

JULY 2022



NO B.S.

MAGNETIC MARKETING LETTER

The Print Newsletter

The Tent Pole That Everything Else In Your Business Revolves Around...



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NO B.S.

MAGNETIC MARKETING LETTER

I'M IN THE TWO THINGS BUSINESS...

GETTING MEMBERS AND KEEPING MEMBERS

— Bill Glazer

Dear Magnetic Marketers,

I want to take you back in time...back to when I first entered the GKIC (Glazer Kennedy Insider's Circle) world, because I want to give you the same epiphany that I had after I really started to understand the business model that Dan and Bill had perfected.

Looking from the outside in, I saw a lot of what they were doing to grow their company. They had live events, they had courses, they did product launches, they had a paid print newsletter, and more. For years, I had admired the business from the outside but didn't really understand.

After joining Bill Glazer's mastermind group, I had some pretty unique discussions with Bill that opened my eyes to what was really happening.

At dinner after one of the mastermind meetings, Bill asked me, "Do you know what business I'm actually in, Russell?"

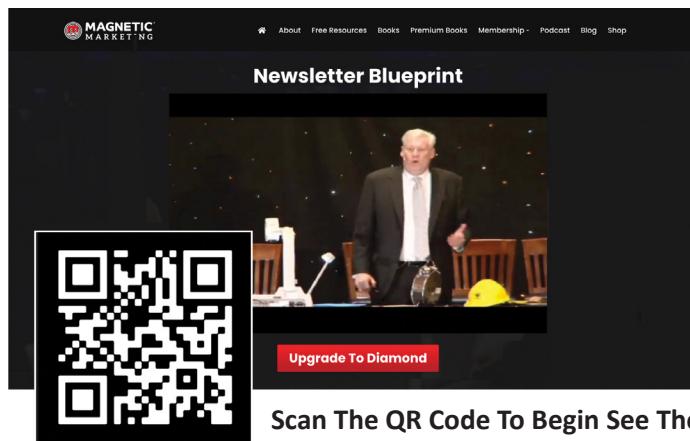
I didn't really know how to answer that question. "Um, you're in the business of selling marketing advice?"

"No, I'm in the 'two things' business. The first thing is *getting* members, and the second thing is *keeping* members. That's it. Everything else is just appendages to those two things."

After that, I started to look at everything that Bill and Dan were doing through a different lens. I started to realize (as Dan will talk about later in this newsletter) that membership to their paid print newsletter was the "foundational tent pole around which everything else revolved."

I noticed that ALL of their marketing efforts lead towards their MIFGE offer (the Most Incredible Free Gift Ever offer that got people to join their paid membership). Every YouTube video, podcast interview, blog post, and content that was posted anywhere online all pushed to this front-end offer—aka GETTING MEMBERS.

Every product launch, as well as products they sold at their live events, had two price points: a more expensive option for non-Members and a huge discount for those who would upgrade and become a Member.



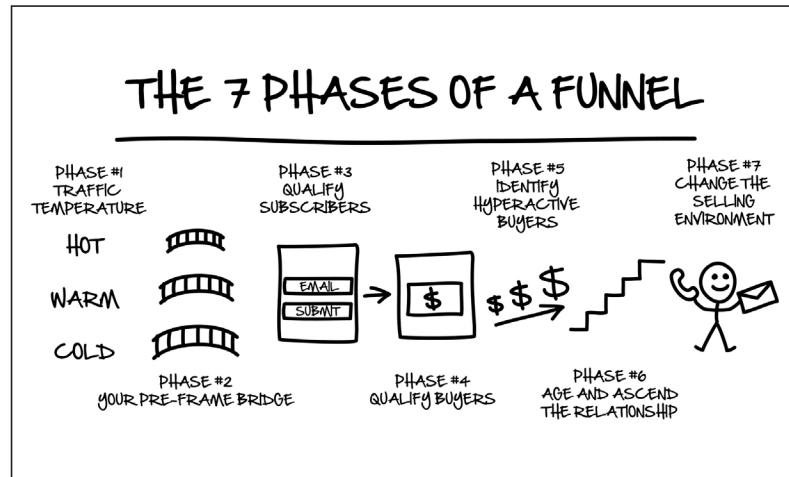
< As I was preparing for this issue, I went through the archives and found an old presentation from Bill called “The Newsletter Marketing Blueprint” where he spent over 40 minutes teaching “the how and the why” behind having a newsletter in your business. I wanted to include this presentation as a gift for you.

After talking to Bill and understanding the purpose of a print newsletter and where it should fit into a business, in 2007, I decided to start my first newsletter, which was called *DotComSecrets*. (This was YEARS before I ever wrote the book by the same title.) For the next 15 years, I published a monthly print newsletter as the tent pole of my businesses. It has changed its name a few times (*DotComSecrets* > *DotComSecrets Labs* > *Funnel University* > *Behind The Scenes*).



It's also one of the main reasons that we decided to acquire Magnetic Marketing last year, to give us access to this print newsletter and the ability to craft and send ideas, messages, and training directly to you—bypassing spam filters, and getting it hand-delivered to our best customers, directly in their mailboxes.

In the *DotComSecrets* book, I shared this image showing the seven phases of a funnel. >





Phases #1 and #2 are focused on traffic, Phases #3–#5 are all about the funnel, but the last two steps—the ones that most people miss, which happen to also be the MOST PROFITABLE steps in this process—are Phase #6, where you are strengthening relationships with your customers, and Phase #7, where you are changing the selling environment.

Plugging a paid print newsletter into the back end of all of your funnels gives you the ability to do Phases #6 and #7 in a way that NONE of your competitors will be willing to do. Getting your messages hand-delivered to your customers each month, where they can read them away from their phone or computer in an intimate setting (that is, NOT on a computer with a million distractions) will give you...

- Access to their mindshare, which will solidify that relationship
- The ability to upsell and ascend them into other products or services that would benefit them

The Power Of Ascension

The other really powerful lesson that I learned by watching Bill and Dan and their newsletter business—which I think most people miss...including the other investors who purchased Magnetic Marketing before I did—was how Bill had structured the ascension inside of their membership.

They didn't just have one tier of membership; they had several. There was a Gold Membership level (\$97/month), a Diamond tier (\$297/month), the Peak Performers group (\$600/month), the Platinum Masterminds (\$1,800/month), and a Titanium Mastermind (\$2,500/month).

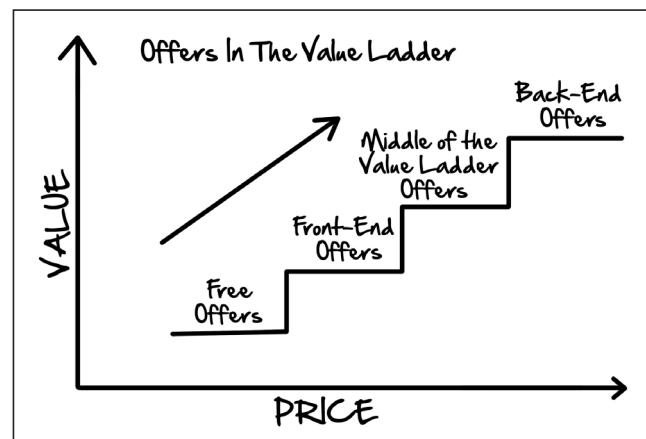
When people came into the GKIC world, they would usually enter into one of those buckets, and Bill's goal was to ascend them from one bucket up to the next tier. Most people didn't know this,

because they only got the marketing materials that were sent to people inside of their particular bucket, but he put all his Titanium Members on his “seed” list, so we got to see every marketing piece that they would send to all of the groups.

