

# **The Little BLACK BOOK Of Forbidden EMAIL MARKETING Secrets**

**How to Earn \$3-\$16 Per Subscriber Every  
Couple of Weeks — Real CASE STUDY shows  
you how to duplicate \$400,000 two-week windfall!**

By Daniel Levis  
The EMAIL ALCHEMIST

# The Little Black Book Of Forbidden EMAIL MARKETING Secrets

How to Earn \$3-\$16 Per Subscriber Every Couple of Weeks

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Daniel Levis  
The EMAIL ALCHEMIST

## Introduction

If you're reading this, you probably already know that email marketing is the fastest, easiest, cheapest, safest and most straightforward way of building a thriving online business today.

Whether you're a coach, consultant, or professional service provider... info-publisher, affiliate marketer or trainer... regardless of what you sell...

...Nothing comes close to the raw money-making, customer-and-client-producing POWER of a properly built, lovingly nurtured, and massively monetized permission-based email list.

How do I know?

Because I've been in the trenches, helping entrepreneurs large and small market online, through every imaginable media, since 2004.

I've seen it all and helped solve just about every traffic and conversion problem. And in almost every case, email was at the core of the solution.

...But not the kind of email marketing most people do. Not the boring, pitchy, or overly content-rich missives streaming into your in-box daily.

NO!

What's required is a steady stream of interesting, entertaining and persuasive emails that build trust, goodwill, and SALES beyond your wildest imagination!

I'm going to break down the psychology of such emails by giving you 7 case-studies (health and fitness, business consulting, self-development, golf, insurance, software as a service, marketing seminars), emails plucked from multi-part campaigns that sold as much as \$400,000 in as little as two weeks, from modest little lists.

Each EMAIL ALCHEMY "ELITE" case study demonstrates the 5-step SOD-PC formula I use to dramatically increase the number of emails you can send to your list about a given offer, while radically increasing the conversion from every email you send.

### About the Author:

Daniel Levis is a world-recognized copywriter, marketing coach, consultant, and best-selling author.

If you're an investor, you've probably seen his work in the MOTLEY FOOL... THE SAFE MONEY REPORT... THE REAL WEALTH REPORT... Gold Newsletter... The New Orleans Investment Conference... Stealth Stocks Online... Hidden Values Alert... The Street Authority... and other well-known financial publications.

If you've ever looked for a business opportunity... bought a self help course... or been interested in information for bettering your health... you may have seen his work with Mark Victor Hansen, Robert Allen, Dr. Stephen Sinatra, and others...

**Be sure and check out the bonus videos from Daniel on pages 12 and 27 of this report.**

Instead of sending a few emails and being satisfied with \$5,000 or \$10,000 in sales, you can send 10 or 15 emails and easily make \$50,000 to \$100,000, or more... while building strong and lasting relationships with your subscribers that result in rabid repeat sales.

You will see detailed annotations at each of the SOD-PC steps, and the full emails are reproduced in the APPENDIX at the end of this document. **NOTE: These emails are copyright protected. DO NOT swipe, for educational purposes only.**

As you will see, the model works in almost every imaginable niche — health and fitness, software, financial products and services, relationship advice, sales and marketing programs, hard goods, ecommerce, travel, self-development, b2b, b2c.

You name it!

If you're selling to humans... and those humans use email... building and monetizing an email list — *and then monetizing your list in this way* — is hands down the smartest thing you can possibly do to build your business and wealth...

...PERIOD!

So let's get started ...

## Step #1 — The Subject Line

What makes a great subject line?

A great subject line does three things ...

**INTERRUPTS THE PATTERN:** Most emails are ignored. People scan their in-inbox, delete first, and read second. And if you want to sell, your first order of business is to steal enough of the prospect's attention to get them to actually read your subject line. You do this by breaking the pattern of scanning, with words and phrases that jump out at the person. Things that should not go together and things that hold out a promise of sexual favor or threat to survival are almost sure to stop the scanner and get them to read your subject line.

**GENERATES CURIOSITY:** Once these pattern interrupting words and phrases have stopped the scanner, the reading of the subject line must create intense curiosity — a need to know what is inside the email.

**PROMISES a RELEVANT BENEFIT:** Prurient or morbid curiosity is one thing, and it will get your email opened, but if you want to set the stage for readership and conversion, you must also

promise that opening and reading the email will move the reader toward pleasure and away from pain in a way that is consistent with the reason they subscribed to your email list in the first place.

That's a lot to cover in a space of 30 to 40 characters. Let's look at how it's achieved in these EMAIL ALCHEMY "ELITE" case studies (See my annotations in blue).

**CASE STUDY #1** — An email designed to sell a virtual-coaching program on body-sculpting for women, called *X-TREME RESULTS Challenge*, for [www.IdealBodiesOnline.com](http://www.IdealBodiesOnline.com). Part of an EMAIL ALCHEMY campaign that brought in \$51, 836 for Sue in just 12 days.

#### Subject Line:

**My Jiggly, Embarrassing Bum (see it on video)**



The word "embarrassing" is what I call a HOT HOOK. It stops the scanning. Doubly so when combined with the word "Bum". The net result is just not something you'd expect to see in your in-box, is it? And if you signed up to do something about your own (jiggly embarrassing bum), you're naturally curious, aren't you? You open the email.

**CASE STUDY #2** — An email designed to sign people up to a webinar and consulting session with Jay Abraham [www.Abraham.com](http://www.Abraham.com), for \$25,000. Part of an EMAIL ALCHEMY campaign that filled Jay's webinar to capacity.

#### Subject Line:

**[Friday] A Billion Billion (18 Zeros) in Business Growth?**



The hook here is the unusualness of 18 zeros. What can that be? It defies the imagination... and it's something every business owner wants — GROWTH! Also, note the square and round brackets, drawing the eye. You can't look between the brackets and NOT read.

**CASE STUDY #3** — An email for insertion in Golf e-Zines, for EMAIL ALCHEMY "ELITE" member, William Walsh, selling *The Swing Jacket* [www.SwingJacket.com](http://www.SwingJacket.com), a device for locking your best golf swing into muscle memory.

#### Subject Line:

**Worst (And Best) Thing In Golf?**



A paradox.

How can it be the worst and best? Better open the email and find out.

**CASE STUDY #4** — An email to sell tickets to a self-development seminar for EMAIL ALCHEMY “ELITE” member, Noah St. John, called *FREEDOM LIFESTYLE EXPERIENCE* [www.FreedomLifeX.com](http://www.FreedomLifeX.com).

**Subject Line:**

**New Success Hack: Elephant Psychology**



Do you see a pattern here?

What’s new, unusual, surprising?

**CASE STUDY #5** — An email to sell tickets to Perry Marshall’s annual *80/20 Summit*. Part of an EMAIL ALCHEMY series that hauled in \$129,742 in just 9 days.

**Subject Line:**

**[80/20 Encore] Give Up Sleep for Optimum Productivity**



Again, this just doesn’t compute.

How can that be?

**CASE STUDY #6** — An email to secure telephone sales calls to sell life insurance to subscribers generated at [www.ShopLife.ca](http://www.ShopLife.ca), for EMAIL ALCHEMY “ELITE” member, Ned Vedo.

**Subject Line:**

**Fire-Me-Fast Consultation and Quote**



Element of surprise. Zigging when they expect zagging.

A shock to the psyche. STOP. READ. OPEN.

**CASE STUDY #7** — An email to create anticipation for a product launch for marketing guru, Jon Benson [www.JonBenson.com/](http://www.JonBenson.com/). Part of a 16-day EMAIL ALCHEMY series that generated over \$400,000.

**Subject Line:**

**TRUE STORY: Suicide Pact for Success**



Again, two things that SHOULD NOT go together, suicide and success. A little bit of rubber neck effect, as well. Like when drivers back up traffic for miles to gawk at a horrible wreck. **STOP. READ. OPEN.**

All-right, so you've used the magic 1) Pattern Interrupt 2) Curiosity 3) Relevant Benefit formula to get your email opened...

Now let's look at those all-important first few lines of the email.

## Step #2 — The Opening

This is where so many people blow it. Because let's face it. Reading is work. People HATE work. And if they are going to engage in it, they demand to be rewarded.

Ergo, the cardinal email marketing sin is being boring.

You're writing your list to sell them something. They're reading your emails because they are looking for a diversion from the how hum, hum drum of existence. They want to be entertained, enlightened, inspired, encouraged, and delighted.

Each line of your opening must therefore beget the next, like a women's veil, promising something delicious a little further down.

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### Subject Line:

My Jiggly, Embarrassing Bum (see it on video)



NOTE: As we move through each phase of the 5-step SOD-PC (Subject Line, Opening, Deepening, Pitch, Call-to-Action) formula with each of these emails, I'll give you the previous steps in grey scale for context.

### Opening:

[Please note the deadline for **VALUABLE BONUSES**, and **BOFO DISCOUNT**. See below.]



The fear of loss is greater than the desire for gain. Therefore, every campaign needs urgency and scarcity if you want to extract maximum sales. You give and you give and you give, piling benefit on top of benefit, and then you take it away.

This particular email comes from the middle of the campaign, where the threat of loss (deadline) moves up into the opening segment of the email. It begins to take center stage.

Note how the deadline is deliberately left out of the header (above). You have to keep reading to find it. And then we dive right into a story...

~Contact.FirstName~,

When I was 19, and still living in Mildura, one day I was innocently walking across the paddock where we kept my horse.

My Mum and my big sister Robyn were behind me.

They had a clear view of my bum, which apparently, was looking rather large and jiggling a bit.

And for some reason, they insisted on teasing me, even though my “bum” WASN’T THAT BIG!!

Seriously, it wasn’t! Just check out my “fat” pictures in the video at this link (at the 30 second mark)... and then [see my transformed, rock-hard bum at 2 minutes, 30 seconds on the video.](#)



OK, I just broke my own rule and put a link pretty early in the email.

I couldn’t resist. But I rarely do this.

**CASE STUDY #2** — An email designed to sign people up to a webinar and consulting session with Jay Abraham [www.Abraham.com](http://www.Abraham.com), for \$25,000. Part of an EMAIL ALCHEMY campaign that filled Jay’s webinar to capacity.

### Subject Line:

[Friday] A Billion Billion (18 Zeros) in Business Growth?

### Opening:

You’re already signed up for Friday’s REVENUE TRIFECTA training, but have you worked with the EXPONENTIAL GROWTH ASSESSMENT GUIDE yet?

It reveals 31 different ways to expand your revenues with minimal effort or capital. [Download this thought-provoking pre-study guide now](#) and **put your revenue recognition IQ to the test.**



This email is from early in the series and is designed to get people who signed up for Jay’s webinar to actually attend.

One way to do this is to engage the prospect in pre-study, as you see in the above header that precedes the salutation.

~Contact.FirstName~,



The human brain balks at the concept of exponential growth.

Not consciously, of course, or in theory... but in grasping its practical (and astonishing) applications for the unseen potential of ordinary businesses.

As an example, we can't wrap our heads around the immensity of the 18 zeros in a billion billion... which is the number in the illuminating story below.



Even the promise of a fascinating story is almost irresistible to people. We're hard wired for story, from the time we sat on our parents lap for the bedtime ritual, to sitting in front of the TV watching Saturday morning cartoons.

Stories have a regressive effect, harkening your prospect back to a time when they had not yet learned to think critically. A time when they behaved almost entirely on emotion. Good for selling.

Yet we throw the word "exponential" around like we actually understand it... then settle for crumbs when a great feast is set before us in the world of business.

But if you sincerely wish to break through the constricting revenue barriers all entrepreneurs face and are unknowingly ensnared by...

...You MUST understand the deeper, more nuanced, and massively powerful implications of exponential growth... as the truly liberating business concept it is.

So I'll clarify and expand your mind, with a quick story from ancient India.

**CASE STUDY #3** — An email for insertion in Golf e-Zines, for EMAIL ALCHEMY "ELITE" member, William Walsh, selling *The Swing Jacket* [www.SwingJacket.com](http://www.SwingJacket.com), a device for locking your best golf swing into muscle memory.

#### Subject Line:

Worst (And Best) Thing In Golf?

#### Opening:

Hey ~Contact.FirstName~,

There's one thing all golfers should agree on.



Teasing.

What is it?

And it's absolutely the worst thing in golf.



U-uh!

Not telling you yet.

But I'm NOT talking about a life-long hook or a slice...



But I will tell you what it isn't.

Yes, there's a reason mystery is the biggest selling literary genre.

... Or a scorecard full of double bogies...

... Or turning the bunker into your home away from home...

... Or even a DQ on the only hole-in-one one of your life.



And so the reader is sucked in.

Seduced.

No, the worst thing in golf is hitting the perfect shot.



WHAT!?

Even the pay-off is a surprise that forces you to keep reading.

**CASE STUDY #4** — An email to sell tickets to a self-development seminar for EMAIL ALCHEMY "ELITE" member, Noah St. John, called *FREEDOM LIFESTYLE EXPERIENCE*  
[www.FreedomLifeX.com](http://www.FreedomLifeX.com).

#### Subject Line:

New Success Hack: Elephant Psychology

#### Opening:

Hey ~Contact.FirstName~,

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Psychologically, how much do you have in common with a circus elephant?

What about a flea?

Or a crab?



Curiosity again.

Where is he going with this?

**CASE STUDY #5** — An email to sell tickets to Perry Marshall's annual *80/20 Summit*. Part of an EMAIL ALCHEMY series that hauled in \$129,742 in just 9 days.

### Subject Line:

[80/20 Encore] Give Up Sleep for Optimum Productivity

### Opening:

**[We're caving in to the hue and cry for MORE... thus, this ENCORE training at 2PM Eastern and your LAST LIVE CHANCE for the 80/20 course-correct of your entire life. Also the last chance to DOWNLOAD the first 3 chapters from the \$404 million Godfather of 80/20, Richard Koch]**

~Contact.FirstName~...

Looking back to 10 years ago, even though I was becoming successful and marginally famous in the marketing world with Adwords, I was STILL as crazy as an outhouse mouse.

Seriously, even though I was stressed out of my mind, I'd fantasize about more self-torture.

Like when I had some project deadline I was obsessed with, putting in 14-to-16 hours-a day to grab the brass ring... but still behind schedule.

Even with the pedal nail-gunned to the metal, sometimes I'd lean back in my chair and think:

**"If only I didn't have to sleep, THEN I could finally get ahead of the curve."**

Crazy? A given.



Another great way to open is with the damaging admission. By telling a story of your own past flawed thinking and failures, you draw attention to the prospect's current pain. It makes you relatable, builds precious rapport, and opens their mind to your oncoming pitch.

**CASE STUDY #6** — An email to secure telephone sales calls to sell life insurance to subscribers generated at [www.ShopLife.ca](http://www.ShopLife.ca), for EMAIL ALCHEMY “ELITE” member, Ned Vedo.

**Subject Line:**

Fire-Me-Fast Consultation and Quote

**Opening:**

Hey ~Contact.FirstName~,

Three quick things.

One is your quote.

Second is a “heads up” about FIRING ME as a source of unbiased, useful and worth-your-time information.

But most important is a WARNING... so let’s start there.



The Zeigarnik Effect — talking about things the prospect is interested in, and then veering off in another direction, otherwise known as an “open loop”. The effect is “locked in” attention until the loop is closed, later on in the email.

**CASE STUDY #7** — An email to create anticipation for a product launch for marketing guru, Jon Benson [www.JonBenson.com/](http://www.JonBenson.com/). Part of a 16-day EMAIL ALCHEMY series that generated over \$400,000.

**Subject Line:**

TRUE STORY: Suicide Pact for Success

**Opening:**

[**Today at 5pm Pacific Time**—an Unprecedented Unveiling of My Latest Launch Letter—DISSECTED Before Your Very Eyes on Video... My Most Precious Marketing Secrets Laid Absolutely Bare NAKED!]

~Contact.FirstName~...

Here’s why my suicide pact is the absolute KEY to AUTOMATING your marketing...

...Which of course, means automatic PROFITS!



If you want to dig deep into your list and maximize your sales, you need repetition. But how do you repeatedly email your list about the same offer without burning it out? You can't just punch them in the nose. You have to feed your subscribers a nutritious diet of fascinating stories, unusual metaphors, and titillating angles, then relate them to your product or service.

