this account with the word “test” (lowercase letters) as the subject line (5:30)

Step 5: In the body copy of this email, mention how you’re “testing” something and encourage a reply (e.g., “Hi. We just got some new T-shirts in stock. Would you like to test a few out to see which ones you like? Reply with the word ‘test’ and let us know.”) (5:57)

Step 6: If this new test email lands in the Primary inbox of your test Gmail account, send it to your list (6:12)

Step 7: If this email doesn’t work with your list right away, send another week’s worth of engaging emails to your list, then try it again (8:20)

Step 8: (Optional) Boost your average open rates by changing your payment processor settings so that email receipts are sent from your custom domain instead of a payment processor like Stripe (4:14)

KEY TAKEAWAYS

Avoid Low Engagement (2:20)

A common mistake is emailing the entire list without paying attention to open rates and click-throughs. Consistently low engagement rates (below 10%) can lead email service providers like Google and Yahoo to classify your emails as spam. List hygiene, along with technical aspects like SPF, DKIM, DMARC records, are crucial.

Optimize Receipt Emails (4:14)

A simple yet often overlooked method is to change the domain from which receipt emails are sent. By default, platforms like Stripe send receipts from their domain. Changing this to your domain can significantly increase open rates, as receipt emails have an 80% open rate.

Combining Engagement Tactics (10:00)

Combine various engagement tactics in a single email. For instance, using a ‘test’ subject line and asking for a reply within the email can further boost engagement.

Using MailWarm.com for Engagement (10:39)

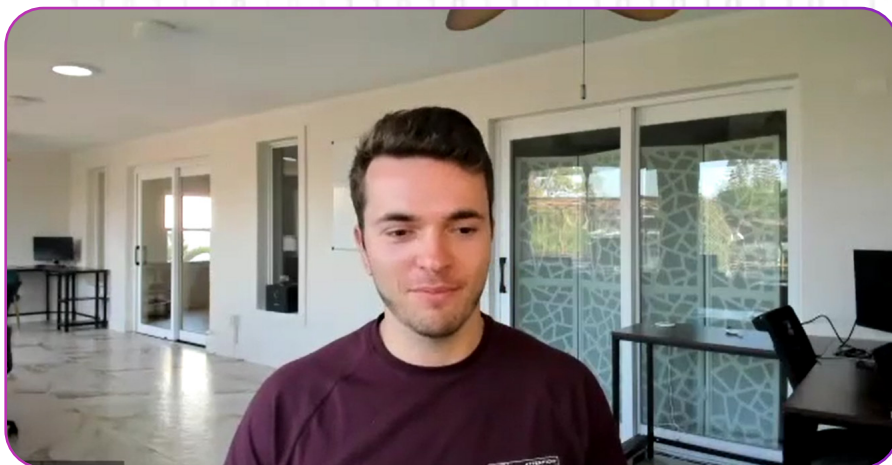
MailWarm.com is recommended for increasing engagement, especially when warming up a new domain. The service sends emails from your domain and automatically opens and replies to them, thus boosting engagement metrics.

SUPPLEMENTAL TOOLS & RESOURCES

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ABOUT THE CONTRIBUTOR

Troy Ericson is the Founder of [EmailParamedic.com](https://www.troyericson.com), a boutique email marketing agency that helps online businesses and entrepreneurs scale their email lists. He's generated over \$25 million in email revenues for his clients and his own business since 2018. His main specialties are getting offers to convert on cold traffic, getting emails to land in the primary inbox, and finding every missing penny in his clients' email lists.

To learn more about Troy, visit <https://www.troyericson.com>.



5 EASY BUT POWERFUL TWEAKS THAT GET YOUR EMAILS OPENED, READ, AND GENERATING PROFIT

Jay White offers five easy, yet powerful tweaks for crafting emails that grab attention and drive engagement, transforming mundane emails into compelling communication tools.

PROBLEM

Email marketing is an essential part of launching products, staying top-of-mind with customers, and more. But since most people are jaded by promotional spam, they'll find any reason to NOT read your email, costing you a chance at a sale. So what are some quick and easy tweaks to help craft engaging emails that actually get opened, get read, and get click-throughs?

SOLUTION

Follow Jay's 5 quick and easy tweaks to yield the biggest improvement to your email marketing's engagement and revenue.

ACTION PLAN

Step 1: Make your subject line under 25 characters or less (08:56)

Step 2: Pose your subject line as a question if possible (09:40)

Step 3: Add an ellipsis “...” to your subject line (11:32)

Step 4: Write casual, story-based emails that transition into a want, need, problem, or desire (18:45)

Step 5: Include a link in your email as if it provides the answer to the problem or desire (25:31, 26:33)

Step 6: (Bonus) Use a ‘second subject line’ (29:37)

Step 7: (Bonus) Use automated custom images (44:59)

Step 8: (Bonus) Use animated countdown timers to increase urgency (45:59)

KEY TAKEAWAYS

Incorporate Storytelling (18:45)

Shift your email content from direct hard-sell messages to storytelling. Modern email recipients can easily spot and ignore overt sales pitches. Use engaging, less intrusive story-based content to capture and maintain the interest of your readers.

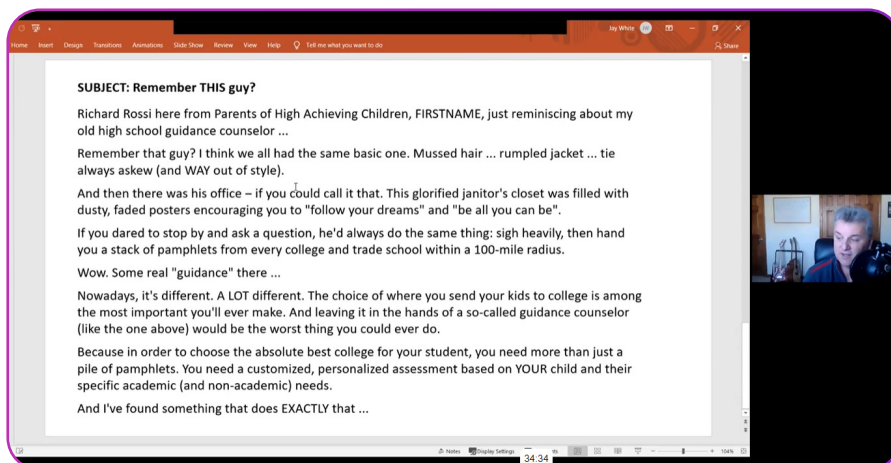
Strategic Link Placement (26:23)

Be thoughtful about where you place links in your emails. Guide your readers towards the link by framing it as the solution to a problem or need highlighting in the email. This approach can enhance the chances of the link being clicked.

Use Personal Stories for Engagement (21:35, 41:04)

Personal stories can be powerful in creating a connection with your audience. Share relatable experiences to build rapport and trust with your readers, which can lead to increased engagement and sales.