If you were a Gold Member, each month you would get multiple promotions trying to get you to ascend up to Diamond. As soon as you upgraded to Diamond, you were pulled off of the Gold list segment, and all of the communications you got moving forward were focused on getting you to upgrade from Diamond to Peak Performers. Each bucket you moved into would pull you off the ascension campaigns from that bucket and move you into the next one.

After purchasing Magnetic Marketing and rethinking through all of the strategies and structure that Bill had put into place over a decade ago, I realized that in my own business, despite the fact that I had learned those lessons, I had forgotten them. I would sell someone something and then randomly try to sell them the next thing. There was no process or path for Members to ascend—just random selling, hoping to close the next deal.

The past few months, I've been redesigning the value ladders in my companies to look at what step or tier they are on and keep them in a marketing bucket where the only goal is to get them to ascend up to the next level. Extreme focus on one simple goal: ascension.



As you keep reading through this month's issue, I hope that the core things you pull from it are these:

- The POWER of adding a print newsletter/membership as the foundational tent pole that everything else you do revolves around
- Understanding how to design your newsletter in a way that creates customers for life
- Thinking through your different levels of ascension and creating marketing messages to help move someone up your value ladder

As with everything we teach, we attempt to practice what we preach. If you're reading this newsletter, then you are currently a Gold Member. My #1 goal now is to ascend you from Gold to Diamond.

You can see the special ascension offer we created that is SO IRRESISTIBLE that I think anyone would be CRAZY to not immediately ascend (ha ha) at www.DiamondUpgrade.com.

You'll notice that we also created a new type of MIFGE offer to get you to ascend. One of my FAVORITE parts of this offer is the Dan Kennedy *Diamond Faxes* book. I created this for myself, because I wanted all of Dan's Diamond faxes in one spot, and now we give it to people FOR FREE when they ascend!

EVEN IF YOU DON'T UPGRADE (THOUGH I TOTALLY THINK YOU SHOULD), LOOK AT THIS AS A MODEL OF HOW YOU CAN HELP YOUR CUSTOMERS TO UPGRADE AND ASCEND.

Why Every Business Should Publish A Print Newsletter: The 7 Effects Of High, Sustained Influence

by Dan S. Kennedy

It is an old axiom: publish or perish. If you aren't on their desks or kitchen tables, on a table next to an easy chair, even taken with them into the "reading room"...do you exist at all? Elsewhere, in comments obtained from me via interview included in this issue, and in a video masterclass on this subject, I have argued the Case For The Monthly Customer/Client/Member/Patient Newsletter. Here I'll emphasize the Case For PRINTED, ENVELOPED, AND MAILED, and describe the seven effects that have been goals of mine for such newsletters, my own and others designed for clients. It's important to understand that this is not simply about informing and/or educating; it is about how you can make people *feel*.

- 1. Christmas Morning Effect.** Why are Christmas presents wrapped? Because there's fun in the unwrapping. In surprise. In finding both the expected and the unexpected inside. Receiving and unwrapping a monthly newsletter package is a physical, tactile experience that subconsciously triggers recalled pleasure and excitement of unwrapping packages 'neath the tree. Gives something to the inner child. This *can't* be replicated online.
- 2. Cracker Jack Box Fun Effect.** The hundreds of millions of boxes of Cracker Jack sold are as much thanks to "the toy surprise inside" as to the caramel corn itself. Kids' breakfast cereal has used the same tactic. Over the years, I have often included a toy surprise with issues of my newsletters—little leprechaun dolls in March, lucky rabbits' feet in April, candy corn in October, a little hinge (that swings big doors) glued onto Page 1, funny photos, a mousepad with Dan's sayings, and more. I want my tribe to wonder, "Is there a toy surprise inside? And if so, gee, what *WILL* it be?"
- 3. "Funny" Letter From Camp Effect.** Someplace, maybe on YouTube, find an old comedy



recording by Allan Sherman called “Hello Muddah, Hello Faddah.” It’s his letter home from a time when all kids got sent off to summer camp for two weeks. If you’ve ever read Gary Halbert’s or Doberman Dan’s newsletters, or my monologues or “rants” in my past newsletters, you’ll see the “letter from camp” in play.

Letter-writing between friends, family, peers is something of a dead art, so depending on your age, it may be entirely unfamiliar to you. It is, however, still very effective. You may still get a few Christmas letters from distant relatives or others cataloging their year’s experiences, changes, hobbies, kids’ marriages. We make fun of them, like fruitcake—but we read them! **PEOPLE READ (LONG) LETTERS FROM FRIENDS AND RELATIVES.** And you want to be a friend “like family” in a relationship with your customers.

4. Arrival Effect, Not “Come Here” or “Fetch.”

Digital deliverables don’t arrive so much as they get posted for you to come to read or see or fetch ‘n download. ARRIVAL is your drop-by visit, with a new story to tell, adventure to report, discovery to share, gossip to whisper. You arrive at the front porch or backyard fence or at the office or shop, and you are welcomed, given a chair, a cup of Joe or bottle of beer, and attention. You *don’t* tack stuff up on some community bulletin board for your buddy or neighbor to go and get. You show up.

5. Apart & Above Effect.

These days, every fool is a broadcaster, OVERsharing all over the place—TikTok, Instagram, Facebook, etc. *Anybody* can do it. *Everybody* does. It’s a cacophony of noise, a mess of images, an unrelenting demand for response—likes, retweets, etc.—in which you stand hip to hip, elbow to elbow, with way too many other Annoying Pests. In this, it is easy

to be indistinguishable, hard to stand out, and tempting to ignore. There’s NO power in this. The key is to Stand Above & Apart. To be special, extraordinary, *exclusive*. Ad man Jack Trout of Ries and Trout and *Positioning* fame warned, “Differentiate or die!” It is harder and harder to differentiate with product or service. The opportunities to differentiate lie largely in PROCESS, such as with ClickFunnels, and with RELATIONSHIP.

6. Obligation Effect. Attention (readership) is the *essential first hurdle* to leap, to get to communication, influence, interest, response, retention, and referrals. The goal is to be He Who *Cannot Be Ignored*. “Dropping by” in a way that obviously cost you thought, time, effort, and money creates “good guilt” in good people, obligating reciprocity, an obligation discharged by giving you attention—thus giving you the opportunity you need to (again) interest them in you and what you provide. (For this same reason, I often have my clients use FedEx to send lead generation or sales letters, even when there is no actual timing sensitivity involved.) If you haven’t read Robert Cialdini on this kind of psychology, I recommend his book *Influence*.

7. “Look At The Time!” Effect. I want to suck up a lot of my customers’ time! There is an evidenced proportional relationship between the amount of time a customer gives you and the depth of the relationship, expressed in purchases, frequency of purchase, price elasticity, and retention.

With my most successful online product launches, the buyers came to a series of short (15- to 45-minute) lead-up videos over days, sometimes downloaded a “free report,” got sent postcards or letters, all culminating in a

three- to four-hour “live” webcast: total time consumption at least seven hours. My most successful sale-by-free-seminars business put doctors into three-hour evenings.