And not to be overly dramatic... but let's cut to the chase...

...Because a life buried in tension, struggle, worry, and frustration over money... is hardly a life at all.

That's where my suicide pact comes in, and at age 43, my #1 failure in life wasn't in business.

It was a seemingly endless and painful string of disastrous romantic relationships.

And just over eight and a half years ago, I'd finally had enough.



People appreciate openness and honesty and will stay on your list and continue to read your emails if you reveal yourself to them, warts and all. You don't have to be perfect, you just have to be real.

BTW, how would you like to see how I write over 800 of these profit-pounding emails each year without breaking a sweat? And how you can, too... with the power of a well-oiled system that spits out highly engaging, entertaining and persuasive emails in less than 1-hour! [Watch this video:](#)



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All-right, so now that we've got the email opened and established a pattern of reading with the first few lines of body copy, it's time to deepen the trance ...

## Step #3 — The Deepening

Most of the time, we don't want to rush to the click. Many marketers treat email as a simple notification service, where they manage for opens and clicks, and therefore send very short (and often blind) emails. And they're shooting themselves in the foot.

Yes, you may get a lot of clicks this way, only to wonder why those clicks don't convert very well on the landing page.

It's not enough to get people to click. You need committed clicks, where people are already predisposed to serious engagement on the page they're clicking to. And that commitment requires a deepening of attention and interest before asking for the click. That's what the deepening segment of the email is for...

The goal is to take the reader out of the here and now. To get them to go inside the world of their imagination, where they can envision the pain and/or pleasures associated with owning (or not owning) the product or service you have to sell.

You do this by telling stories, painting vibrant mental images, and using emotionally evocative words and phrases, like so:

**CASE STUDY #1** — An email designed to sell a virtual-coaching program on body-sculpting for women, called *X-TREME RESULTS Challenge*, for [www.IdealBodiesOnline.com](http://www.IdealBodiesOnline.com). Part of an EMAIL ALCHEMY campaign that brought in \$51, 836 for Sue in just 12 days.

### Subject Line:

My Jiggly, Embarrassing Bum (see it on video)

### Opening:

[Please note the deadline for VALUABLE BONUSES, and BOFO DISCOUNT. See below.]

~Contact.FirstName~,

When I was 19, and still living in Mildura, one day I was innocently walking across the paddock where we kept my horse.

My Mum and my big sister Robyn were behind me.

They had a clear view of my bum, which apparently, was looking rather large and jiggling a bit.

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And for some reason, they insisted on teasing me, even though my “bum” WASN’T THAT BIG!!

Seriously, it wasn’t! Just check out my “fat” pictures in the video at this link (at the 30 second mark)... and then [see my transformed, rock-hard bum at 2 minutes, 30 seconds on the video.](#)

### Deepening:

But back when I was 19, I was pretty self-conscious.

And those catty remarks stuck in my head like a tick on a dog’s ear.

I suffered a lot... for many years!



It’s important to remember, we’re writing to sell, and the stories are an essential part of the formula. What’s different here is that unlike conventional storytelling, where the moral or sub-text of the story is hidden, we dip the reader in and out of the drama with explanatory lines here and there:

And it’s one reason I created my all-new, X-TREME RESULTS CHALLENGE...

So you DON’T have to live with a body you’re ashamed of... or suffer from a jiggling bum.



Each time you dip the reader in and out of the story, you deepen the level of hypnosis. The vision you’re helping them to maintain in their mind’s eye becomes more real. And they become more open-minded and suggestible.

Looking back, I suppose my Mum and Sis were just having a bit of fun... not meaning to stab me in the heart or start me on an agonizing path of shame about my body.

But I was just a teenager!!

We’ve all been through those awkward years.

I was exquisitely sensitive about my developing body.

And my poor bum was an easy target.

So right then and there I decided, “I’ll show them!”

I started counting calories... obsessively.

Every night before bed, I planned out the absolute minimum number I could get away with the

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next day... and how much exercise I could force myself to do.

I lost weight like crazy.

I started speed walking like a mad woman... long distances... faster than a wallaby with a dingo on his tail!

In fact, we lived on “Walnut Avenue,” and the neighbors started calling me, “The Walnut Walker.”

So in a nutshell, I was innocently doing EVERYTHING I knew how to do to feel better about my body.

The trouble was, it was INCREDIBLY unhealthy, even dangerous, and the weight loss temporary!

I’m lucky I didn’t do any permanent damage.

But that was the least of the crazy things I’ve done.

Since then I’ve tried EVERYTHING... from the ridiculous to the downright bizarre.

I also know about over-training and eating disorders... because I only had one speed in those days... pedal to the metal in overdrive!

In fact, I was so insane about my body, that I once ended up in bed... exhausted... barely able to lift my head off the pillow for weeks.



When we see characters in action, we want to see what happens next. Note the airy look and feel of the copy. Short, sparse sentences. Lots of white space. Inviting. The reading looks easy. And before you know it, a certain momentum kicks in. It’s easier to keep reading than it is to stop.

I’ve also had coaches and trainers from HELL who thought the best way to a great body was to insult, humiliate, and shame me into doing what they wanted.

But I’m here to tell you that self-criticism and mental violence... whether you do it to yourself like most of us do...

...Or you hire someone to do it from the “outside” ...

...It doesn’t work... and it’s the WORST thing for creating a beautiful, feminine-warrior body.



No... you need to be kind to yourself, with lots of encouragement, and big doses of love and compassion.



Do you see how different this is from the typical email that talks about the product or service, instead of seeking first to relate with the reader and create a genuine bond and connection? Not only does doing so pre-frame the reader to click through to the landing page with conviction, it conditions them to look forward to your next email.

People sort through their in-box by “from line” before they even look at the “subject line”. The search criteria is, “What have you done for me lately? Did you help me to see my problem in a new light? Encourage me? Make me smile? Give me hope?” Only then do they look at the subject line.

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#### Opening:

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It reveals 31 different ways to expand your revenues with minimal effort or capital. [Download this thought-provoking pre-study guide now](#) and **put your revenue recognition IQ to the test.**

~Contact.FirstName~,

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Not consciously, of course, or in theory... but in grasping its practical (and astonishing) applications for the unseen potential of ordinary businesses.

As an example, we can’t wrap our heads around the immensity of the 18 zeros in a billion billion... which is the number in the illuminating story below.

Yet we throw the word “exponential” around like we actually understand it... then settle for crumbs when a great feast is set before us in the world of business.

But if you sincerely wish to break through the constricting revenue barriers all entrepreneurs face and are unknowingly ensnared by...

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...You MUST understand the deeper, more nuanced, and massively powerful implications of exponential growth... as the truly liberating business concept it is.

So I'll clarify and expand your mind, with a quick story from ancient India.

### Deepening:

Legend has it that a powerful king was obsessed with chess and loved to challenge visitors.

So as a motivator, the king promised his opponents any reward of their choosing if he lost, which he never did.

Then one day a traveling sage was passing through the kingdom.



Do you feel yourself forgetting you're sitting there at your computer reading this... as you teleport to the exotic east?

You create an almost addictive response when you give your subscribers a pleasant diversion like this. It's why they check their in-box every 10 minutes. They'll watch for your emails... open... read... and BUY!

He was brought before the king and asked what reward he desired if he won.

The sage was obviously very humble, because he only asked for a few grains of rice for each square of the chessboard.

The king admired the man's humility... then lost the game.

But being a man of his word, the king called for a sack of rice, and grains were to be placed on the board according to the sage's instructions:

**"Just one grain on the first square, Your Excellency... two on the second, four on the third, eight on the forth... merely doubling the number with each square."**

By the 15<sup>th</sup> square, the king was mildly alarmed, as the number of grains reached 16,384.

And then... by the time they reached the 20<sup>th</sup> square, the king was shocked.

The number had grown to an astonishing 524,288!

The king quickly realized he'd never be able to deliver, but he admired the sage's brilliance.

So he compromised by giving the princess' hand in marriage, plus a large section of the kingdom... and a lot of rice.

They all lived happily ever after.



Now don't be afraid to reveal sub-text.

It's perfectly OK to tell them why you're telling the story...

And to emphasize the misunderstood, misapplied, and underutilized power of exponential growth... here's a caveat.

If it were possible to make it to the 64<sup>th</sup> square on the chessboard, the wise man would have had 18,446,744,073,709,551,615 grains of rice... which is 18 billion billion.

If you lined them up, those grains would cover the distance from Earth to Alpha Centauri and back, 16 light years (that's the closest solar system to ours).

What does this have to do with YOU and YOUR kingdom of business?



The underlying idea, implicit in the story, is not everyday business growth... not massive business growth... but utterly astounding, out-of-this-world, gob-smacking business GROWTH!

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#### Subject Line:

Worst (And Best) Thing In Golf?

#### Opening:

Hey ~Contact.FirstName~,

There's one thing all golfers should agree on.

And it's absolutely the worst thing in golf.

But I'm NOT talking about a life-long hook or a slice...

... Or a scorecard full of double bogies...

... Or turning the bunker into your home away from home...

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... Or even a DQ on the only hole-in-one one of your life.

No, the worst thing in golf is hitting the perfect shot.

### Deepening:

It's the one that's absolutely effortless and natural...

... That you unexpectedly fire off like an artillery shell.



You see the “fire off like an artillery shell” image? You can see that in your mind's eye, right? How about an incredibly powerful drive? No visual. No deepening.

Harness the power of similes (tell them what it's like) and metaphors (call it something it's not) to spark the reader's creative imagination.

It's that shot that shocks your partners.

But the trouble is, it shocks YOU, too.

Because you have no idea how you did it.

The feeling is undeniably sweet, silky smooth, and locked into your memory forever... if you only knew where.

Everything else pales in comparison.



The deepening is where you make them experience what ownership will be like — the thrill... the satisfaction... the excitement... whatever pleasures you can legitimately associate with your product or service.

So you spend the rest of your days trying to duplicate that shot... only to get your hopes up when you knock a stroke or two off your handicap...

... Then you're embarrassed to add 4 the next time you're out.

And it's on to the next "fix"... and the next... and the next.



Also the pain and frustration of NOT owning it.

And the fear of loss, pain and frustration.

The good news is...

...Your search is over.

**CASE STUDY #4** — An email to sell tickets to a self-development seminar for EMAIL ALCHEMY “ELITE” member, Noah St. John, called *FREEDOM LIFESTYLE EXPERIENCE*  
[www.FreedomLifeX.com](http://www.FreedomLifeX.com).

**Subject Line:**

New Success Hack: Elephant Psychology

**Opening:**

Hey ~Contact.FirstName~,

Psychologically, how much do you have in common with a circus elephant?

What about a flea?

Or a crab?

**Deepening:**

Unfortunately, most of us have a weird resemblance to these creatures.

And that commonality is the reason I have successful students in over 140 countries and counting, with no end in sight.

Because the world is filled with stress, fear, overwhelm, and people frozen in place... unable to make a move towards their dreams.

And it's certainly not a matter of trying hard.

If struggling mightily worked, we'd all be successful.

So you're not alone.

It also turns out, it's not your fault... or anyone's fault.

Because we've never been taught to tap into our unlimited minds.

**In fact, we've actually been taught how to KEEP ourselves stuck!**



The trick here is suspense. The reader's interest is deepened until the riddle is resolved. Elephants, Fleas, Crabs... what's the analogy? And how can this weird resemblance make me successful?

**CASE STUDY #5** — An email to sell tickets to Perry Marshall's annual *80/20 Summit*. Part of an EMAIL ALCHEMY series that hauled in \$129,742 in just 9 days.

#### Subject Line:

[80/20 Encore] Give Up Sleep for Optimum Productivity

#### Opening:

[We're caving in to the hue and cry for MORE... thus, this **ENCORE** training at 2PM Eastern and your LAST LIVE CHANCE for the 80/20 course-correct of your entire life. Also the last chance to DOWNLOAD the first 3 chapters from the \$404 million Godfather of 80/20, Richard Koch]

~Contact.FirstName~...

Looking back to 10 years ago, even though I was becoming successful and marginally famous in the marketing world with Adwords, I was STILL as crazy as an outhouse mouse.

Seriously, even though I was stressed out of my mind, I'd fantasize about more self-torture.

Like when I had some project deadline I was obsessed with, putting in 14-to-16 hours-a day to grab the brass ring... but still behind schedule.

Even with the pedal nail-gunned to the metal, sometimes I'd lean back in my chair and think:

**"If only I didn't have to sleep, THEN I could finally get ahead of the curve."**

Crazy? A given.

#### Deepening:

But maybe you've thought the same thing, or had some version of a perpetual carrot in front of your nose.

Maybe you've tried to get up an hour earlier to squeeze more out of yourself.



This deepening is achieved through regular first person speak, but with visual bombs (similes and metaphors) going off every few phrases. A *perpetual carrot in front of your nose*.

*Squeeze more out of yourself, as if you were a bottle of ketchup.*

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Maybe you skip lunches and just eat power bars.

Maybe you've devoured all the time-management trainings to corral those few minutes of the day that have gone AWOL.

Maybe you have no life, like so many entrepreneurs.



*Corral... gone AWOL... no life.*

*Calling it something it isn't.*

Well I'll let you in on a secret.

You're whipping a dead horse.

Trying to squeeze blood out of a turnip.



*Whipping a dead horse...*

*Blood out of a turnip.*

Because even if you're working at your peak, utilizing 100% of your brain power...

... You can't reach anywhere NEAR your potential from here... "here" being your current mental operating system.

If you're driving a 1991 Chevy Impala... then no tune up, flame decals, or even slapping on a turbocharger is going to turn that pumpkin into a Ferrari at midnight.

Might as well teach a fish to speak Mandarin.



*Operating system... 1991 Chevy Impala turning into a Ferrari at midnight, NOT... teach a fish to speak Mandarin.*

*The absurd mental imagery is entertaining. It deepens the reader's attention while buying conclusions are quietly installed.*

Heck, even Apple, the best of the best, and the first \$700 BILLION company on the planet, constantly has MAJOR upgrades.

Are you any different?

Did you just *arrive* as a brilliant entrepreneur with all the tools, techniques, and tactics?

**CASE STUDY #6** — An email to secure telephone sales calls to sell life insurance to subscribers generated at [www.ShopLife.ca](http://www.ShopLife.ca), for EMAIL ALCHEMY “ELITE” member, Ned Vedo.

### Subject Line:

Fire-Me-Fast Consultation and Quote

### Opening:

Hey ~Contact.FirstName~,

Three quick things.

One is your quote.

Second is a “heads up” about FIRING ME as a source of unbiased, useful and worth-your-time information.

But most important is a WARNING... so let’s start there.

### Deepening:

Because in the insurance world, many companies and agents operate on the “buyer beware” principle.

So if they sell you an outdated whole-life policy that costs you a fortune and leaves you woefully under-insured (while they steal the cash value out from under the nose of your grieving dependents)...

...Well, somehow YOU were supposed to know you were getting a raw deal.

Or if they skimmed over the fact that your term-renewal increase is enough to give you a heart attack...

... Again, they say, “But YOU were supposed to read the fine print.”



There are two things above all others that make a story compelling — CONFLICT and SUSPENSE. Two dogs. One bone. Who will prevail? Will it be us, or will it be them?

Pit yourself and your prospect against a common enemy. Tribalism trumps reason.

That’s why I wanted to give you a heads up about FIRING ME.



Because here's what I require if we start working together:

**CASE STUDY #7** — An email to create anticipation for a product launch for marketing guru, Jon Benson [www.JonBenson.com/](http://www.JonBenson.com/). Part of a 16-day EMAIL ALCHEMY series that generated over \$400,000.

**Subject Line:**

**TRUE STORY: Suicide Pact for Success**

**Opening:**

[**Today at 5pm Pacific Time**—an Unprecedented Unveiling of My Latest Launch Letter—DISSECTED Before Your Very Eyes on Video... My Most Precious Marketing Secrets Laid Absolutely Bare NAKED!]

~Contact.FirstName~...

Here's why my suicide pact is the absolute KEY to AUTOMATING your marketing...

...Which of course, means automatic PROFITS!

And not to be overly dramatic... but let's cut to the chase...