SUPPLEMENTAL TOOLS & RESOURCES

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ABOUT THE CONTRIBUTOR

Jay White is a copywriter, coach, consultant, and email marketing expert. He's the creator of AWAI's *Email Copy Made Easy* and its predecessor, the *Autoresponder Apprentice* program. He has spent much of his career crafting sizzling hot emails and follow-up autoresponders for the biggest names in the direct response and internet marketing world including Jay Abraham, Steven Pierce, Jeff Walker, Rich Schefren, and more.

To learn more about Jay, visit <https://emailcopyguru.com>

SECTION 2:

RE-ENGAGEMENT & DELIVERABILITY

Section 2 includes tactics for reviving a dormant email list and strategies for ensuring emails reach the subscriber's inbox





GET 40% OPEN RATES FROM A DEAD EMAIL LIST

Adam Robinson shares his strategy for reinvigorating a dormant email list, revealing how to achieve remarkable open rates and turn inactive subscribers into active customers.

PROBLEM

To their dismay, marketers often remove unresponsive leads from their primary email list as a way to keep open rates and deliverability high, even though it means shrinking their list and potentially their profits. But what if you could salvage those “dead” emails and turn them into high-value buyers?

SOLUTION

Send re-engagement emails to your inactive subscribers starting the moment they check their inbox using GetOpeners. Then, if they open your email, add them back to your active email list to start generating more sales right away.

ACTION PLAN

Step 1: Create a segment of your list containing your inactive email subscribers (11:18, 15:59)

Step 2: If this list is over 100,000, start by targeting your past buyers or those who engaged most recently (12:13)

Step 3: Remove email addresses who've never engaged with any email you've sent (16:50)

Step 4: Remove email addresses with problematic domains like Comcast or Hotmail (17:08)

Step 5: Import this list into GetOpeners and follow the instructions to set up a one-click integration with your email platform (17:12)

Step 6: Create a 3-7 day email series that does not include offers and focuses on getting inactives to open the emails and deliver value (19:27)

Step 7: Send one email every two weeks or every month from the email series starting as soon as GetOpeners triggers the "event" letting you know they're checking their email

Step 8: If a subscriber opens an email, immediately add them to your highest-converting email marketing series (21:06)

Step 9: If a subscriber doesn't open after the second email, remove them from the re-engagement series (19:00)

KEY TAKEAWAYS

Match Anonymous Visitors to Email Addresses (3:43)

Use tools like GetEmails to legally match anonymous site visitors to real email addresses for more effective email campaigns

Send Emails Based on Real-Time Engagement (7:29)

By sending emails to individuals exactly when they are engaging with other newsletters, GetOpeners significantly increases the likelihood of email opens and engagement. This strategy can reinvigorate dormant email lists

Email Series Strategy Without Offers (19:27)

Create a three to seven-part email series without including direct offers. This approach can increase open rates for later emails in the series as unengaged recipients are filtered out. The focus is on nurturing leads rather than immediate conversion

Content Strategy for Warm Up Series (20:37)

For the initial warmup series in email marketing, focus on sending non-commercial, content-rich emails. This approach helps in building a rapport with the audience and improving email

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ABOUT THE CONTRIBUTOR

Adam is a serial software entrepreneur and best-selling author of *Permission (Sh)marketing*. He's also the Co-Founder and CEO of Robly, GetEmails, and GetOpeners, which help businesses sell more through email using cutting-edge software and marketing.

To learn more about Adam, visit: <https://getemails.com>



BOOST ENGAGEMENT, SATISFACTION, AND SALES WITH THIS UNUSUAL GOOGLE DOC STRATEGY

Troy Ericson again showcases an innovative use of Google Docs in email marketing, illustrating how to boost engagement and sales with creative content sharing.

PROBLEM

You put time and money into building a list and creating a winning email campaign. But after your welcome sequence, how do you keep your list engaged with content that they not only WANT to open and read, but also BUY from you?

SOLUTION

Use the “reply email” tactic to collect your customers’ number one question about their problem or niche. Then, create a valuable Google doc that answers the best questions with subtle recommendations and links to your offers. And then send this Google doc as a bonus to anyone who emails a question.

ACTION PLAN

Step 1: Send an email to your entire list asking them their “#1 question about (your niche)” ([See first example here](#)) (08:54)

Step 2: Add the original “reply request” email to your autoresponder series immediately after your “welcome” email ([See example here](#)) (8:37)

- Tease the FAQ as a “special bonus” that they’ll get for answering your question

Step 3: Answer the best questions in a Google document ([See example here](#)) (14:20)

Step 4: As you answer their questions inside the FAQ, embed links to your recommended products (15:30)

Step 5: Send the FAQ document to your list and everyone who asked a question ([See second example here](#)) (16:45)

Step 6: Update your answers periodically and let your list know when you make any additions (18:57)

CASE STUDY

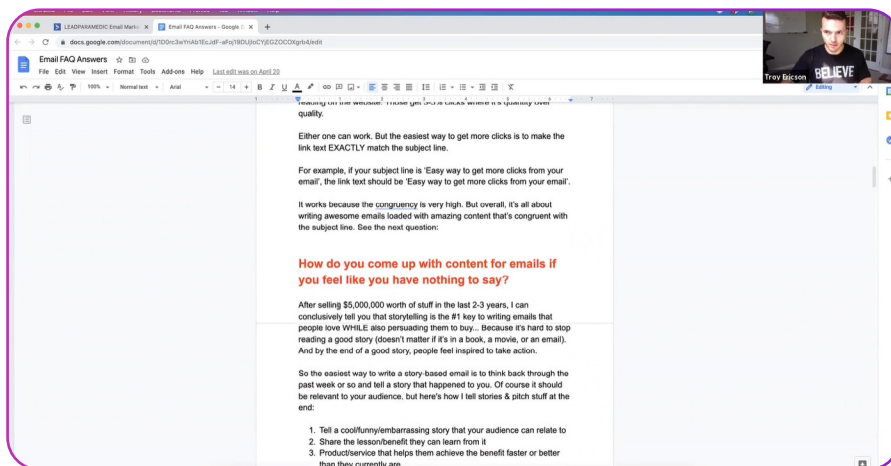
With this reply method, Troy's achieved 50% click-through rates when sending his "unusual" Google doc FAQ. Troy also gets daily notifications from Stripe as people randomly find his doc and buy products through his organic links -- even when he hasn't been actively promoting.