In my copywriting business, I have a potential client with me for an entire day of consulting before securing the project. I want *their* time invested in *me*. I also want them to get so engrossed in their time with me—reading and listening or watching—that they lose track of the time, and suddenly notice the day has gone from light to dusk, hours have passed when they intended a quick skim, and they say, “Wow, look at the time!” The printed newsletter plus accompanying enclosures provides the opportunity for this effect every month.

Investing in publishing a really great print newsletter imposes important discipline on you and provides your customers with expectancy, constancy, and frequency thus relationship.

Q&A With Dan

Russell Brunson: I would love to start off with just having you explain why you picked the newsletter business, and why that was the driving force behind your business for the past 20 or 30 years.

Dan Kennedy: The first newsletter was started in 1975. And I’ve had at least one ever since. The one you’re familiar with most, the *NO B.S. Marketing Letter*, started in 1994. There were others before that, and there were others after it that you would be familiar with. There was a separate *NO B.S. Info Marketing Letter* for many years, and then there was a separate *Marketing to the Affluent* letter for a number of years.

For most businesses, including mine, it is the best combination of a relationship foundation tent pole

around which everything else can revolve, and sort of a customer-subsidized marketing vehicle. Even simple paid subscription newsletters that are not raised to the level of membership with a lot of things revolving around them are typically done for these purposes as well as the direct profit from the subscription revenue. In the traditional newsletter business, where you subscribe for one year or two years or three years... good, better, best prepaid subscription in the healthcare category, investment category, business category, there’s no profit to the publisher from the subscription revenue until the renewal.

So if you look at it like a big newsletter business, smaller than it was but still fairly big—bottom-line boardroom reports built by Marty Edelston and Brian Kurtz, that whole empire, if you will—the first dollar of profit from subscriber revenue was in the renewal. This makes those businesses somewhat capital intensive. They’re hard to bootstrap. And I was never about that myself; I was about the other three objectives principally.



For you and me to have a relationship of any kind—and for you to consider it a relationship, for you to feel like it’s a relationship—there has to be some regularity to our chatting, to our conversation, and some familiarity to our personalities.



So even if you see somebody irregularly—every year or twice a year at a big conference, only a couple or three times a year in the context of business—and you do that for any period of time and sort of pick up your conversation where it left off, everybody knows everybody and we each know what we're about and sort of know what to expect.

A better analogy is with more frequency. I always thought of it as the equivalent of dropping by somebody's house or somebody's office every so often but not with big extended gaps, and being welcomed, sitting on the porch or in the office, and picking up our conversation where we left it off the last time.

I spent some young adult years in the Amway business and, unlike many, I actually had a pretty good-sized retail business. Probably at its peak, 200 retail customers got product delivered to them. They have a direct-ship, but that's not what was going on in the 1970s. (And it shouldn't be today either, but that's another conversation...)

For most of that, the ongoing purchasing was because of the personal relationship much more than because of the consumer's preference for the products. In fact, they were tempted all the time when they went to the supermarket to get other stuff, like to grab a box of Tide detergent if they were getting low on Amway SA8, or to grab a new spray cleaner they had seen advertised on TV.

So keeping them..."loyal" is the wrong word, but keeping them purchasing without wandering off the reservation—it was all about relationship. And with most customers, that required not just calling up and saying, "You need more X and more Y and more Z, and I'm gonna deliver on Thursday," but then on Thursday, also petting the dog, maybe doing a little magic trick for the kid, and sitting down and talking with the customer as if they were a friend.

And so I've sort of always viewed my newsletters and those that I've helped others construct as fulfilling that purpose of the monthly or bimonthly visit. The term *newsletter* is industry standard, and we sort of all understand what that means in physical form. But a better term for it would be *visit letter*.

Its second purpose then is the tent pole around which everything else you do with your customers revolves. In a business, there has to be a center point through which you and your customers connect and stay connected, where you're able to communicate what's going on and can continue to bond with them and continue to have a relationship. So your events, your seasonal sales, your trips and excursions, your new or "new and improved" product launches—all these things are connected to the tent pole.

For me, that has always been the newsletter. It's the place to put the collected customer, and it's the place to continue to interact with the collected customer.

And then another purpose is a financial one. Without abusing the privilege, it's the opportunity to advertise, market, promote, and sometimes sell to the customers with...

- A. Their preexisting permission and willingness to pay attention to that advertising, marketing, promotion, or selling AND
- B. The ability to do it at their expense rather than yours.

So if you are a chiropractor, the newsletter gives you an opportunity 12 times a year to talk about 12 different conditions that some family member or friend of the patient may have, thereby stimulating a referral. Offering a free report on migraine headaches one month and one on chronic back pain the next month

and insomnia the next month—all done within the context of the newsletter, which guarantees better readership and responsiveness, because they've pre-agreed to pay attention.

And if it's a paid subscription, you're doing it at the expense of the customer. In our case, in my case, it's always been a paid membership, so all this is occurring at the expense of the Member. Instead of ME paying for printing and postage, the Member is paying for the printing and the postage.

So in addition to establishing relationships and customer-subsidized marketing, another purpose of publishing a newsletter is the direct revenue, if in fact it creates direct revenue. Which again, if you're doing continuity, it may be the fourth month, the fifth month, the six month before there's a profit against the cost of acquisition; if you're doing term, it's probably the renewal where there is direct profit after cost of acquisition.

Russell Brunson: I remember when I first came into your world and I first started getting the newsletter. Shortly afterward, I was like, "I'm gonna start my own newsletter!" So I started one and Bill kept telling me, "Russell, you're just trying to teach people a whole bunch of stuff. You need to weave personality and stories more into it, as a way to increase consumption and get people to actually read it."

When we did the first issue of the *NO B.S. Letter*, the first thing you faxed back to me was like, "Hey, you need to put more personality and stories into it." So I'm curious—what's the balance of how that works?

Dan Kennedy: So let me go back and say again that it's a visit—it's not a class. And within that in a business or value setting, some of it has to be a continuation or reinforcement of the class. So yes, some "how to do it" information has to be there. But because this is designed to be gluey, sticky, relationship-y, that can't be the predominant content.

There are exceptions though, and they tend to be very high-end and have very limited circulation. Like in the investment world, a few newsletters are in the \$1,000 to \$10,000-a-year subscription range, and they are *nothing* but information. They tend to have a very small number of subscribers. But they are the exception, not the rule.

The newsletters that have a high retention rate—help with the retention rate of the customer overall, help increase frequency of purchase by customers, help with ascension of customers in those kind of environments, help with referrals in those kind of environments—the class continuation of the instruction and the information may be as little as 10% to no more than 20% of the overall content.

And I've often done the exercise with mine, in a mastermind group or in a seminar, where we take different color highlighters and we go through an issue. We mark things like...

- What is rant?
- What is personal story?
- Adventure story?
- What is intended to be comedic?
- What is philosophical?
- What is motivational?
- What is a demonstration that what we do works, by showcasing examples and people's successes?
- What is how-to-do-it information?

When you do that exercise, people are usually shocked at the realization of how little in a complete issue I was teaching and how much of everything else I was doing.

And so you're exactly right. One mistake people will make is they will pack it full of how-to information,



attempting to pack it full of value, and they will wind up being boring, uninteresting, and unexciting. This is the exact opposite of the person who visits you on your porch or at your office, or who you go to lunch with once a month, who you know is gonna have a bunch of cool stuff to share.