...Because a life buried in tension, struggle, worry, and frustration over money... is hardly a life at all.

That's where my suicide pact comes in, and at age 43, my #1 failure in life wasn't in business.

It was a seemingly endless and painful string of disastrous romantic relationships.

And just over eight and a half years ago, I'd finally had enough.

**Deepening:**

Enter the suicide pact.

It happened after an all-too-familiar "bail-out" date with yet another beautiful and totally intellectually incompatible woman.

...Which is what led to my dark vow on the way home that night.

I realized I was walking around with a gaping hole in my heart... a profound emptiness that no number of superficial relationships could ever fill.



This is another example of a HOT HOOK (inherently interesting themes, ideas and topics that rivet the human imagination).

Here's a short list of HOT HOOKS to look out for: Unusual, Tragic, Bizarre, Offbeat, Sex, Politically Incorrect, Embarrassing, Conflict, Shocking, Confession, Misfortune, Death, Scandal, Survival (Rescue), Surprising, Enemies, Lists, Eccentric, Forecasts And Predictions, Controversy, Quirky, Rumors, Almost Too Personal To Tell, Behind-The-Scenes Info, Something New, Unexpected, Gossipy, Quizzes, Mystery, Intrigue, Conspiracy.

Telling stories and talking about things that have these qualities and then relating them metaphorically to your offer allows you to sneak up on the reader. Your emails don't smell like a pitch. Where is he going with this? How does it relate?

And if I didn't have the deep, intimate and "for life" romantic partnership with a thoughtful, authentic and intellectually compatible woman by the age of 50, I was going to end it.

Seriously... that was my pact with myself.

And as weird as it seems, I totally meant it.

And just so you know: I deeply value life. I grew up in a spiritual household, so the thought of any violence of any kind, including to myself, was beyond gut-wrenching.

I just felt as if there was no other way out. I wasn't "depressed"; life without true love just never sounded appealing to me.

But that's NOT the crazy part.

What really blew my mind was how that decision set the course of my future.

In fact, it's the same process that lets me GUARANTEE I can TRIPLE your marketing message-to-market speed.



It's a delicate balancing act.

You have to be careful not to stretch the yarn too far without telling them why you're stretching it.

...Because before long I had a mentor... I was being coached by a relationship EXPERT... something I didn't even believe in. I had so many false beliefs back then... wow. I'd say I look back and laugh; rather, I look back and mourn.

I went for a grueling 14 hour session in New York and this person reached right into my mind and did a total rewiring of the goofy signals I was putting out, and how they were simply attracting the wrong type of women to me.



Of course, the sub-text of the story is that going it alone is a fool's game and carries the direst of consequences. But it's indirect... the prospect has to make the connection. You are showing, not telling, forcing the reader to come to their own conclusion.

I thought the women were the problem. And frankly, in many cases, they were. However, in many others, I was the problem... and I just couldn't see it.

The funny thing is some people thought I was a womanizer, but I was really just desperate for someone real. They would see me with a different girl all the time and just assumed... well, you know.

I was just in a near-hopeless feedback loop... one that almost ended my life by my own hands.

A long story short, less than a year later, I married Andrea: a passionate, caring, loving and authentic soul, as beautiful on the inside as out. The love of my life. My pact came to an end. I forgave myself for making it and asked the Powers that be to do the same.

## Step #4 — The Pitch

Yes, it's OK to pitch in your emails, essential in fact.

Once you've seized the reader's attention, congealed that attention into interest, built bond and rapport, and properly installed buying conclusions...

...It's time to show them the sausage.

You've earned the right.

Sell with pride!

...Because each little bump in sales effectiveness at each step in your sales process can literally MAKE or BREAK your ability to generate traffic and build your business.

Even a small simultaneous increase in opt in rate, open rate, and conversion rate can have HUGE impact on your bottom line profits.

[Watch this video to see what I mean.](#) Download a FREE ROI calculator and advance planner directly under the video.

Variables		Your Inputs	
CPC (Cost per Click)	\$ -		
EPN per Month	\$ -		
Average Front End Order	\$ -		
Subscriber Attribution	0%		
Opt-in Rate	0%		
Show-up Rate	0%		
App/Order Page Rate	0%		
Close Rate	0%		
Daily Ad Spend	\$ -		
Refund Rate	0%		

  

Per Day	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Clicks	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Opt-ins	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Show Ups/Sales Page	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Interviews/Order Page	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Sales	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Front End Revenue	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Back End Revenue	\$ -	\$ -	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Ad Spend	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Refunds	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Gross Profit	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Running Opt-ins	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Running Profit			#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
CPL (Cost per Lead)	#DIV/0!									
CPS (Cost per Sale)	#DIV/0!									

So here's how you pitch ...

**CASE STUDY #1** — An email designed to sell a virtual-coaching program on body-sculpting for women, called *X-TREME RESULTS Challenge*, for [www.IdealBodiesOnline.com](http://www.IdealBodiesOnline.com). Part of an EMAIL ALCHEMY campaign that brought in \$51, 836 for Sue in just 12 days.

### Subject Line:

My Jiggly, Embarrassing Bum (see it on video)

### Opening:

[Please note the deadline for VALUABLE BONUSES, and BOFO DISCOUNT. See below.]

~Contact.FirstName~,

When I was 19, and still living in Mildura, one day I was innocently walking across the paddock where we kept my horse.

My Mum and my big sister Robyn were behind me.

They had a clear view of my bum, which apparently, was looking rather large and jiggling a bit.

And for some reason, they insisted on teasing me, even though my "bum" WASN'T THAT BIG!!

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Seriously, it wasn't! Just check out my "fat" pictures in the video at this link (at the 30 second mark)... and then **see my transformed, rock-hard bum at 2 minutes, 30 seconds on the video.**

### Deepening:

But back when I was 19, I was pretty self-conscious.

And those catty remarks stuck in my head like a tick on a dog's ear.

I suffered a lot... for many years!

And it's one reason I created my all-new, X-TREME RESULTS CHALLENGE...

So you DON'T have to live with a body you're ashamed of... or suffer from a jiggling bum.

Looking back, I suppose my Mum and Sis were just having a bit of fun... not meaning to stab me in the heart or start me on an agonizing path of shame about my body.

But I was just a teenager!!

We've all been through those awkward years.

I was exquisitely sensitive about my developing body.

And my poor bum was an easy target.

So right then and there I decided, "I'll show them!"

I started counting calories... obsessively.

Every night before bed, I planned out the absolute minimum number I could get away with the next day... and how much exercise I could force myself to do.

I lost weight like crazy.

I started speed walking like a mad woman... long distances... faster than a wallaby with a dingo on his tail!

In fact, we lived on "Walnut Avenue," and the neighbors started calling me, "The Walnut Walker."

So in a nutshell, I was innocently doing EVERYTHING I knew how to do to feel better about my body.

The trouble was, it was INCREDIBLY unhealthy, even dangerous, and the weight loss temporary!

I'm lucky I didn't do any permanent damage.

But that was the least of the crazy things I've done.

Since then I've tried EVERYTHING... from the ridiculous to the downright bizarre.

I also know about over-training and eating disorders... because I only had one speed in those days... pedal to the metal in overdrive!

In fact, I was so insane about my body, that I once ended up in bed... exhausted... barely able to lift my head off the pillow for weeks.

I've also had coaches and trainers from HELL who thought the best way to a great body was to insult, humiliate, and shame me into doing what they wanted.

But I'm here to tell you that self-criticism and mental violence... whether you do it to yourself like most of us do...

...Or you hire someone to do it from the "outside" ...

...It doesn't work... and it's the WORST thing for creating a beautiful, feminine-warrior body.

No... you need to be kind to yourself, with lots of encouragement, and big doses of love and compassion.

### **Pitch:**

And you need the right SYSTEM to feed your mind and spirit while you nourish the sleek, feminine muscles that burn off your jiggy excess baggage.

And that's EXACTLY what you'll be doing, now that I've come out of 'retirement'.



You could start the email right here, with the pitch, couldn't you? And that might be OK once in a while. But try this all the time and what happens?

People stop reading your emails and buying your stuff. You need to deliver a secondary reward for reading your emails... inspiration, hope, enlightenment, a smile on the lips... that's what the second and third steps of the SOD-PC formula are all about.

Because I've refined the best of what I've taught to thousands of amazing Australian women, and hundreds of our sisters across the water.

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The X-TREME RESULTS CHALLENGE is packed with all the competition-winning strategies I've discovered... even though most of the women I coach just want to look fabulous... only a few want to compete.

So you can imagine what you'll look like if you only do 20% of what I teach... you'll still be stunned by how quickly your body changes.



So this is not an exhaustive explanation of your product or service (save that for the landing page), just a short synopsis of what it is and how it benefits the reader.

And that's one of the comments I hear most often, that our feminine warriors are delighted with their FAST results... despite HOW MUCH THEY CAN EAT.

PLUS the fact that my X-TREME results workouts dramatically reduce your time in the gym. (You get stunning results with as little as 4 enjoyable hours per week!)

What could be better... except my PERSONALIZED support... without browbeating or humiliation...

...Just the love and encouragement you need when you hit that "give up thinking" that we all go through.



The Pitch segment also directly addresses any reasons someone might not want to accept the offer you make on the landing page — *don't want to starve myself... don't have the time... don't want to be beat up or humiliated... afraid of giving up "again"*, in this case. You're cutting off any objections at the pass, before asking them to click.

**CASE STUDY #2** — An email designed to sign people up to a webinar and consulting session with Jay Abraham [www.Abraham.com](http://www.Abraham.com), for \$25,000. Part of an EMAIL ALCHEMY campaign that filled Jay's webinar to capacity.

#### Subject Line:

[Friday] A Billion Billion (18 Zeros) in Business Growth?

#### Opening:

You're already signed up for Friday's REVENUE TRIFECTA training, but have you worked with the EXPONENTIAL GROWTH ASSESSMENT GUIDE yet?

It reveals 31 different ways to expand your revenues with minimal effort or capital. **Download this thought-provoking pre-study guide now** and **put your revenue recognition IQ to the test.**

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~Contact.FirstName~,

The human brain balks at the concept of exponential growth.

Not consciously, of course, or in theory... but in grasping its practical (and astonishing) applications for the unseen potential of ordinary businesses.

As an example, we can't wrap our heads around the immensity of the 18 zeros in a billion billion... which is the number in the illuminating story below.

Yet we throw the word "exponential" around like we actually understand it... then settle for crumbs when a great feast is set before us in the world of business.

But if you sincerely wish to break through the constricting revenue barriers all entrepreneurs face and are unknowingly ensnared by...

...You MUST understand the deeper, more nuanced, and massively powerful implications of exponential growth... as the truly liberating business concept it is.

So I'll clarify and expand your mind, with a quick story from ancient India.

### Deepening:

Legend has it that a powerful king was obsessed with chess and loved to challenge visitors.

So as a motivator, the king promised his opponents any reward of their choosing if he lost, which he never did.

Then one day a traveling sage was passing through the kingdom.

He was brought before the king and asked what reward he desired if he won.

The sage was obviously very humble, because he only asked for a few grains of rice for each square of the chessboard.

The king admired the man's humility... then lost the game.

But being a man of his word, the king called for a sack of rice, and grains were to be placed on the board according to the sage's instructions:

**"Just one grain on the first square, Your Excellency... two on the second, four on the third, eight on the forth... merely doubling the number with each square."**



By the 15<sup>th</sup> square, the king was mildly alarmed, as the number of grains reached 16,384.

And then... by the time they reached the 20<sup>th</sup> square, the king was shocked.

The number had grown to an astonishing 524,288!

The king quickly realized he'd never be able to deliver, but he admired the sage's brilliance.

So he compromised by giving the princess' hand in marriage, plus a large section of the kingdom... and a lot of rice.

They all lived happily ever after.

And to emphasize the misunderstood, misapplied, and underutilized power of exponential growth... here's a caveat.

If it were possible to make it to the 64<sup>th</sup> square on the chessboard, the wise man would have had 18,446,744,073,709,551,615 grains of rice... which is 18 billion billion.

If you lined them up, those grains would cover the distance from Earth to Alpha Centauri and back, 16 light years (that's the closest solar system to ours).

What does this have to do with YOU and YOUR kingdom of business?

### **Pitch:**

Lock on to that sense of enormity and unexpected expansion... realize that there is far more available than even the most pumped-up seminar ever got you to believe.

And consider...

What if TRUE exponential growth was not just a theory espoused by marketing pundits?

And what if you discovered, then implemented, 100 "grain-of-rice changes" in your business in the next year?

And what if each one multiplied every other?

What if there were a way to make visible and tangible the unseen, untapped, misunderstood, and underexploited capability that is right under the nose of EVERY business owner... right now?

Actually, you will do just that when you attend the never-before-revealed distillation of my life's work this Friday May 6, at 11am Pacific/2pm Eastern.

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Did you notice the embedded command in that last sentence? ...“attend the never-before-revealed distillation of my life’s work this Friday May 6, at 11am Pacific/2pm Eastern.” These emails are full of them.

You will not be the same after embracing, surrendering to, and absorbing the paradigm shift in this comprehensive mind-altering 90 minutes.

I will install 360-degree business vision in your head.

It’s the most powerful skill set I’ve developed in my 35 years of working elbow-to-elbow with the world’s most brilliant business builders.



Remember to answer the question, “why should I listen to you?”

Slipping it into a sentence that deals with something other than your bona-fides is a great way to do it without “bragging” too much.

Because look...

...NO ONE intentionally goes to work every day with a game plan to under-utilize or sub-optimize their resources and operate at a tiny fraction of their productive capacity...

... NOT when the same effort, the same amount of time, the same people, and the same marketplace could generate two, three, four times the front-end yield, and then a multiple of that on residual and ancillary products and services.

And yet, most business owners do exactly that.

Because you really can’t optimize every resource just by RECOGNIZING this premise of exponential growth.

You optimize by having a context of deep understanding of all of the higher-performing options, opportunities, possibilities and approaches that are available to you ...

... Then evaluating them against a criterion of which ones are going to serve the unique strategic requirements of your business.

And that happens only with 360-degree vision, which is what I’ll meticulously teach you on Friday.

Most business owners only see the solar system.

I'll teach you to see the universe.

So you can examine your business and those around you so thoroughly and in such totality, that it's like...

... a combination CAT scan, Hubble telescope, MRI, and CSI investigation.

You will never again see your business, your competitors, your distributors, your associates, or the marketplace with the same eyes.



Some people reading your emails are eager to move toward pleasure. Others are motivated to escape pain. Be sure to appeal to both types of prospects with your pitch ...

Without this mindset, you stand little chance in today's ultra-competitive and brutal business environment.

There's cut-throat competition... a disloyal market... commoditized products and services... diametrically opposed advice from experts... a plethora of options and alternatives that a person has to fill to satisfy a given need.

There is more fear, apprehension, and uncertainty on the part of buyers... few trusted advisors, and lightning-fast technological shifts that devastate entire industries in the blink of an eye.

**CASE STUDY #3** — An email for insertion in Golf e-Zines, for EMAIL ALCHEMY "ELITE" member, William Walsh, selling *The Swing Jacket* [www.SwingJacket.com](http://www.SwingJacket.com), a device for locking your best golf swing into muscle memory.

#### Subject Line:

Worst (And Best) Thing In Golf?

#### Opening:

Hey ~Contact.FirstName~,

There's one thing all golfers should agree on.

And it's absolutely the worst thing in golf.

But I'm NOT talking about a life-long hook or a slice...

... Or a scorecard full of double bogies...

... Or turning the bunker into your home away from home...

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... Or even a DQ on the only hole-in-one one of your life.

No, the worst thing in golf is hitting the perfect shot.

**Deepening:**

It's the one that's absolutely effortless and natural...

... That you unexpectedly fire off like an artillery shell.

It's that shot that shocks your partners.

But the trouble is, it shocks YOU, too.

Because you have no idea how you did it.

The feeling is undeniably sweet, silky smooth, and locked into your memory forever... if you only knew where.

Everything else pales in comparison.

So you spend the rest of your days trying to duplicate that shot... only to get your hopes up when you knock a stroke or two off your handicap...

... Then you're embarrassed to add 4 the next time you're out.