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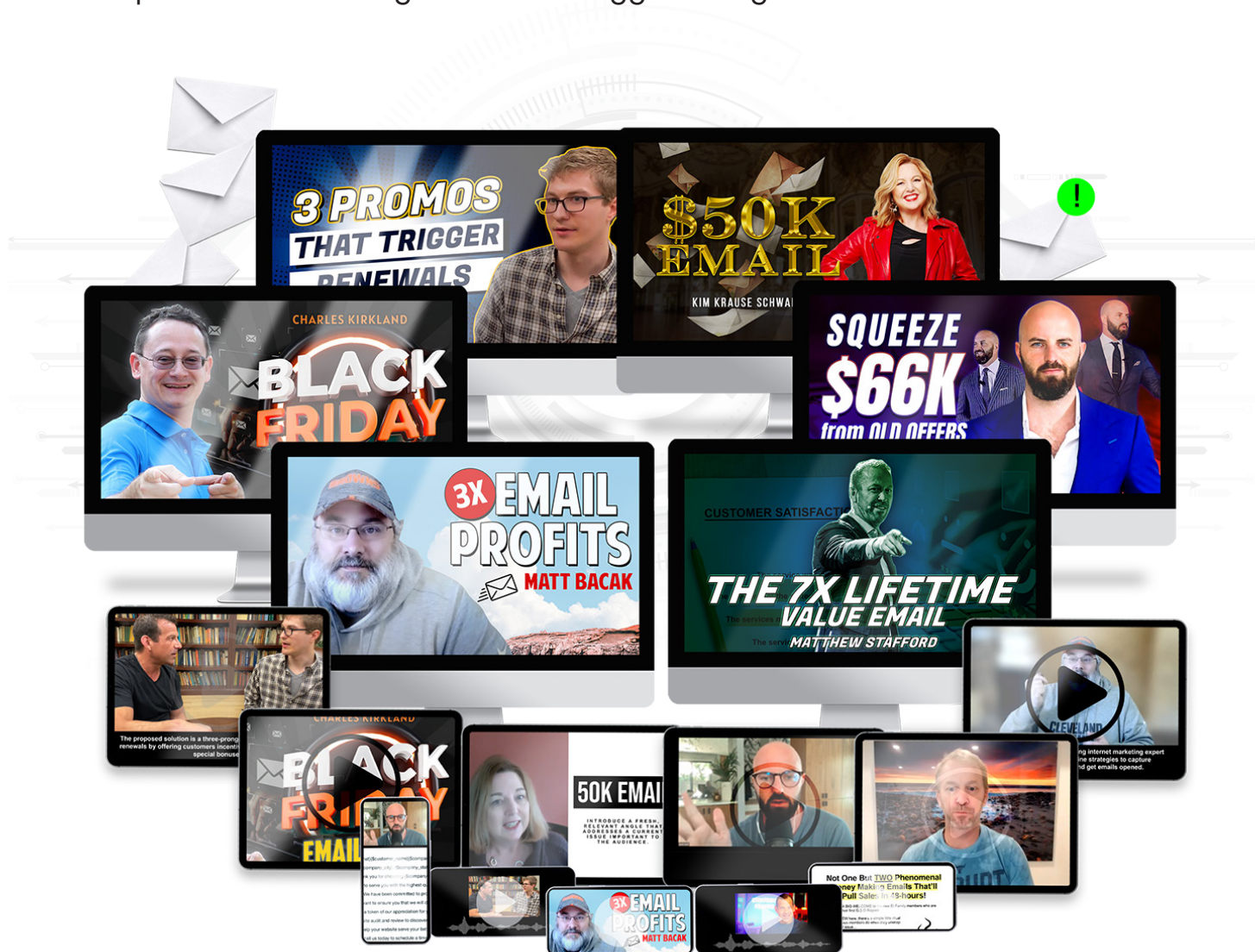
ABOUT THE CONTRIBUTOR

Troy Ericson is an email copywriter & deliverability specialist who scales email lists to multiple 6 figures per month. He's sold around \$15MM through copywriting & millions more with simple deliverability tweaks. He lives in Tampa, FL and is a former college baseball player.

To learn more about Troy and see his FAQ, visit:
<https://www.leadparamedic.com/email>

SECTION 3: OFFERS AND PROMOTIONS

This section is dedicated to crafting compelling offers and promotions. It covers various promotional strategies that can trigger a surge in renewals and sales.





3 TYPES OF PROMOTIONS THAT TRIGGER A FLOOD OF RENEWALS

Jake Johnson discusses three types of promotions that effectively trigger subscription renewals, offering practical advice for maintaining a robust and profitable subscriber base.

PROBLEM

Your best prospects are the people who've already bought from you. So if your subscription products struggle with renewal rate as low as 7%, then you're leaving a massive amount of money on the table and risk losing your customers forever.

SOLUTION

Implement a 3-pronged approach where you incentivize customers to renew with a combination of discounts and special bonuses — not just near the end of their subscription, but once a month or more.

ACTION PLAN

Step 1: Series Renewals (2:05, 3:46)

- Preplanned renewals that occur at the very beginning and end of the subscription term and often include a bundle of bonuses that incentivize the customer to renew.

Step 2: Monthly Renewals (2:37)

- Recurring monthly campaigns that incentivize customers to renew with a special offer

Step 3: Flash Renewals (3:15, 4:29)

- Timely events that create reasons to offer special renewal deals (i.e. a birthday or when a guru achieves a milestone)

KEY TAKEAWAYS**Upsell Immediately After Initial Purchase (1:27, 9:14)**

After a customer's initial purchase, if they did not opt for the highest-priced offer, follow up immediately with an upsell opportunity. This could be done within 24 hours of the first purchase, leveraging the customer's heightened interest.

Aim for Renewals as a Revenue Stream (5:18)

Strive to make renewals a significant part of your revenue, ideally around 10%. This approach can ease the pressure on other marketing channels and help meet monthly revenue goals.

Use Success Stories in Renewal Campaigns (7:04)

In the case of significant product successes, such as a substantial gain in financial products, use these achievements as a basis for renewal campaigns. Highlighting such successes can motivate customers to renew, hoping for similar results.

Target Customers Throughout Their Lifecycle (9:14)

Engage with your customers consistently, not just at renewal time. Plan to target them at different stages of their lifecycle with your product or service, ensuring that they are regularly reminded of the value you offer.

STEAL OUR
WINNERS

ANNUAL
MEMBERSHIP SALE

JUST FOR \$249



VIDEO INTERVIEW



ACTION GUIDE



AUDIO/MP3



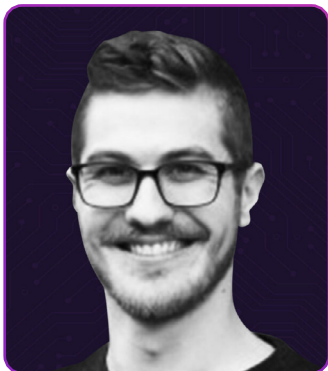
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ABOUT THE CONTRIBUTOR

Jake Johnson is the Monetization Director for Paradigm Press. Three years ago he began with the company sending out daily newsletters and marketing emails. Now Jake manages over 500,000 unique readers across multiple franchises and gurus building out the marketing schedule and monetization strategy for the company.



TRIPLE YOUR EMAIL PROFITS WITH 5 EXPERT-TESTED SUBJECT LINE STRATEGIES

Matt Bacak shares his expertise in crafting compelling subject lines based on extensive split-testing, demonstrating how to dramatically increase email open rates.