They're gonna have another story of conquest or frustration, or sallying forth one way or another to have caught the biggest fish or lost the biggest fish that you can't wait to hear. They are going to make you laugh. They are gonna make you gasp and say, "Jesus...I can't believe he said that!" They are gonna be in philosophical agreement with you.

In the media business, the guru business, it's called "preaching to the converted." You wanna go to lunch once a month for three hours with somebody who you agree with, and not with somebody you disagree with. There's a shared philosophical base that keeps coming up and coming back. And maybe that person also has a great idea.

When it's all over with, you feel better than you did before. Maybe certain ideas or practices you're engaged in, you feel reinforced that you're on the right track, you're doing the right stuff, this stuff works. You feel reinvigorated, motivated, and you have something you can't wait to tell somebody else. "I had lunch with Bob, and you won't believe what he told me about X!" And you have some ideas. That was a great visit.

And because my relationship with our Members is not a peer relationship—it's a mentor/mentee, motivator/motivatee, teacher/student, leader/follower one (and I don't mean this disrespectfully, but it's the nature of the relationship)—they want you to be a little more interesting than they are. They want you to be kind of larger than life.

Biden's poll numbers are in the toilet because of his policies. He and Jimmy Carter will be the two most disliked Democrat presidents of my lifetime for exactly the same reason. Carter was a train wreck. He famously, more than once, would come on TV and give us all the dour bad news, tell us that there was really nothing much he could do about it. A famous evening was him all wrapped up in a big sweater in a chair in the White House, telling everybody that they were gonna have to get used to turning their thermostats colder in the winter and hotter in the summer, and driving around less and using less gas, and basically shrinking their lifestyle. And oh, by the way, there was nothing he could do about inflation or all the hostages in Iran.

And I watch Biden now kind of shuffling around telling us that there's really nothing much he can do about much of anything, but particularly inflation and gas prices and crime. And we should just kind of buck it up and not whine...and put on our sweaters, and drive less, and shrink our lifestyles.

This is not what we want from a leader. We are not reassured, we're not motivated. We feel worse after we watch it than we did before we watched it. It all seems sort of like your Uncle Fred, the retired CPA, who you took the car keys away from six months ago and occasionally puts his hat in the refrigerator. We don't feel good about that, right? We don't want deadly dull and boring either. People thought they did halfway through the Trump administration, but they really don't.

And so you have to think about how you are a leader through your newsletter, what effect you have. And it is never just about what somebody knows that they didn't know before they read it or needed to be reminded of. It's never about knowledge; it's more about how they feel after the visit.

One of the great litmus tests of a newsletter is when yours arrives, are people so excited about it that they drop whatever they're doing, take their phone and lock it in the trunk of their car, get a cup of coffee, then eagerly sit down to go through it? At least a quick skim to see what's there. And then say, "Tonight, when I have more time, I'm gonna read the whole thing word for word." Is that how they react?

If they don't, then that's the equivalent of you dropping by for a visit and—instead of being invited to sit down on the porch and them saying, "I'll finish cleaning the garage later" or "Yeah, come on into the office. Susan, I'll finish signing these documents later"—you are told, "Ahh gee, I'm too busy today. We'll just have to skip it."

So the reaction you get every month when you arrive depends on how they feel about the visit when it's over. And if all you do is load them up with information, no matter how valuable it may be, they are not gonna feel like they can't wait for the next visit so when it arrives, they're gonna jump into it.

Gary Halbert had this effect on most subscribers who got his letter. And again, if you take four or five of those and you take a highlighter to 'em—you mark information in one color and how to do something in another color and everything else in other colors—in many issues, you're gonna be down to a paragraph of information and a paragraph of how to do something out of eight pages. But you're gonna have a great visit, and you can't wait for the next one.

So you're right about the common information mistake. By the way, the same mistake is made by people early on when they start public speaking, or when they start giving seminars. The exact same mistake is made. I made it early, because

I'm the guy who would be happy with the eight pages crammed full, but there's not many of us. And so the same mistake is made, it's just rat-a-tat-tat-tat—information, information, information, information...how to do this, how to do that...the list of the five things here, the five things there—and you fail miserably.

Robert Henry used to quote an old line about professional speaking. He'd say that one of the things a new speaker will often ask is "Gee, do I have to be funny?" And the answer is "Only if you want to be paid!" And there's kind of a little rule that you need to make 'em laugh at least every five to seven minutes. And you need to go into stories, not just facts.

So again, if you took a highlighter to my Magnetic Marketing speech transcript...

If you went through it and assigned one color to **information**, it would be like "You need a unique selling proposition, and here's what it is..."

And another color for **how to do something**: "Step one, step two, step three..."

Then other colors for other things—stories demonstration that this is important and it works, proclamations of life-and-death importance, humor, et cetera...

...you would find the 75-minute version of that speech probably as 15 minutes tops of information and how to do something, and the rest of it is everything else. And if you did it with an eight-hour seminar, you would find percentage-wise kind of the same mix.

When the private equity group first bought what was then the Glazer-Kennedy Insider's Circle



(GKIC), which then became NO B.S. Magnetic Marketing, its CEO came from corporate training, the world where you license a bunch of training to IBM for an annual fee and then everybody can use it (by the way, nobody does). Her ideal was to turn us into that—moving up the food chain, if you will, from small business and entrepreneur to mid-sized companies and even big corporations. They actually put a couple people in charge of going through my products and, as they put it, “stripping out all the unnecessary stuff”—meaning stories, examples, redundant examples, demonstration, and motivation—and just getting to the information.

And when I stopped laughing, I said, “It’ll be like putting a watermelon through a juicer. You’re gonna have three seeds left in the glass.” So all this is gonna come down to like four pages. Now it’s not that dramatic, but it’s a core misunderstanding and reality of what the business is and what most businesses are. If they are exceptional in terms of customer engagement, involvement, retention, ascension, lifers, all of that—doesn’t matter if it’s an ice cream shop or if it’s our business.

They are relationship businesses first and foremost, and then they are whatever their deliverables are. Most people confuse their deliverables with their business, but if you wanna make a lot of money, they’re actually two separate things because deliverables can almost always be commoditized. And in today’s world, information has become really commoditized—just go to YouTube.

So the mistake that you’ve identified that happens with people when they start our newsletters, which really is the same mistake they make with seminars and when they speak, is that it reflects a core misunderstanding of the business, if it is to be a great business.

Russell Brunson: I’d love to transition a little bit here. We’ve covered the purpose behind newsletters and structuring the content. But especially for people getting started, or even someone like me who has something already going, what are some of the best ways you’ve found to increase the number of subscribers to a newsletter?

Dan Kennedy: Well, if you are really good at it, then the free trial and conversion is a strategy that can work. It’s dangerous—often the pitch can be sexier than the deliverable. I mean, sexier in the broad term, more exciting. And so the free trial, the free sampling, only works if the free samples blow people away. If they do, then that is a really effective strategy, because you’ve created a very low threshold for somebody to step over to get started. They don’t have to give you any money, or they’re giving you some token amount of money for shipping and handling.

But what you bought with that is permission to sell. You bought attention long enough to demonstrate that you are interesting and exciting and provocative and fun...and informative and instructional and motivational...and that a monthly visit with you will be one of the high points of their month. Whereas a pitch is either said yes or no to or ignored. If there’s a higher hurdle to get over, a higher threshold like giving you money, the response to that is typically much lower.