And it's on to the next "fix"... and the next... and the next.

The good news is...

...Your search is over.

**Pitch:**

Because the age of automation has finally conquered the golf course.

The revolutionary SWING JACKET has made trial and error obsolete...

... Along with the urge to toss your clubs in the water hole.



The pitch segment of the email doesn't need to be lengthy, assuming you have a very strong landing page to make the sale.

Or it could be quite lengthy, and you can link directly to an order form. Don't be afraid of long emails. Nobody reads them, just the buyers.

**CASE STUDY #4** — An email to sell tickets to a self-development seminar for EMAIL ALCHEMY "ELITE" member, Noah St. John, called *FREEDOM LIFESTYLE EXPERIENCE* [www.FreedomLifeX.com](http://www.FreedomLifeX.com).

#### Subject Line:

New Success Hack: Elephant Psychology

#### Opening:

Hey ~Contact.FirstName~,

Psychologically, how much do you have in common with a circus elephant?

What about a flea?

Or a crab?

#### Deepening:

Unfortunately, most of us have a weird resemblance to these creatures.

And that commonality is the reason I have successful students in over 140 countries and counting, with no end in sight.

Because the world is filled with stress, fear, overwhelm, and people frozen in place... unable to make a move towards their dreams.

And it's certainly not a matter of trying hard.

If struggling mightily worked, we'd all be successful.

So you're not alone.

It also turns out, it's not your fault... or anyone's fault.

Because we've never been taught to tap into our unlimited minds.

**In fact, we've actually been taught how to KEEP ourselves stuck!**

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**Pitch:**

But I've discovered the anti-venom for this invisible mental poison.

I want to share it with you at my upcoming **FREEDOM LIFESTYLE EXPERIENCE** seminar in Las Vegas on May 3 through May 5.

[Details and Limited-Time Registration Here](#)



This is a link, yes, but not technically a call-to-action.

I wouldn't stick the link in early like this, if this were the first email in the series. This email is part of a multi-part series, where the offer has been pitched several times before.

And speaking of all things Las Vegas...

... Let's get back to the circus elephants and achieving your goals, hopes, and dreams.

Have you ever noticed how those elephants walk around without so much as a leash?

Have you wondered why those enormous beasts submit to their handlers?

It's not just training, because training can fail and an occasional elephant misstep has dire consequences.

The same goes for relying on positive thinking or traditional affirmations.

They fail, and the dire consequences create a frustrating, unfulfilled life.



People want to know how things work and why things happen, and wrapping these explanations up in a story is far more satisfying and persuasive than a literal explanation.

You can't throw a stick these days without hitting a self-development guru (likely the same for whatever you do), and so telling a story is a smart way of differentiating yourself. It allows you to pitch without triggering REACTANCE in the mind of the prospect (Oh yes, of course you would say that). Your superiority slips in under the radar.

You see, when elephants are small they tie a rope around their necks and secure them to a post...

... Where they pull and twist until they figure out that resistance is futile and finally give up.

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Before long, they're being restrained by this deep imprinting for the rest of their lives.

Likewise, with creating a flea circus.

All they have to do is put the fleas in a jar with a lid.

And after smashing their tiny heads on the lid a few times, no more control is necessary.

The fleas adjust their jumping height FOREVER.

**Just like YOUR goals... whether in relation to money, business, health, relationships, or anything else... the control lies in the invisible lid or rope you're responding to.**

It's truly the only difference between you and the people who have exactly what you want...

... Like my students who've gone from broke to running 6 and 7-figure businesses.

The best good news is, "cutting the rope" is science, not magic, so it's well within reach.

And I'll show you the secret when you join me for a life-altering weekend in Las Vegas in May.



If you slow down and read that last sentence carefully, you can see it presupposes a purchase.

The result is a command, embedded within the sentence, below the prospect's conscious level of awareness.

**The benefits of being there IN PERSON can't be overstated.**

You'll accelerate your changes by immersing yourself in an environment filled with like-minded people.

And because I love an eager student, my early-bird price is too good to pass up.

For a very limited time, for the most enthusiastic... tickets for the weekend are HALF PRICE, at just \$497...

... But only until my allotted slots are filled.



Should you put the price of your offer in the email, or save it for the landing page?

If the price is low, relative to competing alternatives, put it in the email. If the price is high, save it for the landing page.

**CASE STUDY #5** — An email to sell tickets to Perry Marshall's annual *80/20 Summit*. Part of an EMAIL ALCHEMY series that hauled in \$129,742 in just 9 days.

#### Subject Line:

[80/20 Encore] Give Up Sleep for Optimum Productivity

#### Opening:

[We're caving in to the hue and cry for MORE... thus, this **ENCORE** training at 2PM Eastern and your LAST LIVE CHANCE for the 80/20 course-correct of your entire life. Also the last chance to DOWNLOAD the first 3 chapters from the \$404 million Godfather of 80/20, Richard Koch]

~Contact.FirstName~...

Looking back to 10 years ago, even though I was becoming successful and marginally famous in the marketing world with Adwords, I was STILL as crazy as an outhouse mouse.

Seriously, even though I was stressed out of my mind, I'd fantasize about more self-torture.

Like when I had some project deadline I was obsessed with, putting in 14-to-16 hours-a day to grab the brass ring... but still behind schedule.

Even with the pedal nail-gunned to the metal, sometimes I'd lean back in my chair and think:

**"If only I didn't have to sleep, THEN I could finally get ahead of the curve."**

Crazy? A given.

#### Deepening:

But maybe you've thought the same thing, or had some version of a perpetual carrot in front of your nose.

Maybe you've tried to get up an hour earlier to squeeze more out of yourself.

Maybe you skip lunches and just eat power bars.

Maybe you've devoured all the time-management trainings to corral those few minutes of the day that have gone AWOL.

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Maybe you have no life, like so many entrepreneurs.

Well I'll let you in on a secret.

You're whipping a dead horse.

Trying to squeeze blood out of a turnip.

Because even if you're working at your peak, utilizing 100% of your brain power...

... You can't reach anywhere NEAR your potential from here... "here" being your current mental operating system.

If you're driving a 1991 Chevy Impala... then no tune up, flame decals, or even slapping on a turbocharger is going to turn that pumpkin into a Ferrari at midnight.

Might as well teach a fish to speak Mandarin.

Heck, even Apple, the best of the best, and the first \$700 BILLION company on the planet, constantly has MAJOR upgrades.

Are you any different?

Did you just *arrive* as a brilliant entrepreneur with all the tools, techniques, and tactics?

**Pitch:**

That's why you need more than a productivity "patch."

80/20 is a fundamentally different operating system, which is a prerequisite for hamster-wheel liberation.

Because you'll only make incremental lurches forward if you keep working WITHIN the same broken system that 99% of all businesses struggle with.

80/20 will give you a dizzying mountain top view of a newly discovered territory.

And although you may be a bit woozy from the paradigm shifting under your feet, you'll understand completely after attending the ENCORE performance of the new 80/20 training TODAY, Friday, September 30, at 2 PM Eastern.



Humor is another powerful tool for diffusing reactance. It's critical you explain why you are different and superior, but as soon as you do, it puts the reader on the defensive.

A little humor, as in "you may be a bit woozy from the paradigm shifting under your feet" serves to relieve tension and opens the prospect's mind to clicking the link and checking out your offer.

It's called:

**"80/20 Simplification for Total Market Dominance: How to Rule Your Niche, Build Massive Brand Value, and Cash Out Like a Bandit!"**

**CASE STUDY #6** — An email to secure telephone sales calls to sell life insurance to subscribers generated at [www.ShopLife.ca](http://www.ShopLife.ca), for EMAIL ALCHEMY "ELITE" member, Ned Vedo.

#### Subject Line:

Fire-Me-Fast Consultation and Quote

#### Opening:

Hey ~Contact.FirstName~,

Three quick things.

One is your quote.

Second is a "heads up" about FIRING ME as a source of unbiased, useful and worth-your-time information.

But most important is a WARNING... so let's start there.

#### Deepening:

Because in the insurance world, many companies and agents operate on the "buyer beware" principle.

So if they sell you an outdated whole-life policy that costs you a fortune and leaves you woefully under-insured (while they steal the cash value out from under the nose of your grieving dependents)...

...Well, somehow YOU were supposed to know you were getting a raw deal.

Or if they skimmed over the fact that your term-renewal increase is enough to give you a heart attack...

... Again, they say, “But YOU were supposed to read the fine print.”

That’s why I wanted to give you a heads up about FIRING ME.

Because here’s what I require if we start working together:

### Pitch:

- 1) If you ever feel like I’m pressuring you... FIRE ME!
- 2) If I haven’t explained everything clearly... FIRE ME!
- 3) If I don’t call you back when I say I will... FIRE ME!
- 4) If you don’t feel completely comfortable with any of my recommendations... FIRE ME!
- 5) If you think I’m putting my own agenda ahead of your financial health and wealth... FIRE ME!
- 6) If I’m NOT saving you time and making your life easier... FIRE ME!
- 7) If you don’t just plain ENJOY working with me... FIRE ME!

And I mean it.

Life’s too short to be struggling with your finances... and even worse, struggling with the “expert” who’s supposed be clearing the path for you.



People have a love/hate relationship with getting on the phone and talking to you. On the one hand, they crave personalized attention and interacting in real time with a subject matter expert.

On the other hand, they loath the idea of getting their heads bashed in by an obnoxious, care-nothing-but-get-the-check salesman. This email hits the objection on the head.

I know this stuff can be like figuring out a Chinese train schedule... and you and your family really can get hurt financially if you misread the fine-print.

That's what I'm here for... so you don't waste your time struggling with concepts I've spent years researching, understanding, and streamlining.

But most people don't realize there are financial strategies and products that fit together in unexpected (and little-known) ways... that magnify each other's wealth-protecting power.

I can make it down-to-earth simple for you... putting the worst financial complexities into everyday terms without being patronizing, intimidating, or making you feel stupid.

So let me ask you...

What would you do...

IF it was FREE to see if I can answer all of your questions and point you to the perfect policy?

IF there was really and truly, absolutely NO PRESSURE (and that wasn't just a marketing gimmick)?

IF it was just like calling a friend and asking them, "Hey, did you see that new movie the other night? What was it like?"

IF it was that easy and straightforward... with no strings attached?



You'll notice these emails contain a lot of questions, either questions that elicit a "yes"... or questions that invite the prospect to imagine what it would be like to say "yes". Note also the hypnotic repetition of the word IF, at the beginning of each sentence.

You want to get the reader's head nodding, each nod getting them closer to the click, and more likely to convert when they do.

Well... THAT'S exactly what it's like to talk to me.

In fact, I'll even take the first step in working together.

**CASE STUDY #7** — An email to create anticipation for a product launch for marketing guru, Jon Benson [www.JonBenson.com/](http://www.JonBenson.com/). Part of a 16-day EMAIL ALCHEMY series that generated over \$400,000.

#### Subject Line:

TRUE STORY: Suicide Pact for Success

#### Opening:

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[**Today at 5pm Pacific Time**—an Unprecedented Unveiling of My Latest Launch Letter—DISSECTED Before Your Very Eyes on Video... My Most Precious Marketing Secrets Laid Absolutely Bare NAKED!]

~Contact.FirstName~...

Here's why my suicide pact is the absolute KEY to AUTOMATING your marketing...

...Which of course, means automatic PROFITS!

And not to be overly dramatic... but let's cut to the chase...

...Because a life buried in tension, struggle, worry, and frustration over money... is hardly a life at all.

That's where my suicide pact comes in, and at age 43, my #1 failure in life wasn't in business.

It was a seemingly endless and painful string of disastrous romantic relationships.

And just over eight and a half years ago, I'd finally had enough.

### **Deepening:**

Enter the suicide pact.

It happened after an all-too-familiar "bail-out" date with yet another beautiful and totally intellectually incompatible woman.

...Which is what led to my dark vow on the way home that night.

I realized I was walking around with a gaping hole in my heart... a profound emptiness that no number of superficial relationships could ever fill.

And if I didn't have the deep, intimate and "for life" romantic partnership with a thoughtful, authentic and intellectually compatible woman by the age of 50, I was going to end it.

Seriously... that was my pact with myself.

And as weird as it seems, I totally meant it.

And just so you know: I deeply value life. I grew up in a spiritual household, so the thought of any violence of any kind, including to myself, was beyond gut-wrenching.

I just felt as if there was no other way out. I wasn't "depressed"; life without true love just never sounded appealing to me.

But that's NOT the crazy part.

What really blew my mind was how that decision set the course of my future.

In fact, it's the same process that lets me GUARANTEE I can TRIPLE your marketing message-to-market speed.

...Because before long I had a mentor... I was being coached by a relationship EXPERT... something I didn't even believe in. I had so many false beliefs back then... wow. I'd say I look back and laugh; rather, I look back and mourn.

I went for a grueling 14 hour session in New York and this person reached right into my mind and did a total rewiring of the goofy signals I was putting out, and how they were simply attracting the wrong type of women to me.

I thought the women were the problem. And frankly, in many cases, they were. However, in many others, I was the problem... and I just couldn't see it.

The funny thing is some people thought I was a womanizer, but I was really just desperate for someone real. They would see me with a different girl all the time and just assumed... well, you know.

I was just in a near-hopeless feedback loop... one that almost ended my life by my own hands.

A long story short, less than a year later, I married Andrea: a passionate, caring, loving and authentic soul, as beautiful on the inside as out. The love of my life. My pact came to an end. I forgave myself for making it and asked the Powers that be to do the same.

### **Pitch:**

Believe it or not, you will come to me for the same reason I went to that relationship expert.

It's exactly why all customers and clients come to me.

NOT for my relationship expertise:

Rather, because I am the EXPERT of WORDS that get CASH... aimed at just the right customers... who appreciate the value you bring them and stay with you for life... not for an un-profitable string of superficial one-night stands.

It's where the real profits lie.

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Often times, you don't even have to provide much of a product or service description at all in these emails. The landing page can do that.

The pitch segment of the email need not be anything more than an explanation of the sub-text of the story told in the deepening segment.

You may be in a similar situation... perhaps not as dire. Perhaps so. I've literally met men and women who were contemplating the worst. They were so in debt, so desperate, they were not thinking clearly...

And they needed a mentor.

I'd like to be that mentor to you through The 3X Sellerator.

I can TEACH, SYSTEMITIZE, and AUTOMATE that sales process FOR YOU... as proven by my "business" relationship track record, which, as I may have mentioned, has hauled in over \$800 MILLION in sales for my customers.

So if you need relationship help, send me an e-mail and I'll give you one helluva referral.

YET, IF YOU JUST WANT TO RESURRECT YOUR SALES AND CASHFLOW?

THAT I can help you with... right away... and it starts with an important decision (no suicide pact necessary).

Because tomorrow at 1pm Pacific time, I'm unveiling the fastest way to build your business I've ever seen.

I've "bottled" my marketing savvy and made it computerized and AUTOMATIC...

...With the NEW, loaded-for-bear, 3X SELLERATOR!

## Step #5 — The Call-to-Action

Phew, we made it. You've studied the SUBJECT LINE, the OPENING, the DEEPENING, and the PITCH.

You've seized their ATTENTION... congealed that attention into INTEREST... and fanned the flames of DESIRE... all in preparation for the big moment — ACTION!

It's time for your subscriber to click that link with gusto and follow through on their desires. It's the call-to-action, where the rubber hits the road.

**CASE STUDY #1** — An email designed to sell a virtual-coaching program on body-sculpting for women, called *X-TREME RESULTS Challenge*, for [www.IdealBodiesOnline.com](http://www.IdealBodiesOnline.com). Part of an EMAIL ALCHEMY campaign that brought in \$51, 836 for Sue in just 12 days.

#### Subject Line:

My Jiggly, Embarrassing Bum (see it on video)

#### Opening:

[Please note the deadline for VALUABLE BONUSES, and BOFO DISCOUNT. See below.]

~Contact.FirstName~,

When I was 19, and still living in Mildura, one day I was innocently walking across the paddock where we kept my horse.

My Mum and my big sister Robyn were behind me.

They had a clear view of my bum, which apparently, was looking rather large and jiggling a bit.