PROBLEM

It's never been more competitive to get your prospect's attention inside their email inbox. And if you can't get them to open their emails, then all the time you spend on your product, funnel, and email copy is a waste of time.

SOLUTION

Use internet marketing legend Matt Bacak's 5 subject line strategies to break through the noise and generate massive email open rates based on his 8,000+ split-tests.

ACTION PLAN

Step 1: Write your subject line in 6 words or less (7:46)

- Limit to 3 words when possible

Step 2: Create curiosity in the subject line that can't be satisfied without reading the email (7:12)

- Use the word “this” without revealing what it is (e.g., “I bought this”)
- Allude to a sale without revealing the product (e.g., “Normally \$X, temporarily \$Y”)
- Include an emoji that seems unrelated to the subject line, but makes sense once you read the email

Step 3: Mirror your subject line inside the email copy (8:37, 14:44)

- Repeat the subject line in the first line of email copy (aka use the “second subject line”)
- Repeat your subject line in the call to action link (e.g., “yoururl.com/subjectline”)

Step 4: Include only one promotional link in your email to increase deliverability (38:49)

Step 5: Maximize opens from every email you write (28:00)

- Split-test 5 radically different subject lines when sending your email
- Wait 12 hours
- Resend the same email, but with the winning subject line, to people who haven't opened it and didn't receive the winning subject line on the first send

KEY TAKEAWAYS

Focus on Earnings Per Click (EPC) (5:30)

Shift focus from traditional metrics like open rates to EPC. Emails with high click rates are more profitable than those with just high open rates.

Learn from Political Email Campaigns (32:09)

Pay attention to political email campaigns for inspiration and ideas. Political marketers often have large testing teams and innovative strategies, making their approaches valuable for study and adaptation.

Ensure URL Congruence (14:44)

The URL in your email should match or mirror the email address you're sending from. This congruence can improve deliverability and credibility.

Utilize Open Loops (42:19)

Consider using the Zeigarnik effect or open loops in your emails. This psychological tactic keeps the reader engaged and curious, leading them towards your call to action.

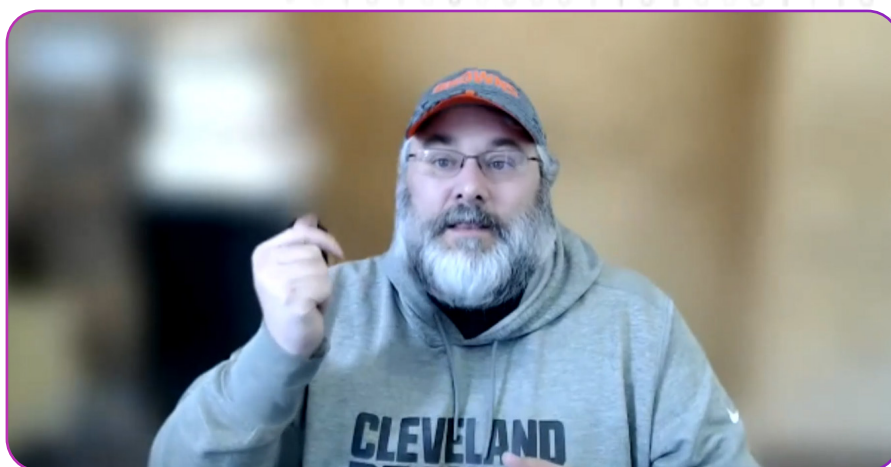
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BONUS RESOURCE:
[Instant Swipe File of
the Month](#)



ABOUT THE CONTRIBUTOR

Matt Bacak has been marketing online since 1997 and has conducted over 8,000 email split tests during his career. In 2010, he was crowned “Internet Marketer of the Year” by the Internet Marketing Association. He’s built a fan base of over 1.2 million people in his niche and is also a bestselling author.

To learn more about Matt, visit <http://www.mattbacak.com>



THE BLACK FRIDAY EMAIL BLITZ THAT 5X'D SALES

Charles Kirkland outlines a multi-channel Black Friday email campaign strategy, emphasizing the importance of urgency and targeted promotions to maximize holiday sales.

PROBLEM

Without a robust cross-channel Black Friday campaign, many entrepreneurs miss the chance to promote offers at a time when customers are primed to buy. This means losing out on huge spikes in revenue during the holiday season.

SOLUTION

Execute a multi-channel Black Friday campaign focused around urgent email promotions to maximize revenue by capturing buyer demand when consumer spending is highest.

ACTION PLAN

Step 1: Create 3 separate offers for Pre-Black Friday, Black Friday, and Cyber Monday to keep audiences engaged (7:09)

- Make each offer distinct with different discounts, bonuses, etc. e.g. offer an early discount, then a discount plus a bonus, then a final Cyber Monday deal

Step 2: Start promoting your Pre-Black Friday offer 5–7 days before Black Friday (9:05)

- **Tip:** Wednesdays before Thanksgiving perform well as people have cash before traveling

Step 3: Make email the centerpiece of your Black Friday campaigns since it drives the most sales (11:40)

- Use Charles Kirkland's attached resources as a guide
- Write short, urgent emails focused on the discount and savings
- Avoid being too promotional or "salesy" since it's already a major sales holiday
- Keep emails focused on the monetary discount, the savings amount, and the urgency of the deal ending soon

Step 4: Use other channels like SMS, social media, and paid ads to support your email strategy (11:10)

- Pull messaging from emails into supporting channels to keep it consistent

Step 5: Optimize your site and social media ahead of time with holiday theming and branding

- Make sure key landing pages reinforce the email promotion with matching imagery, discounts and urgency (27:46)

Step 6: End messaging 1–2 days after Cyber Monday before consumers are tapped out (15:08)

KEY TAKEAWAYS

Focus on Discounts During Black Friday (28:53)

During Black Friday, concentrate on offering discounts rather than building loyalty, as loyalty should have been established in the relationship leading up to the event

Consistency Across All Platforms (11:10)

Maintain consistency in your messaging across all platforms. If your email mentions a specific discount, make sure it matches what's offered on your website, in your ads, and on social media

Last-Minute Strategy (30:27)

If you're late in planning, focus on the biggest discount you can offer. Create an email centered around this discount and direct customers straight to the offer or checkout page. Keep it simple and to the point.

SUPPLEMENTAL TOOLS & RESOURCES

[Watch episode here>](#)[Audio Recording](#)[Episode Transcript](#)[Bonus Resource:
Offer Strategy Pyramid](#)[Bonus Resource:
Black Friday Pitch](#)

ABOUT THE CONTRIBUTOR

Charles Kirkland is a 3-time ClickBank award winner and has been recognized as one of the top 100 affiliates at ClickBank. Since starting online in 1999, Charles has advised startups, gurus, and mega players like Agora to substantially move the needle in their businesses.