The other way to get more subscribers faster is if you are forcing it onto a transactional purchase of something somebody really, really wants and they will tolerate force—whether continuity or a one-year subscription of a newsletter to that item. Then again, you now have an opportunity to make that work, to show up in a way that they can’t wait for you to show up every month and will miss you if you’re gone.

Another way is that you can play parasite with somebody who already has a bunch of your customers but for one reason or another they don't do a newsletter (are too lazy or too cheap to do one). In your issue that you'll fulfill to the people you get from their customers, you'll put a one-page insert in every month for them. One way or another, you get to play parasite. That often has a lot to do with who you are, who you've made yourself be in the shared world. Does somebody feel like they benefit from standing next to you and promoting you or not?

I was recently offered (and it was hard to say no to) the context of me doing a financial investment newsletter. I was recently offered free use of another newsletter publisher's list, which was substantial—80,000 give or take—for free with an endorsement. And that's like having gold bricks over here at one end of the office and not bothering to go over and pick 'em up. I have my reasons, but that's the situation.

It is not, in most cases, a great front-end product. In the traditional newsletter world, the compensation you see for that is usually a big bundle of immediate gratification stuff you get when you subscribe; the premium is driving that sale. The reason it's not a great front-end product is because I'm essentially asking you to walk up to the altar, say vows, and get married for a year or two or three, and we haven't even gone on a date. You don't know if I slurp my soup or whatever. And whatever information category we're in, to the buyer, the subscriber, what you want is immediate gratification—an immediate solution, immediate resolution, immediate gain, immediate profit.

You don't really want a 12-month, 24-month, 36-month journey with me, particularly if we don't know each other. You want the six magic words and the meme to put on your website that instantly doubles conversions. So it's an unnatural front-

end sale. And so the compensation that's usually used for that is some version of our MIFGE (Most Incredible Free Gift Ever) offers, where the six free reports on six very specific subjects are giving you immediate gratification or a book that has 29 things you can do immediately to create a cash-flow surge is giving you immediate gratification.

What is your big, fat book of all the website samples?

Russell Brunson: *The 74 Funnel Swipe File.*

Dan Kennedy: Yeah. So bonuses like that wind up driving most newsletter subscriptions. Now when it's couched in membership, it is a little sexier to start with, 'cause we have other Member benefits to talk about, but still it's a tough first transaction. So when it is the first transaction, it's usually loaded up with stuff or it's tied to a different first transaction, or you'll find it happening in the back end of somebody's business. Which of course, now you're having to chase every first transaction buyer and get them to now make a second purchase.

But the other answer to your question is the answer to every info product question. What will get you the biggest, fastest results on its acceptance, purchase, subscription" is having the tightest possible message-to-market match. So ideally these businesses and these products are about the audience, the customer, before they are about anything else.

So the question is, whoever you have access to here that you want to bribe, what visit do they want every month that is already rolling around in their head that they would be orgasmic about? What would that be?

If you broaden for a second and you think about the late, great Rush Limbaugh, his entire business was "preach to the converted," and it was a daily visit. The average listener accepted that visit three



to five times a week. It's really remarkable when you think about it. If you were to go back and pick out random five broadcasts, get 'em transcribed, and go through 'em with a highlighter, you could quickly understand what Limbaugh was doing and what his checklist was for the items to include in a great visit in every broadcast.

But overarchingly, what his listeners wanted desperately was a paternal, authoritative, motivational figure to tell them that they were right—that their thinking, mostly criticized by many around them, was right. Limbaugh got them ready for the Thanksgiving dinner where they were the only conservative in the room. I've often used Limbaugh schtick about that—preparing the entrepreneur for being the only entrepreneur at the Thanksgiving dinner table in his family. He also had a very successful paid newsletter business built on the back of the radio program. He knew exactly what his listeners and readers wanted from him in his visit, and he gave them that.

So all these info-product decisions—whether they are the collection of courses and products you put in front of someone or they are a sequence of things or seminars or your newsletter subscription—they all are best originated with the audience. What does the audience want?

Take my very successful midyear Dan-only seminar events. Different subject every year, but mostly the same format. Like the newsletter is the same format and the same mix of information: step one, step two, step three; usable take-home tool; checklist, story, comedy, philosophy. Like 80% of the attendees were lifers. I knew exactly what they wanted. I built and I delivered it. And we routinely booked 50%+ of everybody in the room for next year's. It's very little effort because of how they felt about the three-day visit.

So that's really the answer to all these questions. And if you take it out of the info context and you're doing this for influence with patients...or for customers at the local brick-and-mortar level...or the financial advisor, the carpet cleaner, any of these kind of businesses, the question is really the same. It is above and beyond the deliverable—the cracking of the back, the cleaning of the tooth, the managing of the money. What relationship do they want? And what do they want out of their visits with you that will further strengthen and cement that relationship?

Russell Brunson: One last question. I know that people are paying for the newsletter. Obviously it's a tool to be able to sell to people, but also they pay to get it. So how do you balance that line between selling stuff and giving them this free experience?

Dan Kennedy: You can't really abuse the privilege. However, it really is the same as what happens if you sell at a seminar they paid to be at: how they feel about that mostly has to do with how they feel about the whole relationship. If there's a lot of unhappiness about it, the unhappiness is really not about that; the unhappiness is about everything, and it just gets focused on that. If on the other hand, the relationship is really, really, really good, then you have more permission to essentially say, "Here's something you need to know about that we're doing, or that somebody else is doing, which I think could be really important to a bunch of you."

In terms of ratio, it can't dominate the pages, but because it is a newsletter, there's a place in almost every case for a calendar and events page. What are we doing? What's coming up? And that can be promotional, not just factual. It *should be* promotional, not just factual. There's an opportunity to report on the cool thing that just happened, that you were either a part of or

(dummy) you weren't, but you don't wanna miss out on the next one.

"Here's the two-page spread of photos from our time at South Fork Range in Dallas, when we had our event there. Here are our Members riding the bowl..." That's Member news; people are perfect with it. You can—and I've always been good at it, got really good in the last 10 years or so when I didn't really have control of it anymore, but I contributed to it—use what I call "mention marketing," which is really lead generation in your own media.

And so it is literally something like "The midyear event is coming up and it's about X. If you want the information packet, here's how to get it..." That takes a paragraph, right? Then the selling of that thing is only done to the people who ask to be sold to, and you're not burning everybody with all that selling. Same thing with a drive to an online video.

Take the financial advisor, for example. Not everybody reading his newsletter is interested in "1031 Exchanges Of Long-Owned Real Estate," but some are, and some will know somebody who is. So without abusing them, we could certainly put a resource box or a paragraph in about a free video that's up for the next 30 days all about that.

You can interview somebody who is going to be at the grand opening of your second store or is gonna be doing health classes at your chiropractic clinic next month. You interview 'em this month. And that doesn't abuse the privilege—it's content. So there's a lot of ways to skin that cat without four pages of your eight-page newsletter being an overt sales letter.

Russell Brunson: I love that—getting them to raise their hand and then pull them out and sell them in other places.