And for some reason, they insisted on teasing me, even though my "bum" WASN'T THAT BIG!!

Seriously, it wasn't! Just check out my "fat" pictures in the video at this link (at the 30 second mark)... and then [see my transformed, rock-hard bum at 2 minutes, 30 seconds on the video.](#)

#### Deepening:

But back when I was 19, I was pretty self-conscious.

And those catty remarks stuck in my head like a tick on a dog's ear.

I suffered a lot... for many years!

And it's one reason I created my all-new, X-TREME RESULTS CHALLENGE...

So you DON'T have to live with a body you're ashamed of... or suffer from a jiggling bum.

Looking back, I suppose my Mum and Sis were just having a bit of fun... not meaning to stab me in the heart or start me on an agonizing path of shame about my body.

But I was just a teenager!!



We've all been through those awkward years.

I was exquisitely sensitive about my developing body.

And my poor bum was an easy target.

So right then and there I decided, "I'll show them!"

I started counting calories... obsessively.

Every night before bed, I planned out the absolute minimum number I could get away with the next day... and how much exercise I could force myself to do.

I lost weight like crazy.

I started speed walking like a mad woman... long distances... faster than a wallaby with a dingo on his tail!

In fact, we lived on "Walnut Avenue," and the neighbors started calling me, "The Walnut Walker."

So in a nutshell, I was innocently doing EVERYTHING I knew how to do to feel better about my body.

The trouble was, it was INCREDIBLY unhealthy, even dangerous, and the weight loss temporary!

I'm lucky I didn't do any permanent damage.

But that was the least of the crazy things I've done.

Since then I've tried EVERYTHING... from the ridiculous to the downright bizarre.

I also know about over-training and eating disorders... because I only had one speed in those days... pedal to the metal in overdrive!

In fact, I was so insane about my body, that I once ended up in bed... exhausted... barely able to lift my head off the pillow for weeks.

I've also had coaches and trainers from HELL who thought the best way to a great body was to insult, humiliate, and shame me into doing what they wanted.

But I'm here to tell you that self-criticism and mental violence... whether you do it to yourself like most of us do...

...Or you hire someone to do it from the “outside”...

...It doesn't work... and it's the WORST thing for creating a beautiful, feminine-warrior body.

No... you need to be kind to yourself, with lots of encouragement, and big doses of love and compassion.

**Pitch:**

And you need the right SYSTEM to feed your mind and spirit while you nourish the sleek, feminine muscles that burn off your jiggy excess baggage.

And that's EXACTLY what you'll be doing, now that I've come out of 'retirement'.

Because I've refined the best of what I've taught to thousands of amazing Australian women, and hundreds of our sisters across the water.

The X-TREME RESULTS CHALLENGE is packed with all the competition-winning strategies I've discovered... even though most of the women I coach just want to look fabulous... only a few want to compete.

So you can imagine what you'll look like if you only do 20% of what I teach... you'll still be stunned by how quickly your body changes.

And that's one of the comments I hear most often, that our feminine warriors are delighted with their FAST results... despite HOW MUCH THEY CAN EAT.

PLUS the fact that my X-TREME results workouts dramatically reduce your time in the gym. (You get stunning results with as little as 4 enjoyable hours per week!)

What could be better... except my PERSONALIZED support... without browbeating or humiliation...

...Just the love and encouragement you need when you hit that “give up thinking” that we all go through.

**Call-to-Action:**

So [click on over for the details...](#)

...watch the BEFORE and AFTER reel of REAL women with kids and jobs...

...the step-by-step training, the delicious and satisfying meal plans, the health secrets I've painstakingly accumulated, and the fine-tuned balance of cardio and strength...

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...and the extensive Q & A that will encourage you to try my step-by-step, guaranteed system. [Here's the link.](#)



A solid CTA link should begin with a verb (go figure)... and seldom should the verb be BUY. If you use the verb “buy”, you will get a very low number of clicks and very few buyers. Instead, ask the reader to do something non-threatening on the landing page, especially in the first few emails of the campaign. Then, as the campaign progresses, you can raise the stakes...

...Instead of “click on over for the details”, or “watch the before and after reel”... you can escalate to “try”, or “invest”, or “take advantage of”... or any number of other euphemisms for the dreaded B word.

**CASE STUDY #2** — An email designed to sign people up to a webinar and consulting session with Jay Abraham [www.Abraham.com](http://www.Abraham.com), for \$25,000. Part of an EMAIL ALCHEMY campaign that filled Jay’s webinar to capacity.

#### Subject Line:

[Friday] A Billion Billion (18 Zeros) in Business Growth?

#### Opening:

You’re already signed up for Friday’s REVENUE TRIFECTA training, but have you worked with the EXPONENTIAL GROWTH ASSESSMENT GUIDE yet?

It reveals 31 different ways to expand your revenues with minimal effort or capital. [Download this thought-provoking pre-study guide now](#) and put your revenue recognition IQ to the test.

~Contact.FirstName~,

The human brain balks at the concept of exponential growth.

Not consciously, of course, or in theory... but in grasping its practical (and astonishing) applications for the unseen potential of ordinary businesses.

As an example, we can’t wrap our heads around the immensity of the 18 zeros in a billion billion... which is the number in the illuminating story below.

Yet we throw the word “exponential” around like we actually understand it... then settle for crumbs when a great feast is set before us in the world of business.

But if you sincerely wish to break through the constricting revenue barriers all entrepreneurs face and are unknowingly ensnared by...

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...You MUST understand the deeper, more nuanced, and massively powerful implications of exponential growth... as the truly liberating business concept it is.

So I'll clarify and expand your mind, with a quick story from ancient India.

### Deepening:

Legend has it that a powerful king was obsessed with chess and loved to challenge visitors.

So as a motivator, the king promised his opponents any reward of their choosing if he lost, which he never did.

Then one day a traveling sage was passing through the kingdom.

He was brought before the king and asked what reward he desired if he won.

The sage was obviously very humble, because he only asked for a few grains of rice for each square of the chessboard.

The king admired the man's humility... then lost the game.

But being a man of his word, the king called for a sack of rice, and grains were to be placed on the board according to the sage's instructions:

**"Just one grain on the first square, Your Excellency... two on the second, four on the third, eight on the forth... merely doubling the number with each square."**

By the 15<sup>th</sup> square, the king was mildly alarmed, as the number of grains reached 16,384.

And then... by the time they reached the 20<sup>th</sup> square, the king was shocked.

The number had grown to an astonishing 524,288!

The king quickly realized he'd never be able to deliver, but he admired the sage's brilliance.

So he compromised by giving the princess' hand in marriage, plus a large section of the kingdom... and a lot of rice.

They all lived happily ever after.

And to emphasize the misunderstood, misapplied, and underutilized power of exponential growth... here's a caveat.

If it were possible to make it to the 64<sup>th</sup> square on the chessboard, the wise man would have had 18,446,744,073,709,551,615 grains of rice... which is 18 billion billion.

If you lined them up, those grains would cover the distance from Earth to Alpha Centauri and back, 16 light years (that's the closest solar system to ours).

What does this have to do with YOU and YOUR kingdom of business?

**Pitch:**

Lock on to that sense of enormity and unexpected expansion... realize that there is far more available than even the most pumped-up seminar ever got you to believe.

And consider...

What if TRUE exponential growth was not just a theory espoused by marketing pundits?

And what if you discovered, then implemented, 100 "grain-of-rice changes" in your business in the next year?

And what if each one multiplied every other?

What if there were a way to make visible and tangible the unseen, untapped, misunderstood, and underexploited capability that is right under the nose of EVERY business owner... right now?

Actually, you will do just that when you attend the never-before-revealed distillation of my life's work this Friday May 6, at 11am Pacific/2pm Eastern.

You will not be the same after embracing, surrendering to, and absorbing the paradigm shift in this comprehensive mind-altering 90 minutes.

I will install 360-degree business vision in your head.

It's the most powerful skill set I've developed in my 35 years of working elbow-to-elbow with the world's most brilliant business builders.

Because look...

...NO ONE intentionally goes to work every day with a game plan to under-utilize or sub-optimize their resources and operate at a tiny fraction of their productive capacity...

... NOT when the same effort, the same amount of time, the same people, and the same marketplace could generate two, three, four times the front-end yield, and then a multiple of that on residual and ancillary products and services.

And yet, most business owners do exactly that.

Because you really can't optimize every resource just by RECOGNIZING this premise of exponential growth.

You optimize by having a context of deep understanding of all of the higher-performing options, opportunities, possibilities and approaches that are available to you ...

... Then evaluating them against a criterion of which ones are going to serve the unique strategic requirements of your business.

And that happens only with 360-degree vision, which is what I'll meticulously teach you on Friday.

Most business owners only see the solar system.

I'll teach you to see the universe.

So you can examine your business and those around you so thoroughly and in such totality, that it's like...

... a combination CAT scan, Hubble telescope, MRI, and CSI investigation.

You will never again see your business, your competitors, your distributors, your associates, or the marketplace with the same eyes.

Without this mindset, you stand little chance in today's ultra-competitive and brutal business environment.

There's cut-throat competition... a disloyal market... commoditized products and services... diametrically opposed advice from experts... a plethora of options and alternatives that a person has to fill to satisfy a given need.

There is more fear, apprehension, and uncertainty on the part of buyers... few trusted advisors, and lightning-fast technological shifts that devastate entire industries in the blink of an eye.

**Call-to-Action:**

Expand your mind instead.

[Click here to log on to the web-cast this Friday.](#) Starts at 11am Pacific/2pm Eastern sharp. Log on early because we're expecting a full house.

Possibilities and solutions are everywhere for those who have eyes to see them.

-Jay



In addition to the link CTA, you can see there are often other verbs before and after the link, overt or embedded.

In this case... "expand your mind..." and "...have eyes to see them."

**CASE STUDY #3** — An email for insertion in Golf e-Zines, for EMAIL ALCHEMY "ELITE" member, William Walsh, selling *The Swing Jacket* [www.SwingJacket.com](http://www.SwingJacket.com), a device for locking your best golf swing into muscle memory.

#### Subject Line:

Worst (And Best) Thing In Golf?

#### Opening:

Hey ~Contact.FirstName~,

There's one thing all golfers should agree on.

And it's absolutely the worst thing in golf.

But I'm NOT talking about a life-long hook or a slice...

... Or a scorecard full of double bogies...

... Or turning the bunker into your home away from home...

... Or even a DQ on the only hole-in-one one of your life.

No, the worst thing in golf is hitting the perfect shot.

#### Deepening:

It's the one that's absolutely effortless and natural...

... That you unexpectedly fire off like an artillery shell.

It's that shot that shocks your partners.

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But the trouble is, it shocks YOU, too.

Because you have no idea how you did it.

The feeling is undeniably sweet, silky smooth, and locked into your memory forever... if you only knew where.

Everything else pales in comparison.

So you spend the rest of your days trying to duplicate that shot... only to get your hopes up when you knock a stroke or two off your handicap...

... Then you're embarrassed to add 4 the next time you're out.

And it's on to the next "fix"... and the next... and the next.

The good news is...

...Your search is over.

#### Pitch:

Because the age of automation has finally conquered the golf course.

The revolutionary SWING JACKET has made trial and error obsolete...

... Along with the urge to toss your clubs in the water hole.

#### Call-to-Action:

**Ready to play to your FULL potential?**

Looking for a fast, easy, automatic way to train your body to repeat a great swing?

**Golf Digest**  
Used by PGA Tour players ... it keeps 'them' connected throughout the swing - a key move amongst good ball strikers.

[Learn more](#)

**The Only Way to Add Distance, Accuracy & Consistency?**

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In this case we have a clickable image, acting as a CTA.

No doubt the click through rate could be improved with a bigger “learn more” button.

**CASE STUDY #4** — An email to sell tickets to a self-development seminar for EMAIL ALCHEMY “ELITE” member, Noah St. John, called *FREEDOM LIFESTYLE EXPERIENCE* [www.FreedomLifeX.com](http://www.FreedomLifeX.com).

#### Subject Line:

New Success Hack: Elephant Psychology

#### Opening:

Hey ~Contact.FirstName~,

Psychologically, how much do you have in common with a circus elephant?

What about a flea?

Or a crab?

#### Deepening:

Unfortunately, most of us have a weird resemblance to these creatures.

And that commonality is the reason I have successful students in over 140 countries and counting, with no end in sight.

Because the world is filled with stress, fear, overwhelm, and people frozen in place... unable to make a move towards their dreams.

And it’s certainly not a matter of trying hard.

If struggling mightily worked, we’d all be successful.

So you’re not alone.

It also turns out, it’s not your fault... or anyone’s fault.

Because we’ve never been taught to tap into our unlimited minds.

**In fact, we’ve actually been taught how to KEEP ourselves stuck!**

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**Pitch:**

But I've discovered the anti-venom for this invisible mental poison.

I want to share it with you at my upcoming **FREEDOM LIFESTYLE EXPERIENCE** seminar in Las Vegas on May 3 through May 5.

**Details and Limited-Time Registration Here**

And speaking of all things Las Vegas...

... Let's get back to the circus elephants and achieving your goals, hopes, and dreams.

Have you ever noticed how those elephants walk around without so much as a leash?

Have you wondered why those enormous beasts submit to their handlers?

It's not just training, because training can fail and an occasional elephant misstep has dire consequences.

The same goes for relying on positive thinking or traditional affirmations.

They fail, and the dire consequences create a frustrating, unfulfilled life.

You see, when elephants are small they tie a rope around their necks and secure them to a post...

... Where they pull and twist until they figure out that resistance is futile and finally give up.

Before long, they're being restrained by this deep imprinting for the rest of their lives.

Likewise, with creating a flea circus.

All they have to do is put the fleas in a jar with a lid.

And after smashing their tiny heads on the lid a few times, no more control is necessary.

The fleas adjust their jumping height FOREVER.

**Just like YOUR goals... whether in relation to money, business, health, relationships, or anything else... the control lies in the invisible lid or rope you're responding to.**

It's truly the only difference between you and the people who have exactly what you want...

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... Like my students who've gone from broke to running 6 and 7-figure businesses.

The best good news is, "cutting the rope" is science, not magic, so it's well within reach.

And I'll show you the secret when you join me for a life-altering weekend in Las Vegas in May.

**The benefits of being there IN PERSON can't be overstated.**

You'll accelerate your changes by immersing yourself in an environment filled with like-minded people.

And because I love an eager student, my early-bird price is too good to pass up.

For a very limited time, for the most enthusiastic... tickets for the weekend are HALF PRICE, at just \$497...

... But only until my allotted slots are filled.

#### Call-to-Action:

[CLICK HERE FOR DETAILS and REGISTRATION.](#)



It doesn't get much simpler than that. Hard to be more explicit than "CLICK HERE FOR DETAILS".

This email is well into the campaign, hence "...and REGISTRATION" is used. The deadline is approaching, soon time to fish or cut bait. Softer than "REGISTER NOW" but getting a little more direct.

**CASE STUDY #5** — An email to sell tickets to Perry Marshall's annual *80/20 Summit*. Part of an EMAIL ALCHEMY series that hauled in \$129,742 in just 9 days.

#### Subject Line:

[80/20 Encore] Give Up Sleep for Optimum Productivity

#### Opening:

[We're caving in to the hue and cry for MORE... thus, this **ENCORE** training at 2PM Eastern and your LAST LIVE CHANCE for the 80/20 course-correct of your entire life. Also the last chance to DOWNLOAD the first 3 chapters from the \$404 million Godfather of 80/20, Richard Koch]

~Contact.FirstName~...

Looking back to 10 years ago, even though I was becoming successful and marginally famous in the marketing world with Adwords, I was STILL as crazy as an outhouse mouse.

Seriously, even though I was stressed out of my mind, I'd fantasize about more self-torture.

Like when I had some project deadline I was obsessed with, putting in 14-to-16 hours-a day to grab the brass ring... but still behind schedule.

Even with the pedal nail-gunned to the metal, sometimes I'd lean back in my chair and think:

**"If only I didn't have to sleep, THEN I could finally get ahead of the curve."**

Crazy? A given.

### **Deepening:**

But maybe you've thought the same thing, or had some version of a perpetual carrot in front of your nose.