To learn more about Charles, visit:

<https://www.linkedin.com/in/charlesrkirkland/>



MAKING AN EXTRA \$50K IN ROYALTIES FROM A SINGLE EMAIL

Kim Krause-Schwalm explains how a single email, focusing on a unique angle without altering the main control, can significantly boost revenues and royalties.

PROBLEM

If you have an online sales page, VSL or direct mail sales letter control that provides much-needed ROI, one of the most dangerous things you can do is make big changes to that control in an effort to boost revenues.

SOLUTION

Don't change a word of your control. Instead, use email to introduce a new, unique angle that addresses a pressing problem your audience is concerned about right now, then tie that unique angle back to your control.

ACTION PLAN

Step 1: Choose a control you believe could use a boost in revenues, even if it's still a successful promo. (5:20)

Step 2: Research to find a unique angle you'd like to test with the current control (6:48)

- Ask questions like: What's in the news? What are people talking about? What's "top of mind" with your audience? (21:14)

Step 3: Make a final decision on the unique angle you'd like to test in your emails. (7:39)

Step 4: Write an email subject line that teases your unique angle (14:50)

- TIP: If you think your unique angle may come across as a bit unbelievable, write your subject line as a question

Step 5: At the beginning of your email body copy, "meet people where they're at" by acknowledging awareness of the big idea revealed in the control (15:15)

Step 6: Introduce your unique angle (15:20)

Step 7: Reveal the compelling research you did that backs up your unique angle. (15:25)

- Use "unassailable" proof like case studies and quotes from experts to build belief in your unique angle

Step 8: Tie your unique angle to the proof, credibility and "unique mechanism" you reveal in your solution (16:10)

Step 9: Allude to the "grave danger" the prospect may face if they don't take advantage of the opportunity you're presenting (18:40)

Step 10: Tease how your solution offers "salvation" from this "grave danger" (19:02)

Step 11: Make sure there is a smooth transition that flows from the unique angle into to the content in the control (19:27)

Step 12: Give a call to action (CTA) that directs to the control offer (19:13)

CASE STUDY

When Kim used this tactic with a nitric oxide supplement promo she wrote, it received a 30% boost in revenues – all from writing just one short email that introduced a new, unique angle. What's more, Kim estimates the one email she wrote made her at least \$50,000 in additional royalties.

SUPPLEMENTAL TOOLS & RESOURCES

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ABOUT THE CONTRIBUTOR

Kim Krause-Schwalm was the first female copywriter to win control for Boardroom after she beat out legendary copywriter Jim Rutz. Today, she continues to write winning copy for top direct response companies while teaching up-and-coming copywriters everything she's learned over the past 22 years.

If you'd like to learn more about Kim, visit <https://www.kimschwalm.com>

HOLIDAY EMAIL CAMPAIGNS THAT SQUEEZED \$66K FROM AN OLD OFFER

Justin Goff discusses a holiday email campaign strategy that creatively tweaks pricing and employs story-based, deadline-focused emails to maximize sales.

PROBLEM

A new offer can provide quick, game-changing revenue, especially if it's high-ticket. But promoting the same offer multiple times to the same list will quickly lose effectiveness because the list has already seen the offer and the most enthusiastic prospects have already bought.

SOLUTION

Tweak the offer's pricing by asking for a small down payment and several larger monthly payments instead of one lump sum. Then, choose a holiday and send story-based, deadline-focused emails over 6 days surrounding the holiday, with 3 emails on the last day.

ACTION PLAN

Step 1: Identify a high-ticket offer that's performed well to your list that you'd like to generate more sales (2:40)

Step 2: Use a holiday as a reason why to offer it again with a special deal (9:00)

Step 3: Offer the product for a small down payment followed by 3 payments of a slightly higher amount (e.g., \$97 down payment + three \$297 monthly payments) (4:00, 4:44, 7:12)

Step 4: Over a 6-day period around the holiday, send one email per day for five days and three emails on the final day of the sale (10:40, 13:02)

Step 5: In each email, include:

- Unique story-based angles to grab prospects' attention (19:35)
- What's on the prospect's mind (e.g., the holiday, a looming recession, fraudulent copy coaches, etc.) (17:40)
- "Struggle" stories that show how you, customers, or the guru once struggled, then solved the problem (22:00)
- Social proof that shows how effective the product is (14:34)
- Credibility and "WOW" facts about the guru (i.e., facts that make prospects think to themselves "Wow, that's impressive.") (26:59)
- Offer and deadline reminders (33:24)

CASE STUDY

After earning \$32,500 in affiliate commissions by promoting Stefan Georgi's RMBC copywriting course, Justin's second promotion generated only \$5,000 from a \$997 offer. But once he applied

applied this strategy over six days during Thanksgiving, he earned a whopping \$38,000 in commissions, followed by an extra \$28,000 when he promoted it around July 4th – totaling \$66,000 in additional revenue.

SUPPLEMENTAL TOOLS & RESOURCES

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[Bonus Resource:
RMBC Email Promo
Breakdown](#)



ABOUT THE CONTRIBUTOR

Justin Goff is a world-class copywriter, marketer, and entrepreneur. He grew his former supplement company from zero to \$23 million in sales in just under three years. Today, he runs "The Copy Campus" Facebook group for copywriters and has worked with some of the biggest names in marketing including Golden Hippo, Agora Financial, 4Patriots, and more.

To learn more about Justin, visit <http://www.justingoff.com>



THE EMAIL THAT 7X'D LIFETIME VALUE IN 7 DAYS

Matt Stafford offers a unique approach to increasing customer lifetime value, demonstrating how an incentive-based survey email can lead to rapid repeat purchases.

PROBLEM

After a new customer makes their first purchase, they still lack trust in your business and need a strong enough incentive to quickly buy again – which is critical to increasing their lifetime value (LTV) and scaling your business with paid ads.

SOLUTION

Send new customers an email 24 hours after their purchase that offers a free gift in exchange for taking a short survey. Then, send those who complete the survey another email 24 to 48 hours later with instructions on how to apply the free gift towards a second purchase on your website.

ACTION PLAN

Step 1: Email new customers the survey 24 hours after their purchase (2:06, 11:07)

- Begin the email by mentioning how you're always striving to improve website and customer experience

- Offer a free gift in exchange for completing a survey (e.g., “For your help, I’ll gladly send you a \$20 Digital Gift Card to your email. You can use it immediately towards any future purchase from our store.”)
- Provide a link to a short survey for the first-time buyer to complete in order to get the free gift
- Finally, place a three-day deadline on the free gift offer to boost urgency
- TIP: Read the “2 Money Making Emails” resource below for more specific ideas on how to structure and write a winning gift card survey email

Step 2: In the survey, ask new customers questions that will allow you to better understand your ideal buyers (5:22)

- TIP: Read Matthew’s “8 Survey Questions & Reasons” resource to see what questions you should ask in your survey, plus the reason for asking each question

Step 3: After they complete the survey, send another email within 24–48 hours with instructions on how to apply the gift card towards other products on your website (10:29, 27:00)

Step 4: Use the information gathered from the survey questions to tweak, iterate, and improve your website’s online shopping experience (8:00, 17:26)

KEY TAKEAWAYS

Incentivize Customers for Retention and Referrals (24:06)

Offer incentives like gift cards to not only attract first-time buyers but also to encourage referrals and repeat business.