"Fax" From The Past

Weekly Fax: Week 02 of 2013

The Lifestyle You Ordered Is Currently Out Of Stock

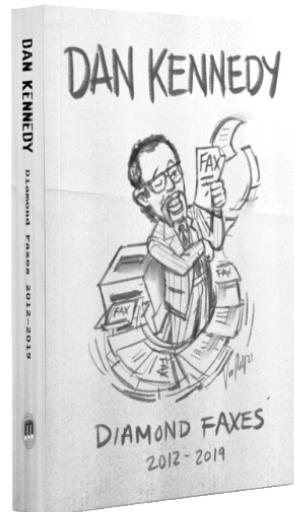
by DAN S. KENNEDY

For many years, the Sears catalog was called the *Wish Book*. If you dealt with catalog ordering for holiday shopping, you'll appreciate this:

"7 Years Of Marketing GOLD All Compiled Into This ONE Book... (Not Available ANYWHERE Else For ANY PRICE!)"

Want A FREE COPY of the NEW 'Dan Kennedy' Fax book, and get over 360 private faxes that Dan sent to his Diamond members!?! You can get this book for FREE, when you upgrade to Diamond membership now!

www.DiamondUpgrade.com





The Lifestyle You Ordered Is Currently Out Of Stock

Glenn Turner always said that most women say they have no interest in owning a mink coat, but it is still dangerous to have any woman try one on. Most of the people who decry the rich still buy Powerball tickets. If they could go to Amazon and order fortune and fame at a bargain price of 6,000 easy payments delivered to their door, they ALL would.



A lot of people want a life and lifestyle very different from the one they've got, but few are willing to do everything that is actually necessary to achieve the replacement. The new year, the first quarter of the year, is the time most people think about this most. Me too, but my list of things I don't like about my life is now pretty slim. Not that I couldn't spend \$100 million on upgrades, but I don't bother buying Powerball tickets, no matter the size of the jackpot.

I have, in the past, *rewritten my life* on several occasions. I was once a road warrior, at the airport every Monday, getting almost all my money from manual labor in distant places. I once ran companies with employees and a full range of managerial responsibilities. I was once a daily heavy boozer. I was once fat.

In Hollywood, when a scene is going badly, they yell, "Rewrite!" We do the same when filming TV infomercials. Nobody thinks twice about doing rewrites. No big deal. Part of the process. It seems to me we make a much bigger deal out of it with our business and personal lives than it needs to be. If it ain't working, why not rewrite it? Don't dream 'n drool over a *Wish Book*; write a "Get It, Got It" book.

If you didn't take time during your holiday break to sort through what's working for you and what isn't, and either do or at least outline your rewrites, there's no better time to do it than now.

Oh, and you actually can order in the lifestyle you want. There's no such thing as any particular lifestyle being out of stock. The universe, the marketplace of ideas, the marketplace of goods and services, will yield to any clear order from you. It will ask a reasonable price that can be paid as you see fit. Truth is, most people don't even try placing their orders.

Magnetic Marketing In Action

by DARCY JUAREZ

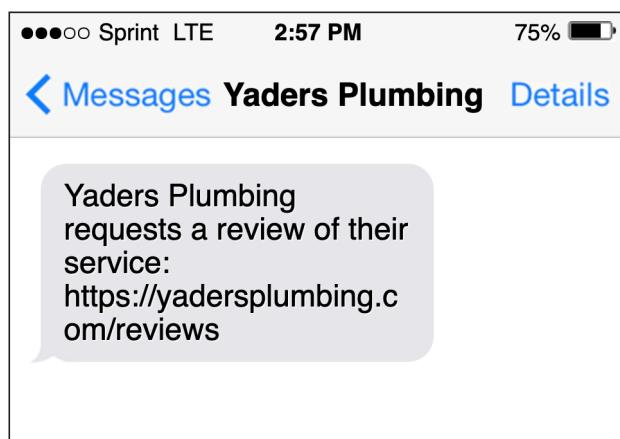
Each month, we bring you examples of how real entrepreneurs and businesses are using Magnetic Marketing every day.

In the February 2022 issue of the *NO B.S. Magnetic Marketing Letter*, Dan said, "We found that as we used direct-response marketing to bring people into our world, what got them to stick was different. They came for the product or service (aka the offer); they stayed for the perceived relationship."

What I love about Magnetic Marketing is that it is principle-driven. Understanding the principle will allow you to determine your strategy, and then your strategy allows you to determine your tactics. Unfortunately, most people jump straight to the tactics without understanding their strategy or, worse yet, the principle.

I have seen a rise in the number of automated text messages, like the one below, which are starting to give text-message marketing a bad name. It's exactly what happened with email marketing before it and with fax blasts before that. People hear about the latest and greatest tactic or tool and jump in without creating a strategy or determining how it fits into their overall strategy.

For example, here is a common text message I receive after working with many service providers.



And it's very likely that they are constantly complaining about how they can't get a lot of reviews. The tactic is using a text message to request a review. BUT as Dan has shared this month, **we are really in the relationship business.**

Example #1 for this month is someone who understands the business we are really in and uses text messaging with very successful outcomes as a result. I recently saw long-time Member Trent Chapman describe a system of personal touches that he

helped create for a friend of his in the carpet cleaning business. Trent is the cofounder of YetiText.com and FixYourFunnel.com, which uses automation and SMS messages to help business owners create a unique customer journey. He described the process as this...

1. Day before the clean: Send a text message with "5 things to prepare for your carpet-cleaning experience" along with the frequently asked questions about the cleaning (such as "Do you move furniture?" or "What if my pets are home?"). [Communicating like no one else is doing, showing up like no one else]
2. Day of the clean: Send a heads-up text, like "I'm on my way" or "I'm running a few minutes behind" to ensure that there is constant communication.
3. When they are finished cleaning the carpets: The technician leaves a pineapple on the counter with a note. The name of the company is Pineapple Carpet Cleaning. [Unexpected gift; reciprocity and showing up like no one else]
4. The evening of the clean: Send a personal text message like "Hi, just wanted to check in on how your carpets are doing. It should take between 4 and 8 hours to dry completely, but they should be dry to the touch within a few hours. If you have any questions or spots that come back, I'm happy to come back for free—just let me know."
5. A few days after the clean: Send a request for an online review that is personalized.
6. One week later: Send a personal check-in message to follow up again and add something like: "I'm wondering if you know any neighbors, friends, or family members who are looking for a good carpet cleaner. If you do, I would appreciate you sending them my way!"



By focusing on the RELATIONSHIP over the transaction, your customer's view of you and your business changes. This is how you go from transactions to relationships. This is a great example for understanding the principle of magnetic attraction, the strategy of relationship, and the tactics of text messaging, reviews, and referrals.

This month, Dan explored the power of the newsletter as the tent pole around which everything else you do with your customer revolves. One of the keys was that your reader feels like they are having lunch with someone in philosophical agreement with them.

Example #2 is from Gold Member Rodger Friedman's evergreen first-edition newsletter. This component piece is an introduction to who they are working with and allows him to showcase the philosophies that will be shared by his ideal clients.

WHO IS THE PROFESSOR OF HARSH RETIREMENT REALITY?

He's been called unconventional. Folks tend to think him interesting and well read. He is plain spoken, direct, and oftentimes unforgiving. He rails against buying \$1,200 cell phones rather than funding a retirement plan. He would make a thought-provoking college professor, teaching eager minds wealth concepts that may not have been considered. Mind you, he's not big on proper grammar, BUT, he is definitely not boring.