Maybe you've tried to get up an hour earlier to squeeze more out of yourself.

Maybe you skip lunches and just eat power bars.

Maybe you've devoured all the time-management trainings to corral those few minutes of the day that have gone AWOL.

Maybe you have no life, like so many entrepreneurs.

Well I'll let you in on a secret.

You're whipping a dead horse.

Trying to squeeze blood out of a turnip.

Because even if you're working at your peak, utilizing 100% of your brain power...

... You can't reach anywhere NEAR your potential from here... "here" being your current mental operating system.

If you're driving a 1991 Chevy Impala... then no tune up, flame decals, or even slapping on a turbocharger is going to turn that pumpkin into a Ferrari at midnight.

Might as well teach a fish to speak Mandarin.

Heck, even Apple, the best of the best, and the first \$700 BILLION company on the planet, constantly has MAJOR upgrades.

Are you any different?

Did you just *arrive* as a brilliant entrepreneur with all the tools, techniques, and tactics?

### Pitch:

That's why you need more than a productivity "patch."

80/20 is a fundamentally different operating system, which is a prerequisite for hamster-wheel liberation.

Because you'll only make incremental lurches forward if you keep working WITHIN the same broken system that 99% of all businesses struggle with.

80/20 will give you a dizzying mountain top view of a newly discovered territory.

And although you may be a bit woozy from the paradigm shifting under your feet, you'll understand completely after attending the ENCORE performance of the new 80/20 training TODAY, Friday, September 30, at 2 PM Eastern.

### Call-to-Action:

LAST CHANCE TO [JOIN US LIVE TODAY...](#) LAST CHANCE for FREE DOWNLOAD of the first 3 chapters of the \$404 million-dollar man's new business revelations (Richard Koch's genius on full display).



Note the secondary reason to comply.

Double scarcity. Act now or miss out.

**CASE STUDY #6** — An email to secure telephone sales calls to sell life insurance to subscribers generated at [www.ShopLife.ca](http://www.ShopLife.ca), for EMAIL ALCHEMY "ELITE" member, Ned Vedo.

### Subject Line:

Fire-Me-Fast Consultation and Quote

### Opening:

Hey ~Contact.FirstName~,

Three quick things.

One is your quote.

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Second is a “heads up” about FIRING ME as a source of unbiased, useful and worth-your-time information.

But most important is a WARNING... so let's start there.

### Deepening:

Because in the insurance world, many companies and agents operate on the “buyer beware” principle.

So if they sell you an outdated whole-life policy that costs you a fortune and leaves you woefully under-insured (while they steal the cash value out from under the nose of your grieving dependents)...

...Well, somehow YOU were supposed to know you were getting a raw deal.

Or if they skimmed over the fact that your term-renewal increase is enough to give you a heart attack...

... Again, they say, “But YOU were supposed to read the fine print.”

That's why I wanted to give you a heads up about FIRING ME.

Because here's what I require if we start working together:

### Pitch:

- 1) If you ever feel like I'm pressuring you... FIRE ME!
- 2) If I haven't explained everything clearly... FIRE ME!
- 3) If I don't call you back when I say I will... FIRE ME!
- 4) If you don't feel completely comfortable with any of my recommendations... FIRE ME!
- 5) If you think I'm putting my own agenda ahead of your financial health and wealth... FIRE ME!
- 6) If I'm NOT saving you time and making your life easier... FIRE ME!
- 7) If you don't just plain ENJOY working with me... FIRE ME!

And I mean it.

Life's too short to be struggling with your finances... and even worse, struggling with the "expert" who's supposed be clearing the path for you.

I know this stuff can be like figuring out a Chinese train schedule... and you and your family really can get hurt financially if you misread the fine-print.

That's what I'm here for... so you don't waste your time struggling with concepts I've spent years researching, understanding, and streamlining.

But most people don't realize there are financial strategies and products that fit together in unexpected (and little-known) ways... that magnify each other's wealth-protecting power.

I can make it down-to-earth simple for you... putting the worst financial complexities into everyday terms without being patronizing, intimidating, or making you feel stupid.

So let me ask you...

What would you do...

IF it was FREE to see if I can answer all of your questions and point you to the perfect policy?

IF there was really and truly, absolutely NO PRESSURE (and that wasn't just a marketing gimmick)?

IF it was just like calling a friend and asking them, "Hey, did you see that new movie the other night? What was it like?"

IF it was that easy and straightforward... with no strings attached?

Well... THAT'S exactly what it's like to talk to me.

In fact, I'll even take the first step in working together.

### Call-to-Action:

If you will just [book a free no-obligation half-hour consultation](#) by midnight on [DATE], I'll send you a beautiful watch.



The ethical bribe.

Do this sooner rather than later (because as we all know, sooner seldom arrives) and I'll reward your prompt response.

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**CASE STUDY #7** — An email to create anticipation for a product launch for marketing guru, Jon Benson [www.JonBenson.com/](http://www.JonBenson.com/). Part of a 16-day EMAIL ALCHEMY series that generated over \$400,000.

**Subject Line:**

**TRUE STORY: Suicide Pact for Success**

**Opening:**

[**Today at 5pm Pacific Time**—an Unprecedented Unveiling of My Latest Launch Letter—DISSECTED Before Your Very Eyes on Video... My Most Precious Marketing Secrets Laid Absolutely Bare NAKED!]

~Contact.FirstName~...

Here's why my suicide pact is the absolute KEY to AUTOMATING your marketing...

...Which of course, means automatic PROFITS!

And not to be overly dramatic... but let's cut to the chase...

...Because a life buried in tension, struggle, worry, and frustration over money... is hardly a life at all.

That's where my suicide pact comes in, and at age 43, my #1 failure in life wasn't in business.

It was a seemingly endless and painful string of disastrous romantic relationships.

And just over eight and a half years ago, I'd finally had enough.

**Deepening:**

Enter the suicide pact.

It happened after an all-too-familiar "bail-out" date with yet another beautiful and totally intellectually incompatible woman.

...Which is what led to my dark vow on the way home that night.

I realized I was walking around with a gaping hole in my heart... a profound emptiness that no number of superficial relationships could ever fill.

And if I didn't have the deep, intimate and "for life" romantic partnership with a thoughtful, authentic and intellectually compatible woman by the age of 50, I was going to end it.



Seriously... that was my pact with myself.

And as weird as it seems, I totally meant it.

And just so you know: I deeply value life. I grew up in a spiritual household, so the thought of any violence of any kind, including to myself, was beyond gut-wrenching.

I just felt as if there was no other way out. I wasn't "depressed"; life without true love just never sounded appealing to me.

But that's NOT the crazy part.

What really blew my mind was how that decision set the course of my future.

In fact, it's the same process that lets me GUARANTEE I can TRIPLE your marketing message-to-market speed.

...Because before long I had a mentor... I was being coached by a relationship EXPERT... something I didn't even believe in. I had so many false beliefs back then... wow. I'd say I look back and laugh; rather, I look back and mourn.

I went for a grueling 14 hour session in New York and this person reached right into my mind and did a total rewiring of the goofy signals I was putting out, and how they were simply attracting the wrong type of women to me.

I thought the women were the problem. And frankly, in many cases, they were. However, in many others, I was the problem... and I just couldn't see it.

The funny thing is some people thought I was a womanizer, but I was really just desperate for someone real. They would see me with a different girl all the time and just assumed... well, you know.

I was just in a near-hopeless feedback loop... one that almost ended my life by my own hands.

A long story short, less than a year later, I married Andrea: a passionate, caring, loving and authentic soul, as beautiful on the inside as out. The love of my life. My pact came to an end. I forgave myself for making it and asked the Powers that be to do the same.

### **Pitch:**

Believe it or not, you will come to me for the same reason I went to that relationship expert.

It's exactly why all customers and clients come to me.

NOT for my relationship expertise:

Rather, because I am the EXPERT of WORDS that get CASH... aimed at just the right customers... who appreciate the value you bring them and stay with you for life... not for an un-profitable string of superficial one-night stands.

It's where the real profits lie.

You may be in a similar situation... perhaps not as dire. Perhaps so. I've literally met men and women who were contemplating the worst. They were so in debt, so desperate, they were not thinking clearly...

And they needed a mentor.

I'd like to be that mentor to you through The 3X Sellerator.

I can TEACH, SYSTEMITIZE, and AUTOMATE that sales process FOR YOU... as proven by my "business" relationship track record, which, as I may have mentioned, has hauled in over \$800 MILLION in sales for my customers.

So if you need relationship help, send me an e-mail and I'll give you one helluva referral.

YET, IF YOU JUST WANT TO RESURRECT YOUR SALES AND CASHFLOW?

THAT I can help you with... right away... and it starts with an important decision (no suicide pact necessary).

Because tomorrow at 1pm Pacific time, I'm unveiling the fastest way to build your business I've ever seen.

I've "bottled" my marketing savvy and made it computerized and AUTOMATIC...

...With the NEW, loaded-for-bear, 3X SELLERATOR!

#### **Call-to-Action:**

So when you click on the link below, you'll see the following offer:

**["Grab Your Ticket to See The All-New 3X SELLERATOR In Action!"](#)** Experience The Ultimate In Words-to-CASH Conversion Speed... PLUS Lock In Your "Cut-In-Line" Advantage For Loads Of Crazy FAST-ACTION Bonuses When You Register NOW... Including the \$497 UP-SELL FORMULA, Responsible for \$100 Million in Sales!"



That's what you want in a CTA if you want sky-high conversion on the landing page. Remember, you don't cash clicks at the bank, especially blind ones. You need people clicking in a state of readiness. Already excited. Already expectant. In full knowledge of where they are going and what you expect them to do when they get there.

## Conclusion

Of course, there's more to these emails after the CTA, but I think I've probably stretched this rubber band close to the breaking point. Go to the APPENDIX to see the rest of each email and discover how to:

- **Bookend your emails, giving your readers a sense of intellectual and emotional satisfaction, so they look forward to the next email, and the next, and the next... eagerly opening, clicking and buying for years to come...**
- Repeatedly hammer home benefits and bat down objections WITHOUT it feeling like repetition ...
- **Make your sales message more believable by putting it in other people's mouths.** Sell more by using authoritative quotes and testimonials to ultimate advantage ...
- **Create spell-binding post-scripts that snare stubborn skimmers and scanners.** Shuttle them on to the landing page primed and ready for action ...
- And so much more!

Anybody can put up a squeeze page and get people to opt in. That's the easy part. What separates the few winners from the rabble of losers in this game is what happens next... when people start receiving your emails. If you can't get 'em to OPEN, READ, ENGAGE, and BUY... your list building days are soon over and your entrepreneurial dreams fade to black. Don't let it happen to you.

[Click here and book a free strategy session.](#) Let's assemble a winning game plan that empowers you to profitably drive traffic, build your email list for the long term, generate red-hot leads, and make sales!

*Daniel Levis*

The EMAIL ALCHEMIST

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"With just a few EMAIL ALCHEMY emails, we filled my webinar registration roles with over 2,000 exuberant prospects for a \$25,000 product. Because Daniel's philosophy and easy-to-implement systems are built on TRUST... they extol, advocate, and champion the needs, concerns, and welfare of your prospects and customers. It's as if he took the core of my, "Strategy of Preeminence," and applied its central tenants to email marketing." **Jay Abraham, Business Consultant & Strategic Marketing Expert**

"Daniel is one of the handful of copywriters I personally rank as 'Best in the Biz' and he's also the most brilliant web marketing strategist I've ever met." **Clayton Makepeace, Billion-Dollar Copywriter**

"Daniel Levis is doing his students a great service. He motivates them to act. And he gives them the tools to do the right job. Important work. Keep it up!" **Michael Masterson, Bestselling Author, Self-Made Millionaire, Business Builder, and Master Copywriter**

"Of all the things I've done to create more time in my business and my life, systematizing my email marketing was in the TOP 3. That's why we've been applying the systems and strategies of the man known in the upper echelons of marketing as, THE EMAIL ALCHEMIST. We recently rolled out an email campaign using his secrets, for an 80/20 training... Our registrations were STAGGERING... 5 EMAILS brought us 2600 signups for the webinar!" **Perry Marshall, Author of 80/20 Sales and Marketing, The Definitive Guide to Working Less and Making More**

"EMAIL ALCHEMY dug far deeper into my list and QUADRUPLED my sales! For real. That is no hype. It generated a tsunami of orders I had no idea were even there. We pulled in \$300K in immediate sales for 3X Sellerator, plus another \$100K in payment plan sales. All from a list of fewer than 25,000 names. People who had already been exposed to a recent launch for 3XVSL generator. That's over \$16 per subscriber! Amazing! **Jon Benson, Author, Marketer, Consultant, Creator of 3X Sellerator**

"EMAIL ALCHEMY helped me wake up a list that I hadn't mailed much in 7 years and jumpstart my EVOLVED ENTERPRISE program without having to advertise. This way I was able to invest more of my time and money in creating the best and most meaningful program possible. And I was able to take my book to best seller status!" **Yanik Silver, MaverickMBA.com**

"Daniel Levis gives you a blueprint for becoming a great marketer and writer. He just "gets it" in a way that few others do when tackling this complex subject. I love his approach, which begins and ends with telling compelling stories and his concept of taking ageless ideas that have

captivated people throughout the millennia and recycling them. This makes me think of one of my rules of thumb, which is to "steal smart". **Bryan Kurtz, CEO Titans Marketing, LLC**

"There are legendary names in the industry of Direct Marketing like Gary Halbert, John Carlton, Dan Kennedy, etc... Daniel Levis is one of these Modern Day legendary names from the school of direct marketing... where marketing principles work based on testing, persuasion, NLP, and psychology. When a person like Daniel Levis comes around to teach you. THIS is the training you want to take part in." **Andy Jenkins, Founder, Marketing Genesis**

"10 Years into Copywriting I Would Have Sworn I Had E-mail Figured Out from Every Angle. Then Daniel Levis comes along and stomps the ant pile to dust. His E-MAIL ALCHEMY is a total disruption of the way most of us go about building e-mail campaigns. This is NOT more "tips and tricks for getting emails opened and read" that so many other teachers burp out... this is a clean, fresh, and deeply psychological look at why people buy and how to help them decide to do it with your e-mails.

This approach will not only revive your list, slap awake slumping sales funnels and ignite a riot of new income...it will permanently replace the lazy bad habits and missed opportunities that are costing you a fortune right now! Ignore Daniel's training at your own peril." --**Kevin Rogers, Million-Dollar Copywriter and, Author of, "The 60-Second Sales Hook"**

"Almost all of the rules so many experts swear by are just pure 100% poppycock. They say don't email people every day, because it upsets them. They say you must write short teaser emails not long selling ones... they say you must then lure people to a landing page because you'll lose them if you start selling too soon. UTTER RUBBISH!

"Forget the guys who say 'I'll make you rich in 3 days'. Turn to Daniel Levis for advice based on deep study, real practice and good thinking. The genuine article."

**Drayton Bird**

**Legendary Direct Marketer and Author of  
*Commonsense Direct & Digital Marketing***

"Definitely one of the biggest 'shortcuts' for writing fast, effective emails I've ever found.

"Daniel teaches you how to crank out winning promotions using just email. No fancy sales letter or launches with a ton of moving parts required."

**Ron Reich**

**SinnsofAttraction.com**

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## APPENDIX

### CASE STUDY EMAIL #1 — My Jiggly, Embarrassing Bum (see it on video)

This EMAIL ALCHEMY template example brought to you by Sue Heintze, at [www.IdealBodiesOnline.com](http://www.IdealBodiesOnline.com).

**Subject Line:**

**My Jiggly, Embarrassing Bum (see it on video)**

**[Please note the deadline for VALUABLE BONUSES, and BOFO DISCOUNT. See below.]**

~Contact.FirstName~,

When I was 19, and still living in Mildura, one day I was innocently walking across the paddock where we kept my horse.

My Mum and my big sister Robyn were behind me.

They had a clear view of my bum, which apparently, was looking rather large and jiggling a bit.

And for some reason, they insisted on teasing me, even though my “bum” WASN’T THAT BIG!!

Seriously, it wasn’t! Just check out my “fat” pictures in the video at this link (at the 30 second mark)... and then [see my transformed, rock-hard bum at 2 minutes, 30 seconds on the video.](#)

But back when I was 19, I was pretty self-conscious.