Leverage User-Generated Content (30:14)

Utilize customer reviews, testimonials, and other forms of UGC in your marketing. This builds authenticity and addresses potential customer concerns effectively.

Use Analytics and Heat Maps (41:48)

Employ tools like heat maps to understand how customers interact with your website. This information is crucial for making informed improvements

SUPPLEMENTAL TOOLS & RESOURCES

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2 Money Making
Email Samples](#)[Bonus Resource:
8 Survey Questions
& Reasons](#)

ABOUT THE CONTRIBUTOR

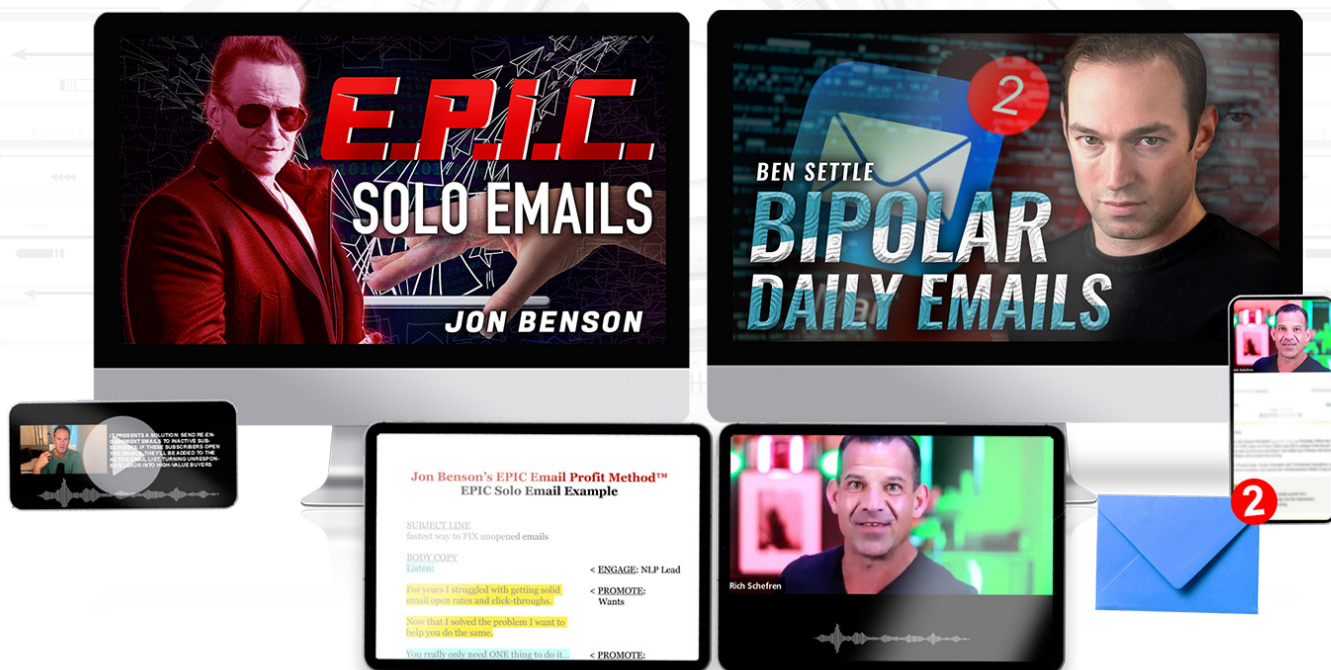
Matthew Stafford is the Co-Founder of BuildGrowScale, an e-commerce optimization company that helps brands scale profitably. He is one of the most highly respected e-commerce influencers in the industry and has helped generate over \$400 million in online physical product sales.

To learn more about Matthew, visit <https://buildgrowscale.com>

SECTION 4:

EPIC EMAIL CONTENT STRATEGY FOR SOLO/DAILY EMAILS

This section focuses on creating engaging and high-converting email content, particularly for solo or daily emails.





THE E.P.I.C. SOLO EMAIL THAT ESCAPED BOREDOM AND DOUBLED CONVERSIONS

Jon Benson introduces the “E.P.I.C. Solo Email” strategy, emphasizing engaging content and persuasive promotion to double conversions and enhance email effectiveness.

PROBLEM

Email remains one of the most effective ways to engage prospects, convert prospects into customers, build a long-term relationship, and increase lifetime value. But if your emails are boring, your readers will stop reading, stop buying, and eventually unsubscribe.

SOLUTION

Make your emails more engaging, more persuasive, and more profitable by implementing the four steps of Jon Benson’s “E.P.I.C. Solo Email” strategy in which you engage the reader with interesting content, promote your offer using the four driving forces behind any purchase, inspire the reader to make a big change, and promote consumption of your offer in the P.S. and P.P.S.

ACTION PLAN

Step 1: Engage: Start your email with one of the following interest-generating leads that bests fits your topic (7:24)

- Story: Share something intriguing that happened to you recently, then segue into your topic. (e.g., “And that reminds me of [TOPIC].”

- Curiosity: Ask a question that mentions an odd fact you researched about your topic (e.g., “Ever wonder why some people live vibrant lives past 100 years of age?”)
- Neuro-Linguistic Programming (NLP): Issue a command (e.g., “Check this out.” “Listen.”)
- Warning: Shock the reader into taking action (e.g., “If you don’t do this one thing, you’ll never lose weight.” Or “Heads up. There’s only one reason you’re failing to [GOAL].”)
- Pattern Interrupt: Insert a really odd image at the beginning of the email that you can tie back into a story that relates to your offer (e.g., “See this weird-looking fish? It helped me meet my fiancé. Here’s why.”)
- Statistic: Reveal data that grabs attention and generates curiosity (e.g., “Did you know 96% of all marketers are lazy?”)

Step 2: Promote: Implement the following four driving forces behind purchasing any offer in your email (13:44)

- Wants: The goal your readers desire (e.g., “Look great at the beach in a bikini.”)
- Needs: What essential thing your readers need to do to achieve their goal (e.g., “The ONE thing you need to do to lose weight by summertime.”)
- Fears: What frightening situation your reader may face if they don’t take action towards their goal (e.g., “If you don’t lose weight, you risk developing a serious illness.”)
- Actions: How the reader can take the next step so they can achieve their goal (e.g., “Watch this video to discover my proven weight loss system”)

Step 3: Inspire: Show how your offer has helped you, helped others, and will help the reader. (22:18)

- “This has helped me” (e.g., “This strategy is what helped me go from a struggling marketer who couldn’t make ends meet to a guy making seven figures a month.”)
- “This has helped others” (e.g., “This strategy has also helped dozens of other top marketers enjoy tremendous success online.”)
- “And this will help you, too” Segue into your call to action (e.g., “And this strategy will help you crush it online, just like it’s helped so many other top marketers. Click here to get started.”)
- TIP: Expand on or “dimensionalize” these experiences to really sell the results (e.g., “A few months from now, you’ll be earning so much money online that .”)