He will challenge your beliefs about wealth, money, and retirement. He has immersed himself in economics, wealth, marketing, investing, and cash flow concepts for more than 30 years. **He loves to talk about money, but not over beer.**

He's never been a beer drinker. He'd prefer to sit across a table sharing a cappuccino and debating the finer points of retirement cash flow. He is partial to cinnamon and nutmeg, so if you're treating, don't forget them or he'll be grumpy.

Most folks have learned about wealth from people who do not possess wealth.

As these conversations are often extensive, the professor is big on comfort. Though conservative, he forgoes the starched white shirt and striped tie common to the Wall Street crowd. A blazer without a tie or tight collar is more comfortable for him since throat surgery left a somewhat large and sensitive scar. He leaves the tight collars and ties to younger folks who have much to prove. *Been there, done that,* the professor would say.

He has a deep understanding of the philosophy and methods required to help create a sustainable and dependable retirement income. He will engage you in his favorite discussion about manufacturing a synthetic paycheck— *the challenge of creating significant cash flow over and above pension or Social Security payments.* He will persuade a select few to think critically in ways they have not considered before.

His ideas aren't renegade. You will not find this stuff in glossy corporate brochures. The concepts contained here definitely weren't born in a Wall Street marketing department stocked with freshly minted MBA grads excited to be living in their own studio apartments and having their first *real* full-time job. Strategies designed to help create and sustain cash flow while maintaining wealth is not a job for amateurs. **Grey hair counts, as does tens of thousands of hours of experience.**

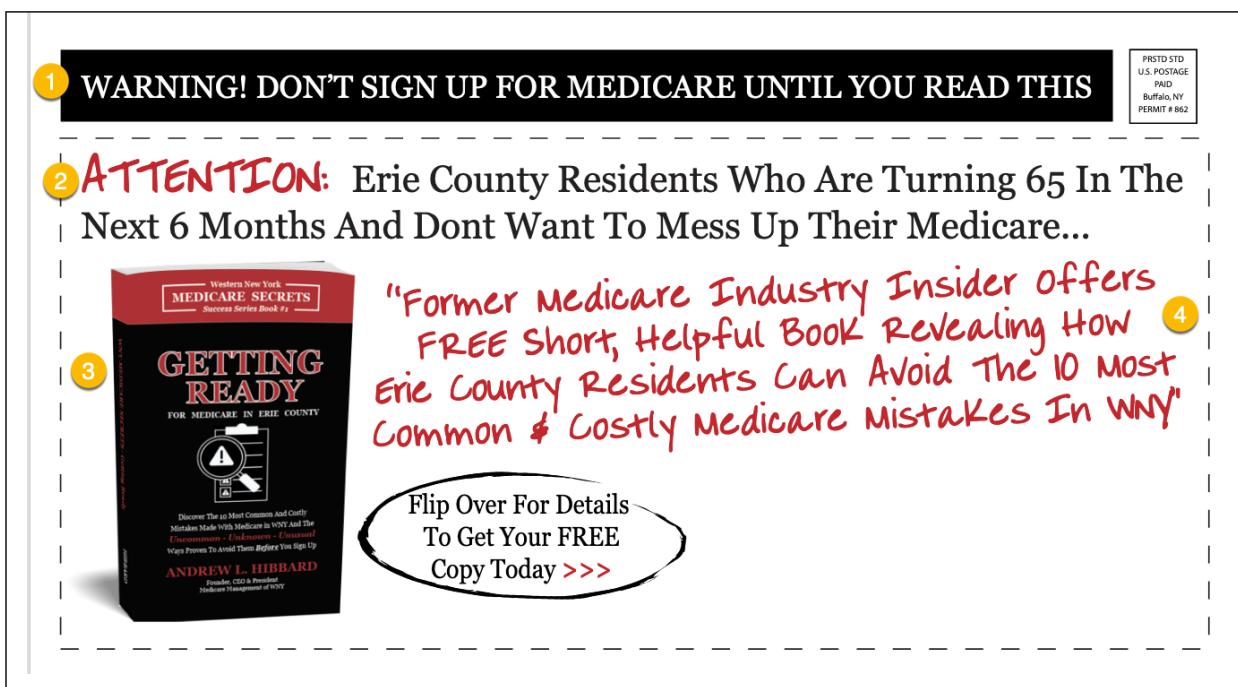
He is not big on video, Facebook, Twitter, or Instagram. He leaves tweeting to the folks in government. If you want him, you have to read him or hire him. His thoughts here will be shorter than a book, although you should be aware that he has written four books on retirement.

Be on notice! The professor does not write articles of pre-determined length or word counts. He'll say what he has to say, and when he's done, he's done. Let the chips fall where they may; you will either agree or disagree, like him or not (nothing new there).

You don't hire a toothless, grizzled Montana ranch hand to tutor French poetry.

Example #3 is from Insiders' Circle Member Andrew Hibbard, who owns Medicare Management of WNY. He has created a three-step postcard campaign that is sent out to 1,000 prequalified prospects each month. Postcard #1 received 20 responses, postcard #2 received 10 responses, and postcard #3 had 5 responses. That is a 3.5% response rate! The average direct-mail campaign produces a .5% response, so he is at 7X the average.

I am sharing postcard #1 and highlighting some of the great direct-response principles that we see in it. Postcards #2 and #3 are the same copy with "Second Notice" and "Final Notice" flags. Often, we overthink and become paralyzed in trying to come up with more copy. The power is in the follow-up. People need to be reminded, life gets in the way, you are not the most important thought of their day. In this example, he almost doubled his response through the follow-up, which is a common expectation.



- Attention-grabbing headline: "Warning! Don't Sign Up For Medicare Until You Read This"
- Calls out his specific qualified target and uses their language
- He has written a book; nothing says you are an expert like a book
- Reveals the benefit to the reader for responding

>>> Page 35 - Mistake #1: The confusing CMS rules around IF and WHEN you have to sign up for Medicare Part B, and the legal way to avoid a late penalty later (a \$4,082.40 mistake) >>> Page 43 - Mistake #5: What you need to know if you are working and using an H.S.A. so you can avoid an IRS tax fine when moving to Medicare (up to a \$7,300.00 mistake) >>> Page 51 - Mistake #7: The often overlooked difference between "Supplemental Medicare Coverage" and "Medicare Supplement Coverage" (a potential \$36,436.80 mistake) >>> Page 59 - Mistake #9: How to steer clear of the "convenient but careless" conversation with your H.R. Rep about what they *think* you need to do with Medicare and what Medicare actually requires you to do...and when you're required to do it (a \$13,776.00 mistake) REQUEST YOUR FREE COPY TODAY: whymedicaresecrets.org Step 8: '\$12.99 = FREE Use Code: buffaloboomer'"/>



- Uses scarcity for urgency
- Piques interest in what mistakes they will discover and ties those mistakes to what will happen if they ignore it; provides specificity with page numbers
- Very clear call to action
- Includes a code, which allows him to track and also allows the page to show the price and the reader to receive a discount by using the code

Postcards are not easy, because you are very limited in the space available to tell your message, but Andrew is maximizing the available space using direct-response principles and seeing 7X the average response!

If you have an example of Magnetic Marketing in action to share with the community, send it to us at Newsletter@MagneticMarketing.com. This could be an example of yours or one that you come across. And you just might be featured in an upcoming *No B.S. Magnetic Marketing Letter!*

Member Spotlight

The Art Of Showing Up

by RYAN STALEY

I was always attracted to the thought of becoming an entrepreneur, but I never could pull the trigger. I grew up in a lower-middle-class household in the Midwest and worked in corporate America for over 20 years, until finally I hit my breaking point.