And those catty remarks stuck in my head like a tick on a dog’s ear.

I suffered a lot... for many years!

And it’s one reason I created my all-new, X-TREME RESULTS CHALLENGE...

So you DON’T have to live with a body you’re ashamed of... or suffer from a jiggling bum.

Looking back, I suppose my Mum and Sis were just having a bit of fun... not meaning to stab me in the heart or start me on an agonizing path of shame about my body.

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But I was just a teenager!!

We've all been through those awkward years.

I was exquisitely sensitive about my developing body.

And my poor bum was an easy target.

So right then and there I decided, "I'll show them!"

I started counting calories... obsessively.

Every night before bed, I planned out the absolute minimum number I could get away with the next day... and how much exercise I could force myself to do.

I lost weight like crazy.

I started speed walking like a mad woman... long distances... faster than a wallaby with a dingo on his tail!

In fact, we lived on "Walnut Avenue," and the neighbors started calling me, "The Walnut Walker."

So in a nutshell, I was innocently doing EVERYTHING I knew how to do to feel better about my body.

The trouble was, it was INCREDIBLY unhealthy, even dangerous, and the weight loss temporary!

I'm lucky I didn't do any permanent damage.

But that was the least of the crazy things I've done.

Since then I've tried EVERYTHING... from the ridiculous to the downright bizarre.

I also know about over-training and eating disorders... because I only had one speed in those days... pedal to the metal in overdrive!

In fact, I was so insane about my body, that I once ended up in bed... exhausted... barely able to lift my head off the pillow for weeks.

I've also had coaches and trainers from HELL who thought the best way to a great body was to insult, humiliate, and shame me into doing what they wanted.

But I'm here to tell you that self-criticism and mental violence... whether you do it to yourself like most of us do...

...Or you hire someone to do it from the "outside"...

...It doesn't work... and it's the WORST thing for creating a beautiful, feminine-warrior body.

No... you need to be kind to yourself, with lots of encouragement, and big doses of love and compassion.

And you need the right SYSTEM to feed your mind and spirit while you nourish the sleek, feminine muscles that burn off your jiggy excess baggage.

And that's EXACTLY what you'll be doing, now that I've come out of 'retirement'.

Because I've refined the best of what I've taught to thousands of amazing Australian women, and hundreds of our sisters across the water.

The X-TREME RESULTS CHALLENGE is packed with all the competition-winning strategies I've discovered... even though most of the women I coach just want to look fabulous... only a few want to compete.

So you can imagine what you'll look like if you only do 20% of what I teach... you'll still be stunned by how quickly your body changes.

And that's one of the comments I hear most often, that our feminine warriors are delighted with their FAST results... despite HOW MUCH THEY CAN EAT.

PLUS the fact that my X-TREME results workouts dramatically reduce your time in the gym. (You get stunning results with as little as 4 enjoyable hours per week!)

What could be better... except my PERSONALIZED support... without browbeating or humiliation...

...Just the love and encouragement you need when you hit that "give up thinking" that we all go through.

So [click on over for the details...](#)

...watch the BEFORE and AFTER reel of REAL women with kids and jobs...

...the step-by-step training, the delicious and satisfying meal plans, the health secrets I've painstakingly accumulated, and the fine-tuned balance of cardio and strength...

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...and the extensive Q & A that will encourage you to try my step-by-step, guaranteed system.  
[Here's the link.](#)

By the way, after one competition, my ex-husband called my trainer to tell him...

"She's got the best arse on the stage!"

It's a far cry from a saggy, jiggly bum... but no different from what you'll be hearing when you join the X-TREME RESULTS CHALLENGE.

In fact, I GUARANTEE you'll be ecstatic about what you see in the mirror... or your money back.

[Here's where you go...](#) to stop the jiggling and turn on the complements.

Act NOW... because the DISCOUNT and BONUSES expire in just a few days!

Plus if you're from the US, you get an even better deal with the exchange rate. It's tilting in your favour right now. So DON'T WAIT.



NOTE: The PERSONALIZED support is provided directly BY ME. You get my extensive experience, overcoming EVERY roadblock, barrier, pot hole, and land mine you could encounter. [Don't miss the deadline.](#)

## CASE STUDY EMAIL #2 — [Friday] A Billion Billion (18 Zeros) in Business Growth?

This EMAIL ALCHEMY template example courtesy of Jay Abraham, at [www.Abraham.com](http://www.Abraham.com).

### Subject Line:

**[Friday] A Billion Billion (18 Zeros) in Business Growth?**

You're already signed up for Friday's REVENUE TRIFECTA training, but have you worked with the EXPONENTIAL GROWTH ASSESSMENT GUIDE yet?

It reveals 31 different ways to expand your revenues with minimal effort or capital. [Download this thought-provoking pre-study guide now](#) and **put your revenue recognition IQ to the test.**

~Contact.FirstName~,

The human brain balks at the concept of exponential growth.

Not consciously, of course, or in theory... but in grasping its practical (and astonishing) applications for the unseen potential of ordinary businesses.

As an example, we can't wrap our heads around the immensity of the 18 zeros in a billion billion... which is the number in the illuminating story below.

Yet we throw the word "exponential" around like we actually understand it... then settle for crumbs when a great feast is set before us in the world of business.

But if you sincerely wish to break through the constricting revenue barriers all entrepreneurs face and are unknowingly ensnared by...

...You **MUST** understand the deeper, more nuanced, and massively powerful implications of exponential growth... as the truly liberating business concept it is.

So I'll clarify and expand your mind, with a quick story from ancient India.

Legend has it that a powerful king was obsessed with chess and loved to challenge visitors.

So as a motivator, the king promised his opponents any reward of their choosing if he lost, which he never did.

Then one day a traveling sage was passing through the kingdom.

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He was brought before the king and asked what reward he desired if he won.

The sage was obviously very humble, because he only asked for a few grains of rice for each square of the chessboard.

The king admired the man's humility... then lost the game.

But being a man of his word, the king called for a sack of rice, and grains were to be placed on the board according to the sage's instructions:

**"Just one grain on the first square, Your Excellency... two on the second, four on the third, eight on the forth... merely doubling the number with each square."**

By the 15<sup>th</sup> square, the king was mildly alarmed, as the number of grains reached 16,384.

And then... by the time they reached the 20<sup>th</sup> square, the king was shocked.

The number had grown to an astonishing 524,288!

The king quickly realized he'd never be able to deliver, but he admired the sage's brilliance.

So he compromised by giving the princess' hand in marriage, plus a large section of the kingdom... and a lot of rice.

They all lived happily ever after.

And to emphasize the misunderstood, misapplied, and underutilized power of exponential growth... here's a caveat.

If it were possible to make it to the 64<sup>th</sup> square on the chessboard, the wise man would have had 18,446,744,073,709,551,615 grains of rice... which is 18 billion billion.

If you lined them up, those grains would cover the distance from Earth to Alpha Centauri and back, 16 light years (that's the closest solar system to ours).

What does this have to do with YOU and YOUR kingdom of business?

Lock on to that sense of enormity and unexpected expansion... realize that there is far more available than even the most pumped-up seminar ever got you to believe.

And consider...

What if TRUE exponential growth was not just a theory espoused by marketing pundits?

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And what if you discovered, then implemented, 100 “grain-of-rice changes” in your business in the next year?

And what if each one multiplied every other?

What if there were a way to make visible and tangible the unseen, untapped, misunderstood, and underexploited capability that is right under the nose of EVERY business owner... right now?

Actually, you will do just that when you attend the never-before-revealed distillation of my life’s work this Friday May 6, at 11am Pacific/2pm Eastern.

You will not be the same after embracing, surrendering to, and absorbing the paradigm shift in this comprehensive mind-altering 90 minutes.

I will install 360-degree business vision in your head.

It’s the most powerful skill set I’ve developed in my 35 years of working elbow-to-elbow with the world’s most brilliant business builders.

Because look...

...NO ONE intentionally goes to work every day with a game plan to under-utilize or sub-optimize their resources and operate at a tiny fraction of their productive capacity...

... NOT when the same effort, the same amount of time, the same people, and the same marketplace could generate two, three, four times the front-end yield, and then a multiple of that on residual and ancillary products and services.

And yet, most business owners do exactly that.

Because you really can’t optimize every resource just by RECOGNIZING this premise of exponential growth.

You optimize by having a context of deep understanding of all of the higher-performing options, opportunities, possibilities and approaches that are available to you ...

... Then evaluating them against a criterion of which ones are going to serve the unique strategic requirements of your business.

And that happens only with 360-degree vision, which is what I’ll meticulously teach you on Friday.

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Most business owners only see the solar system.

I'll teach you to see the universe.

So you can examine your business and those around you so thoroughly and in such totality, that it's like...

... a combination CAT scan, Hubble telescope, MRI, and CSI investigation.

You will never again see your business, your competitors, your distributors, your associates, or the marketplace with the same eyes.

Without this mindset, you stand little chance in today's ultra-competitive and brutal business environment.

There's cut-throat competition... a disloyal market... commoditized products and services... diametrically opposed advice from experts... a plethora of options and alternatives that a person has to fill to satisfy a given need.

There is more fear, apprehension, and uncertainty on the part of buyers... few trusted advisors, and lightning-fast technological shifts that devastate entire industries in the blink of an eye.

Expand your mind instead.

[Click here to log on to the web-cast this Friday.](#) Starts at 11am Pacific/2pm Eastern sharp. Log on early because we're expecting a full house.

Possibilities and solutions are everywhere for those who have eyes to see them.

-Jay

P.S. The entire workshop is 100% free to attend. I'm not trying to sell you anything in this email, save your own belief in what's possible.

### **\$400,000.00 Added Profit For Target, Inc!**

"In October, 1982, Jay came to us with a new idea for utilizing our customer names. I was skeptical initially; however, this program provided us with additional income in excess of \$400,000 during the 20 months that the inserts ran. I enjoy working with Jay because I both trust him and respect his marketing expertise." – *R. Kent Tipton, former President, Target, Inc.*

### **Jay Generates \$30 Million For Inc. Magazine's Entrepreneur Of The Year!**

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“I’m a rare coin dealer. I’ve paid Jay in the past five years approximately a half a million dollars, and he’s generated for me somewhere between \$25 and \$30 million worth of business, His techniques definitely do work.” – *David Hall, David Hall’s Numismatic Investment Group*

### **\$1.5 Million From Just One Thing Jay Taught Me!**

“15 years ago, Jay taught me how to turn underutilized, intangible assets into cash overnight. The first year, I made \$100,000 from his advice and have continued to do the same practically every year with every business I own. That means I made over \$1.5 million from just one thing Jay taught me. He's one of the best market conceptualists in the country.”

– *Chase Revel, Founder Entrepreneur Magazine*

## CASE STUDY EMAIL #3 — Worst (And Best) Thing in Golf?

This EMAIL ALCHEMY template example courtesy of Bill Walsh at <http://swingjacket.com>.

**Subject Line:**

**Worst (And Best) Thing In Golf?**

Hey ~Contact.FirstName~,

There's one thing all golfers should agree on.

And it's absolutely the worst thing in golf.

But I'm NOT talking about a life-long hook or a slice...

... Or a scorecard full of double bogies...

... Or turning the bunker into your home away from home...

... Or even a DQ on the only hole-in-one one of your life.

No, the worst thing in golf is hitting the perfect shot.

It's the one that's absolutely effortless and natural...

... That you unexpectedly fire off like an artillery shell.

It's that shot that shocks your partners.

But the trouble is, it shocks YOU, too.

Because you have no idea how you did it.

The feeling is undeniably sweet, silky smooth, and locked into your memory forever... if you only knew where.

Everything else pales in comparison.

So you spend the rest of your days trying to duplicate that shot... only to get your hopes up when you knock a stroke or two off your handicap...

... Then you're embarrassed to add 4 the next time you're out.

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And it's on to the next "fix"... and the next... and the next.

The good news is...

...Your search is over.

Because the age of automation has finally conquered the golf course.

The revolutionary SWING JACKET has made trial and error obsolete...

... Along with the urge to toss your clubs in the water hole.



How is this possible?

By completely automating your swing.

So you no longer have to break life-long habits by watching The Masters, studying endless YouTube videos...

... Or hiring a pro to stamp out the old patterns and hammer in the new.

Heck, if any of that worked, you'd have done it already.

That's why the SWING JACKET is such a miracle.

Because you DON'T have to do the impossible.

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You DON'T have to punish yourself into remembering a dozen corrections simultaneously.

You let the built-in technology effortlessly retrain you.

You swing your club and the JACKET guides you precisely, time after time, through the exact motion it takes to consistently smack a ball 20-to-50 yards longer... and more accurately every time.

Let's call a spade a spade.

Nearly every amateur golfer has a flaw in their swing.

And most of these aberrations have been there for years... even decades.

These improper and inefficient swing patterns are not only unbelievably frustrating, they're actually dangerous because they leave you open to injury.

But what if there was an automated way to accurately imbed the perfect patterns to correct your swing?

What if it were as simple as FEELING how a great swing is supposed to feel... as the swing jacket guides your swing flawlessly, shot after shot?

And then you take the jacket off, and the perfect swing is LOCKED IN... grooved deep into your muscle memory!

Well it really is that simple.

That's why the experts are raving fans of the SWING JACKET:

**"Allows the student to feel the correct motion!"**

"You folks have created the best learning device I have ever encountered since it does allow the student to feel the correct motion and gives them immediate feedback. . . in this case, feel is real! Keep up the good work!" – **Dan Pasquariello, Associate Director, Pebble Beach Golf Academy, Pebble Beach, CA**

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**"Great resource to simplify things!"**

"As an instructor for over 30 years I'm always trying to accelerate the pace of learning for my students. People are looking for instant gratification and the Swing Jacket is a great resource to communicate the correct feel. It takes away a lot of hitting balls." – **Donald Crawley, Top 100 Golf Magazine Instructor, Boulders Golf Resort, Cave Creek, AZ**

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**“Keeps you on the correct path!”**

“Changing any motor skill, like the golf swing, is very difficult. With the Swing Jacket golfers do not have to think about mechanics . . . they just have to swing and the Swing Jacket will keep them on the correct path.” – **Bob McArthur, Canadian PGA Teacher of the Year, Heritage Pointe Golf Club**

There truly is NOTHING like the SWING JACKET.

It’s the simplest way to automatically correct lifelong flaws that make you want to tear your hair out and snap your clubs.

[GET THE FASCINATING DETAILS HERE...](#)

... Of the science, the history, and the videos of the amazing technology that makes a great golf swing simple, effortless, automatic, and guaranteed.

See you on the links,

Bill Walsh

## CASE STUDY EMAIL #4 — New Success Hack: Elephant Psychology

This EMAIL ALCHEMY template example brought to you courtesy of Noah St. John, at <https://freedomlifex.com/live>.

**Subject Line:**

**New Success Hack: Elephant Psychology**

Hey ~Contact.FirstName~,

Psychologically, how much do you have in common with a circus elephant?

What about a flea?

Or a crab?

Unfortunately, most of us have a weird resemblance to these creatures.

And that commonality is the reason I have successful students in over 140 countries and counting, with no end in sight.

Because the world is filled with stress, fear, overwhelm, and people frozen in place... unable to make a move towards their dreams.

And it's certainly not a matter of trying hard.

If struggling mightily worked, we'd all be successful.

So you're not alone.

It also turns out, it's not your fault... or anyone's fault.

Because we've never been taught to tap into our unlimited minds.

**In fact, we've actually been taught how to KEEP ourselves stuck!**

But I've discovered the anti-venom for this invisible mental poison.

I want to share it with you at my upcoming **FREEDOM LIFESTYLE EXPERIENCE** seminar in Las Vegas on May 3 through May 5.

[Details and Limited-Time Registration Here](#)

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And speaking of all things Las Vegas...

... Let's get back to the circus elephants and achieving your goals, hopes, and dreams.

Have you ever noticed how those elephants walk around without so much as a leash?

Have you wondered why those enormous beasts submit to their handlers?

It's not just training, because training can fail and an occasional elephant misstep has dire consequences.

The same goes for relying on positive thinking or traditional affirmations.