Step 4: Consume: Train your readers to see themselves consuming the product (28:00)

- Coach: In the P.S., “coach” your readers to take a simple action (e.g., “P.S. After you gain access to [offer] today, when you click on the link above, the first thing you’ll want to do is [simple action].”)
- Reread: In the P.P.S., instruct your readers to read a specific paragraph or line in the email body copy, preferably a line with a hyperlink to your offer (e.g., “P.P.S., You may want to reread the second paragraph because it’s beyond important.”)

CASE STUDY

Using this strategy, one of Jon's clients, who does ice-cold emails to dead lists, went from a .5% open rate to a 4% open rate, an 8X increase. Another of Jon's clients used this strategy to double the conversions of a financial newsletter from opt-in to purchase.

SUPPLEMENTAL TOOLS & RESOURCES[Watch episode here>](#)[Audio Recording](#)[Episode Transcript](#)[Bonus Resource: E.P.I.C
Solo Email Example](#)**ABOUT THE CONTRIBUTOR**

Jon Benson is a copywriter and inventor of the Video Sales Letter (VSL), which helps copywriters and marketers generate billions of dollars in revenue every year. He's also one of the few copywriters in history to earn over \$1 billion for his clients.

To learn more about Jon, visit <https://jonbenson.com>



BIPOLAR DAILY EMAILS THAT MADE \$230K IN A MONTH

Ben Settle reveals his “high/low” emotional rollercoaster email strategy, showing how alternating between optimistic and pessimistic emails can significantly boost sales.

PROBLEM

Writing uplifting, inspirational daily emails to markets with known insecurities like weight loss, dating, and personal development can help keep these audiences engaged, motivated, and open to buy. But if every email is positive and upbeat, readers often get too complacent, tune out, and stop buying.

SOLUTION

Take these audiences on a “high/low” emotional rollercoaster ride by sending an optimistic, uplifting email in the morning and a pessimistic, downbeat email in the evening. Then, commit to sending both emails every day and always include a call to action in every email.

ACTION PLAN

Step 1: Every morning, write and send an uplifting, inspirational email to your list (5:14)

- Provide inspirational quotes, motivational messaging, success stories, and other positive content that inspires your audience to take action

Step 2: Every evening, write and send a second email with a pessimistic, consequential take on the problems your target market faces (6:46, 7:45)

- Tell shocking, thought-provoking stories that show the consequences your audience will experience by not taking action to solve their problems

Step 3: Include a call to action at the end of each email (5:40)

KEY TAKEAWAYS

Time emails for optimal engagement (9:26)

Aim to send emails about an hour before their usual bedtime, as many people check their phones then. Alternatively, consider sending emails an hour after your market typically reviews their inbox in the morning.

Break status quo bias (10:07)

To drive action from a status quo, focus on simplicity or urgency. Present solutions that are easier than expected, like a simple diet plan, to encourage action even if the problem isn't critical. Alternatively, emphasize the worsening of a problem, like significant weight gain, to create a sense of urgency for immediate action.

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ABOUT THE CONTRIBUTOR

Ben Settle is the Publisher of *Email Players*, a paid newsletter that provides expert email marketing, copywriting, and client prospecting tips. Over the past 20 years, Ben has created email campaigns, written ads, and devised marketing strategies that have brought in tens of millions of dollars in sales for both himself and his clients in hyper-competitive, cutthroat markets. He's also the author of several acclaimed books, including *Email Client Horde*, *Infotainment Jackpot*, and *Copy Troll*.

To learn more about Ben, visit <https://bensettle.com>

SECTION 5:

EMAIL AUTOMATION

This section discusses the creation and utilization of AI-driven tools like chatbots for automating sales and lead generation processes





CREATE AI CHATBOTS THAT GET SALES AND LEADS WHILE YOU SLEEP

Matt Leitz explores the integration of AI chatbots in email marketing, providing insights into automating sales and lead generation for round-the-clock revenue generation.

PROBLEM

Live chat is a proven way to answer questions, overcome objections, and present offers to prospects the moment they show interest in your business. But human operators can be expensive, inconsistent, and difficult to scale as your business grows.

SOLUTION

Train ChatGPT on your business and integrate it into chatbot flows to provide automated sales conversations that drive revenue around the clock.

ACTION PLAN

Step 1: Train ChatGPT on your business by providing it with basic company details like name, location, products/services, etc. (16:40)

- **TIP:** Use short, simple prompts separated by colons and periods instead of in-depth mega-prompts.

Step 2: Build chatbot flows for important sales experiences like product purchases. (26:52)

Step 3: Program your chatbot to use ChatGPT for its default replies so that it can improvise when the preset chat flows don't work for a given response. (41:41)

Step 4: Deploy the chatbot on platforms like Facebook Messenger, your website, and text messaging. (36:25)

KEY TAKEAWAYS

Craft Effective AI Prompts (8:23)

When using AI tools, focus on creating clear and concise prompts. Avoid over-complicating instructions to ensure that the AI generates relevant and useful responses.

Implement Hybrid AI Systems (26:23)

Combine AI with human intelligence in your marketing strategies. Use AI for initial customer interactions and data analysis, but rely on human judgment for more complex decision-making and high-value sales.

Utilize Chatbot Development Tools (36:25)

Explore tools like Minichat and Bubble.io for creating advanced chatbots and integrating AI solutions. These tools offer flexibility and customization options to match your business needs.

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VIDEO INTERVIEW



ACTION GUIDE



AUDIO/MP3



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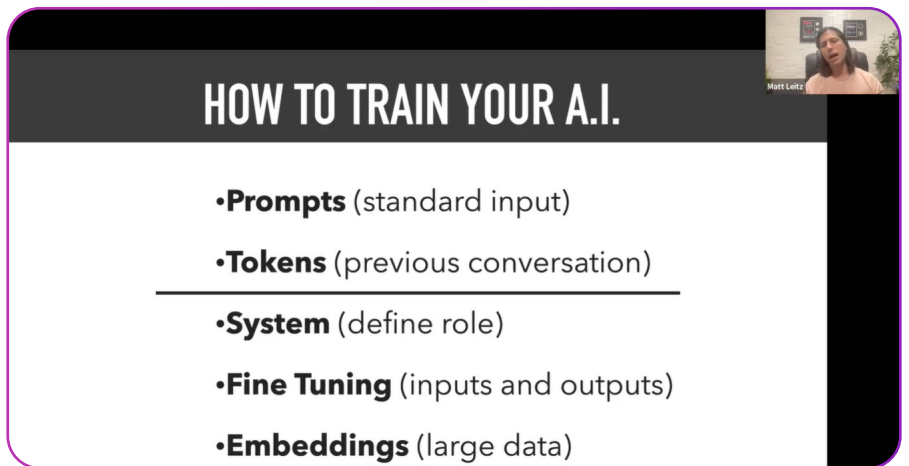
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ABOUT THE CONTRIBUTOR

Matt Leitz is the founder of BotBuilders, which specializes in leveraging chatbot and AI technology for automated lead gen and sales. He's consulted for many 8- and 9-figure entrepreneurs like Russell Brunson and Grant Cardone.