They fail, and the dire consequences create a frustrating, unfulfilled life.

You see, when elephants are small they tie a rope around their necks and secure them to a post...

... Where they pull and twist until they figure out that resistance is futile and finally give up.

Before long, they're being restrained by this deep imprinting for the rest of their lives.

Likewise, with creating a flea circus.

All they have to do is put the fleas in a jar with a lid.

And after smashing their tiny heads on the lid a few times, no more control is necessary.

The fleas adjust their jumping height FOREVER.

**Just like YOUR goals... whether in relation to money, business, health, relationships, or anything else... the control lies in the invisible lid or rope you're responding to.**

It's truly the only difference between you and the people who have exactly what you want...

... Like my students who've gone from broke to running 6 and 7-figure businesses.

The best good news is, "cutting the rope" is science, not magic, so it's well within reach.

And I'll show you the secret when you join me for a life-altering weekend in Las Vegas in May.

**The benefits of being there IN PERSON can't be overstated.**

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You'll accelerate your changes by immersing yourself in an environment filled with like-minded people.

And because I love an eager student, my early-bird price is too good to pass up.

For a very limited time, for the most enthusiastic... tickets for the weekend are HALF PRICE, at just \$497...

... But only until my allotted slots are filled.

[CLICK HERE FOR DETAILS and REGISTRATION.](#)

One more thing... it's important.

Since I believe in the power of collaboration and support, you can bring a friend or partner absolutely FREE.

Because you need those supportive folks around you to counteract the 'crabs.'

You see, you can catch ocean crabs and just throw them in a basket without a cover.

Because whenever one tries to climb out, the others will pull it back down.

People are no different... so I want you to be surrounded by people who believe in you... which increases your potential exponentially.

So if you've got 'crabs' around you... or that invisible rope is choking you... or you've been banging your head on a lid...

I'm giving you everything you need to throw off the shackles that have been holding you back.

All you have to do is [join us in May.](#)

I look forward to freeing you there.

Noah St. John

## CASE STUDY EMAIL #5 — [80/20 Encore] Give Up Sleep for Optimum Productivity

This EMAIL ALCHEMY template example courtesy of Perry Marshall and Associates,  
[www.PerryMarshall.com](http://www.PerryMarshall.com)

**Subject Line:**

**[80/20 Encore] Give Up Sleep for Optimum Productivity**

**[We're caving in to the hue and cry for MORE... thus, this ENCORE training at 2PM Eastern and your LAST LIVE CHANCE for the 80/20 course-correct of your entire life. Also the last chance to DOWNLOAD the first 3 chapters from the \$404 million Godfather of 80/20, Richard Koch]**

~Contact.FirstName~...

Looking back to 10 years ago, even though I was becoming successful and marginally famous in the marketing world with Adwords, I was STILL as crazy as an outhouse mouse.

Seriously, even though I was stressed out of my mind, I'd fantasize about more self-torture.

Like when I had some project deadline I was obsessed with, putting in 14-to-16 hours-a day to grab the brass ring... but still behind schedule.

Even with the pedal nail-gunned to the metal, sometimes I'd lean back in my chair and think:

**"If only I didn't have to sleep, THEN I could finally get ahead of the curve."**

Crazy? A given.

But maybe you've thought the same thing, or had some version of a perpetual carrot in front of your nose.

Maybe you've tried to get up an hour earlier to squeeze more out of yourself.

Maybe you skip lunches and just eat power bars.

Maybe you've devoured all the time-management trainings to corral those few minutes of the day that have gone AWOL.

Maybe you have no life, like so many entrepreneurs.

Well I'll let you in on a secret.

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You're whipping a dead horse.

Trying to squeeze blood out of a turnip.

Because even if you're working at your peak, utilizing 100% of your brain power...

... You can't reach anywhere NEAR your potential from here... "here" being your current mental operating system.

If you're driving a 1991 Chevy Impala... then no tune up, flame decals, or even slapping on a turbocharger is going to turn that pumpkin into a Ferrari at midnight.

Might as well teach a fish to speak Mandarin.

Heck, even Apple, the best of the best, and the first \$700 BILLION company on the planet, constantly has MAJOR upgrades.

Are you any different?

Did you just *arrive* as a brilliant entrepreneur with all the tools, techniques, and tactics?

That's why you need more than a productivity "patch."

80/20 is a fundamentally different operating system, which is a prerequisite for hamster-wheel liberation.

Because you'll only make incremental lurches forward if you keep working WITHIN the same broken system that 99% of all businesses struggle with.

80/20 will give you a dizzying mountain top view of a newly discovered territory.

And although you may be a bit woozy from the paradigm shifting under your feet, you'll understand completely after attending the ENCORE performance of the new 80/20 training TODAY, Friday, September 30, at 2 PM Eastern.

It's called:

**"80/20 Simplification for Total Market Dominance: How to Rule Your Niche, Build Massive Brand Value, and Cash Out Like a Bandit!"**

LAST CHANCE TO [JOIN US LIVE TODAY...](#) LAST CHANCE for FREE DOWNLOAD of the first 3 chapters of the \$404 million-dollar man's new business revelations (Richard Koch's genius on full display).

Tim Francis and I will take you through the (disturbingly) radical strategies, the practical steps to getting started, next actions, roadblock busting, and long-term implementation of 80/20 as we swing a wrecking ball into your current mental architecture...

... Then rebuild it into a gleaming high-rise of productivity while you slash your work hours like I have (down to 3-to-5 hours per day and dropping).

When I say "radical," specifically, I mean changing your actual perception of time and focus.

On top of that, add a drastically retooled version of how SIMPLIFYING can totally dominate a market, and you'll need some time after the training before you can drive or operate heavy equipment.

So as long as your beliefs haven't fossilized, it doesn't matter if you're a startup or an established business... you'll benefit greatly.

TAKE NOTE.

French philosopher Henri Bergson, who won the Nobel Prize in 1927, identified THE most important business (and life) principle, perhaps of all time.

He said:

**"The eye sees only what the mind is prepared to comprehend."**

This is an incomprehensibly critical insight.

If you don't understand the 80/20 perspective, or think you "get" it (when you don't)...

... There's no possible way to graduate to Richard Koch's 60-minute work day (remember, the guy's worth 404 MILLION, so I pay attention).

That's why this training is not an option... unless your business has delivered, in spades, on your dreams... which is pretty unlikely considering so many of my multi-million dollar clients come to me with their personal lives in shambles.

And remember, this is TODAY, Friday, September 30, at 2 PM Eastern.

[JOIN US HERE \(and LAST CHANCE for FREE DOWNLOAD!\)](#)

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But fair warning.

This training is the very definition of iconoclastic (i.e., attacking or ignoring cherished beliefs and long-held traditions).

You may have to tie yourself to the mast when you feel your brain being reformatted... with the process beyond your control.

It can be pretty uncomfortable, and humbling, when you compare what's actually possible, with what you HAVE been doing.

Sorry, but it's for your own good.

See you at the ENCORE.

Perry

## CASE STUDY EMAIL #6 — Fire-Me-Fast Consultation and Quote

This EMAIL ALCHEMY template example courtesy of Ned Vedo at <http://www.lifeshop.ca>

**Subject Line:**

**Fire-Me-Fast Consultation and Quote**

Hey ~Contact.FirstName~,

Three quick things.

One is your quote.

Second is a “heads up” about FIRING ME as a source of unbiased, useful and worth-your-time information.

But most important is a WARNING... so let’s start there.

Because in the insurance world, many companies and agents operate on the “buyer beware” principle.

So if they sell you an outdated whole-life policy that costs you a fortune and leaves you woefully under-insured (while they steal the cash value out from under the nose of your grieving dependents)...

...Well, somehow YOU were supposed to know you were getting a raw deal.

Or if they skimmed over the fact that your term-renewal increase is enough to give you a heart attack...

... Again, they say, “But YOU were supposed to read the fine print.”

That’s why I wanted to give you a heads up about FIRING ME.

Because here’s what I require if we start working together:

- 1) If you ever feel like I’m pressuring you... FIRE ME!
- 2) If I haven’t explained everything clearly... FIRE ME!
- 3) If I don’t call you back when I say I will... FIRE ME!

4) If you don't feel completely comfortable with any of my recommendations... FIRE ME!

5) If you think I'm putting my own agenda ahead of your financial health and wealth... FIRE ME!

6) If I'm NOT saving you time and making your life easier... FIRE ME!

7) If you don't just plain ENJOY working with me... FIRE ME!

And I mean it.

Life's too short to be struggling with your finances... and even worse, struggling with the "expert" who's supposed be clearing the path for you.

I know this stuff can be like figuring out a Chinese train schedule... and you and your family really can get hurt financially if you misread the fine-print.

That's what I'm here for... so you don't waste your time struggling with concepts I've spent years researching, understanding, and streamlining.

But most people don't realize there are financial strategies and products that fit together in unexpected (and little-known) ways... that magnify each other's wealth-protecting power.

I can make it down-to-earth simple for you... putting the worst financial complexities into everyday terms without being patronizing, intimidating, or making you feel stupid.

So let me ask you...

What would you do...

IF it was FREE to see if I can answer all of your questions and point you to the perfect policy?

IF there was really and truly, absolutely NO PRESSURE (and that wasn't just a marketing gimmick)?

IF it was just like calling a friend and asking them, "Hey, did you see that new movie the other night? What was it like?"

IF it was that easy and straightforward... with no strings attached?

Well... THAT'S exactly what it's like to talk to me.

In fact, I'll even take the first step in working together.

If you will just [book a free no-obligation half-hour consultation](#) by midnight on [DATE], I'll send you a beautiful watch.

Why would I do this?

Because I know you've got some weighty questions on your mind about life insurance... and if you don't, you should.

And why should YOU take a risk with your time... unless I make the first effort?

I think it's only fair.

So if you're really looking for solid protection and peace of mind, take the bull by the horns and let's see what we can do together.

And remember, there's no commitment... FIRE ME at your leisure!

Talk soon,

Ned Vedo

P.S. Don't forget the FREE watch I mentioned. It's yours no matter what you decide to do about life insurance (and it's pretty cool!). The only "catch" is you must [book your free consultation](#) with me by midnight on [DATE], at the latest.

Now [take a look at your quote](#), but remember, there's much more to life-insurance than meets the eye. Let's talk before you make any decision.

## CASE STUDY EMAIL #7 — TRUE STORY: Suicide Pact for Success

This EMAIL ALCHEMY template example, courtesy of [www.JonBenson.com](http://www.JonBenson.com).

**Subject Line:**

**TRUE STORY: Suicide Pact for Success**

[**Today at 5pm Pacific Time**—an Unprecedented Unveiling of My Latest Launch Letter—DISSECTED Before Your Very Eyes on Video... My Most Precious Marketing Secrets Laid Absolutely Bare NAKED!]

~Contact.FirstName~,

Here's why my suicide pact is the absolute KEY to AUTOMATING your marketing...

...Which of course, means automatic PROFITS!

And not to be overly dramatic... but let's cut to the chase...

...Because a life buried in tension, struggle, worry, and frustration over money... is hardly a life at all.

That's where my suicide pact comes in, and at age 43, my #1 failure in life wasn't in business.

It was a seemingly endless and painful string of disastrous romantic relationships.

And just over eight and a half years ago, I'd finally had enough.

Enter the suicide pact.

It happened after an all-too-familiar "bail-out" date with yet another beautiful and totally intellectually incompatible woman.

...Which is what led to my dark vow on the way home that night.

I realized I was walking around with a gaping hole in my heart... a profound emptiness that no number of superficial relationships could ever fill.

And if I didn't have the deep, intimate and "for life" romantic partnership with a thoughtful, authentic and intellectually compatible woman by the age of 50, I was going to end it.

Seriously... that was my pact with myself.

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And as weird as it seems, I totally meant it.

And just so you know: I deeply value life. I grew up in a spiritual household, so the thought of any violence of any kind, including to myself, was beyond gut-wrenching.

I just felt as if there was no other way out. I wasn't "depressed"; life without true love just never sounded appealing to me.

But that's NOT the crazy part.

What really blew my mind was how that decision set the course of my future.

In fact, it's the same process that lets me GUARANTEE I can TRIPLE your marketing message-to-market speed.

...Because before long I had a mentor... I was being coached by a relationship EXPERT... something I didn't even believe in. I had so many false beliefs back then... wow. I'd say I look back and laugh; rather, I look back and mourn.

I went for a grueling 14 hour session in New York and this person reached right into my mind and did a total rewiring of the goofy signals I was putting out, and how they were simply attracting the wrong type of women to me.

I thought the women were the problem. And frankly, in many cases, they were. However, in many others, I was the problem... and I just couldn't see it.

The funny thing is some people thought I was a womanizer, but I was really just desperate for someone real. They would see me with a different girl all the time and just assumed... well, you know.

I was just in a near-hopeless feedback loop... one that almost ended my life by my own hands.

A long story short, less than a year later, I married Andrea: a passionate, caring, loving and authentic soul, as beautiful on the inside as out. The love of my life. My pact came to an end. I forgave myself for making it and asked the Powers that be to do the same.

Believe it or not, you will come to me for the same reason I went to that relationship expert.

It's exactly why all customers and clients come to me.

NOT for my relationship expertise:

Rather, because I am the EXPERT of WORDS that get CASH... aimed at just the right customers... who appreciate the value you bring them and stay with you for life... not for an un-profitable string of superficial one-night stands.

It's where the real profits lie.

You may be in a similar situation... perhaps not as dire. Perhaps so. I've literally met men and women who were contemplating the worst. They were so in debt, so desperate, they were not thinking clearly...

And they needed a mentor.

I'd like to be that mentor to you through The 3X Sellerator.

I can TEACH, SYSTEMITIZE, and AUTOMATE that sales process FOR YOU... as proven by my "business" relationship track record, which, as I may have mentioned, has hauled in over \$800 MILLION in sales for my customers.

So if you need relationship help, send me an e-mail and I'll give you one helluva referral.

YET, IF YOU JUST WANT TO RESURRECT YOUR SALES AND CASHFLOW?

THAT I can help you with... right away... and it starts with an important decision (no suicide pact necessary).

Because tomorrow at 1pm Pacific time, I'm unveiling the fastest way to build your business I've ever seen.

I've "bottled" my marketing savvy and made it computerized and AUTOMATIC...

...With the NEW, loaded-for-bear, 3X SELLERATOR!

So when you click on the link below, you'll see the following offer:

**"Grab Your Ticket to See The All-New 3X SELLERATOR In Action!"** Experience The Ultimate In Words-to-CASH Conversion Speed... PLUS Lock In Your "Cut-In-Line" Advantage For Loads Of Crazy FAST-ACTION Bonuses When You Register NOW... Including the \$497 UP-SELL FORMULA, Responsible for \$100 Million in Sales!"

And... just so you don't feel any pressure to buy tomorrow when I open the cart at the end of the demo, I'm sending you the launch letter early.

The letter will be in your in-box at 5 Pacific Time today.

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Even better, you'll get a mind-expanding dissection video of how I put this letter together—my hard-earned copywriting and sales strategies exposed for your edification.

It won't be all prettied up yet... it might even look like a ransom note if you're trying to view it on mobile... that's how raw and real-time this is.

Yet you'll come away with my own thought process infused in your brain.

So don't make me come over there and grab you!

[Click here and make sure you're registered](#) for tomorrow's free *3X-Sellerator* real-time demo and unveiling.

Do it now (thank you, Nike).

And while you're at it, here's a WARNING.

The replay of Tuesday's workshop ... with the revolutionary MINDMAP, and the "Hook and Headline" Formulas and Hotsheets...COMES DOWN at 2pm Pacific Time TODAY.

So [grab the downloads while the grabbin's good.](#)

And you really SHOULD absorb these materials a few dozen times.

Ridiculously, they're FREE, but can totally transform your marketing forever... if you'll just do what I say.

I've done all I can to FORCE you to be successful.

It's all available if you'll just click the link.

[LINK to Tuesday's Goodies](#)

[LINK to SIGN UP FOR TOMORROW'S WORKSHOP](#)

The rest is up to you.

Best,

Jon

P.S. Watch your in-box at 5pm Pacific for my LAUNCH LETTER and Video.

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