Learn more at botbuilders.com



HOW TO TRAIN YOUR A.I.

- **Prompts** (standard input)
- **Tokens** (previous conversation)
- **System** (define role)
- **Fine Tuning** (inputs and outputs)
- **Embeddings** (large data)

SECTION 6: MONETIZE NON-BUYERS

The section provides insights into converting potential customers who have shown interest but have not yet made a purchase





CONVERT NON-BUYERS WITH AN EASY 3-DAY “INTERROGATOR CAMPAIGN”

Rob & Kennedy reveal their “Interrogator Campaign” method, a three-day email strategy specifically designed to convert non-buyers by directly addressing their objections..

PROBLEM

By waiting until the next launch to put post-purchase feedback to use, many marketers miss out on valuable opportunities to address non-buyers’ objections in real time. This results in lower conversion rates and fewer buyers.

SOLUTION

After a launch, immediately ask non-buyers why they didn’t buy. Then use specific VSLs and a 3-email “interrogator campaign” to address their sales objections and convert non-buyers during the current launch period.

ACTION PLAN

Step 1: At the end of a campaign or launch, send out a survey to find out why people didn’t buy (7:22)

- Create a one-question survey with 6 options that cover the most common objections to buying (e.g., I don’t know what the offer is, I don’t know if this will work for me, I don’t have time right now, etc.)
- Send the survey to non-buyers via email
- Monitor responses to the survey to identify common objections
- TIP: Don’t put options that you can’t or aren’t willing to address

Step 2: After prospects answer the survey, take them to a simple thank you page with a 5-minute VSL that teaches them why their specific objection is either wrong or an advantage (8:25, 9:12)

Below the VSL, include a summary of the offer and a button to the order form

Step 3: After the thank you page, send three emails over a 3-day “Interrogator Campaign” aimed at tackling the objection (10:37, 14:00)

- Thank them for answering the survey
- Address their specific objection and provide a solution to the problem
- Then include case studies and social proof to address any doubts they may have about the offer
- End the series by taking them back to the thank you page

Step 4: Use the survey responses to improve front-end marketing (28:00, 32:31)

- Pay attention to the answers from people who fill out the survey
- Revise your ads, landing pages, and emails to proactively address common sales objections
- Update the survey if you find other common objections

Step 5: (Optional) If you have other offers related to an objection (e.g., A list-building offer for a marketer who doesn’t have a list yet), add those prospects to the campaign for that offer (25:25)

KEY TAKEAWAYS

Utilize Psychology in Addressing Objections (9:12)

Instead of directly countering the objection, try to turn the objection into an advantage. For instance, if the objection is about not being a good writer, you could focus on how your email marketing membership helps improve writing skills or doesn’t require advanced writing abilities

Keep Educational Videos Concise (15:15)

When creating educational videos to address customer objections, aim to keep them short, preferably under five minutes. These videos should fit naturally at the end of your marketing funnel, such as after a sales or content-led campaign. Since the customers have already been exposed to your offer multiple times, the videos should focus on a quick summary of the product or service and how it can benefit the customer.

Avoid Including Unsolvable Objections (26:45)

When presenting options or objections in your content, ensure that you only include those you can effectively address and overcome. This ensures that your responses are meaningful and helpful.

Eliminate the 'Easy Way Out' Options (27:13)

Be cautious not to provide options that allow your audience to disengage easily without giving genuine feedback or reasons. Removing such options encourages more honest and useful responses, enhancing the effectiveness of your communication.

Implement Timers for Limited-Time Access (11:44)

To create a sense of urgency, use a timer on your content or offers, indicating they will expire after a certain period. This strategy drives prompt action from your audience.

Focus on Content Expiry Rather Than Offer Expiry (11:52)

Instead of continuously opening and closing offers, which can be exhausting, apply urgency by making specific content, like a video, available for a limited time. This approach keeps your offers consistent while still leveraging the power of scarcity.

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VIDEO INTERVIEW



ACTION GUIDE



AUDIO/MP3



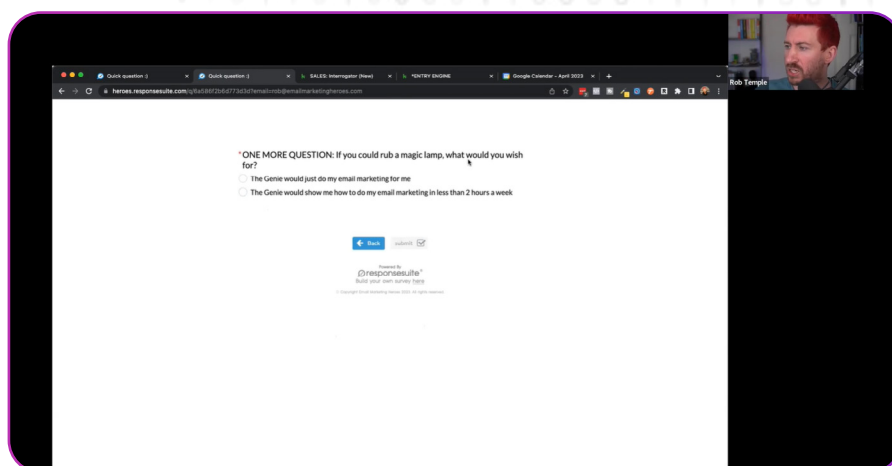
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ABOUT THE CONTRIBUTOR

Rob and Kennedy are the founders of ResponseSuite and the hosts of 'The Email Marketing Show'. Over the past few years, they've generated millions of dollars in sales and have made tens of millions of dollars for their clients.

To learn more about Rob and Kennedy, visit <https://www.emailmarketingheroes.com>

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In each episode, I specifically made a point of giving you **actionable strategies** that are currently delivering results.

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- The **EXACT STRATEGY** to solve this problem...
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DOES ANY OF THIS APPLY TO YOU?

- You tried to apply a strategy – and nothing went as planned. It's like you're trapped in a messy scenario of baking a cake gone wrong, and you don't know what went wrong or how to fix it.
- You're overwhelmed by the sheer number of strategies available and don't know which one to use for your business.
- You're confused about why some strategies work for certain businesses and not for others.
- You have been stuck at a roadblock for AGES, and you could really use some support or guidance to move past it.

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