A few years earlier, I had discovered Russell Brunson's work, which revealed a path to serving others through my gifts instead of slogging through a career for a politically charged, money-hungry corporate machine. I began to work on my brand by creating content and delivering webinars, when the CEO I worked for took exception. Even though I was a leader in his organization and had grown a business unit as a Vice President of Sales from \$0 to \$30 million, it wasn't enough anymore, and our relationship became frayed.

On March 30 of 2020, my CEO told me that I could no longer run webinars if I wanted to stay employed in my role. The following day, after our board meeting, he said, "You can't work here anymore." After nine years, they showed me the door.

This happened two weeks after the three most significant stock market drops in US history. In addition, ALL office buildings were shut down because of widespread fear, panic, and uncertainty that the pandemic created.

Thankfully, a month and a half earlier at Funnel Hacking LIVE, I had enrolled in the 2CCX coaching program. The program guided me on how to start a business in the virtual world. At the same time, the community offered tremendous emotional support as I endured the uncertainty of starting a new business at the height of a pandemic.

I tried multiple offers to numerous markets, but initially NOTHING took off. I then started a show (#DoWhatRussellSays) and completed a virtual summit. After 30 interviews for the summit and over 50 additional interviews for my podcast, I discovered my new audience and an ultra-high-ticket consulting offer that converts!

I decided to stop playing small, because there was an opportunity for me to create an upside-down value ladder. In simple terms, I started with my highest-priced offer first and then worked down a descension path. This was the same strategy Elon Musk leveraged when he launched Tesla. He pre-sold his highest-priced product (and only product at the time)—the Tesla Model S—in June of 2012 for a base cost of \$107,300.

My podcast was a vehicle to make this a fast reality! By targeting my best prospects and Dream 100 partners as interview guests, I created a continuous flow of new B2B consulting revenue and joint-venture opportunities.

My brand and identity expanded because I interviewed the top SaaS founders and thought leaders in the world, while also repurposing my interview content for social media.

In addition, this is paving the way for future product development at the bottom of my value ladder. In Plata O Plomo (“the bullet or the bribe”), Russell Brunson states, “Start with the back end first, do the big thing (like a live event or workshop), and then from there, pull things out as assets.”

So I am now leveraging this strategy to turn my consulting/coaching engagements into future mid-and lower-ticket products.

Hosting a podcast a show provided the following benefits for me:

- Continuous prospects and revenue
- Social content
- Mindset and identity development
- Confidence

- Partnerships
- Future products

Imagine what a show could do for you!

Okay, you’re probably thinking, “This sounds great, Ryan, but I don’t have the time for a show” or “I am not yet ready.” Well, at least those were my reasons for not doing it initially.

I have to admit, I didn’t start sooner because I thought it took too much time. But then I realized that in just 90 minutes a week, I could create an engine to fuel my upside-down value ladder if I did four things:

1. Be consistent weekly.
2. Get great guests.
3. Ask thought-provoking questions.
4. Evaluate and refine weekly based on the receptiveness of my guests and audience.

That’s all it takes! Sometimes the best answers are the simplest ones.

If you have a unique skill set that big companies crave, feel free to model this and take the easy way to grow your business exponentially. I know you will make it happen, and I look forward to seeing you walk across the stage to receive your Two Comma Club award!

If you want to check out the podcast that helped me create my upside-down value ladder, subscribe to The Scale Up Show HERE: <https://podcasts.apple.com/us/podcast/the-scale-up-show/id1527278610>, or connect to me on LinkedIn for daily content. Ryan Staley, Founder of Whale Boss.



Copywriting Secrets

by JIM EDWARDS

Want More Sign-Ups? Offer Better Bonuses!

"The premium drives the sale!" That is a quote I have heard Dan Kennedy say a number of times over the years. Whether it's for a physical product, an info product, a newsletter, or a membership site—the premium drives the sale.

What does that mean? Well, look at it this way. When you ask people to sign up for your newsletter, you're basically asking them to commit to a new monthly bill. Right along with the electric bill, the cable bill, the car payment, the child support, the water, and the Netflix, you want them to commit to another dip into their already thin wallet. Obvious truth: People don't like to sign up for monthly bills. They do however, LOVE to get an immediate result they really, REALLY want!

That's where using a bonus—or a "stack" of bonuses—to get people to sign up for your newsletter comes in extremely handy. People want an immediate result—RIGHT NOW! They don't like to wait, and they sure don't want to sit around waiting for a newsletter that might address their pressing issues at some unknown point in the future. They want results...and they want them right now. You can use this to your advantage when offering bonuses, to entice them to sign up immediately for your newsletter.

From a copywriting perspective, what's the most important part of a bonus? The title. The title of your bonus is everything. I can't overstate the importance

of this point. Spend 90% of your time crafting a super-seductive, mouth-watering, anticipation-building title for your bonus...then just make sure you actually fulfill the promise in the bonus material you deliver.

Sold 300–500 Million Books Based On Titles Alone!

E. Haldeman-Julius was a master at selling the print equivalent of ebooks. He built a publishing empire by selling what he called his Little Blue Books. E. Haldeman-Julius sold hundreds of millions of copies of his short books based on titles alone—NO sales copy whatsoever.

People sent him money for books on various topics based on advertisements with checkboxes next to a list of titles (NO other sales copy for the books). They chose a minimum number of titles, sent their money, and received these little pamphlet-style books.

The key point to grasp here is that E. Haldeman-Julius sold between 300 and 500 MILLION books on titles alone. He tested those titles like a fiend, all without the benefit of a computer and little more than a ledger and a pen to track results. That's the power of titles to drive people to action.

Which titles for your bonuses and premiums work best to drive people to action?

Titles targeted toward a specific group of people that promise a single, tangible, immediate, focused result work best. Titles that focus on fears, hang-ups, problems, or objections people have for getting results in your newsletter's area of concentration make great bonuses. Each bonus should only address one specific area, and do so in a way that promises an easy push-button fix.

Great overall topics for bonuses include...

- Make money
- Save money
- Save time
- Avoid effort
- Escape pain

Within those categories, you want to list off the most critical objections, problems, hang-ups, and excuses people have for NOT getting results and then create a bonus with an emotionally compelling title that solves the problem. Here are a number of title formulas you can employ immediately to create emotionally compelling titles for your bonuses.

Premium Bonus Title Templates

Payoff + Code

- High-Converting TikTok Ad Code
- Million-Dollar Subscriber Code
- High-Ticket Sales Funnel Code

Ideal Identity's + Topic + Shortcuts

- The Millionaire Investor's Hot Stock Research Shortcut
- The Super Mom's Virus Protection Shortcut
- The Special Forces Operator's Shortcut To Crush Your Fitness Test

The + Timing + Result + Hack

- The 30-Minute Dog Potty-Training Hack
- The 7-Minute Abs Hack
- The 3-Hour Book-Writing Hack

Bottom line: Make every title emotionally compelling and timely. People want the magic button. They want to take a pill, wake up tomorrow at their ideal weight (lying next to a supermodel), while someone brings them a bushel basket full of cash along with their favorite breakfast. You might not be able to do that, but you can use the same principles to create premium titles that drive people to sign up for your newsletter.

**Dance with the one
who brought ya!**



Get Direct Access To
Dan Kennedy
Upgrade Your Membership
to Diamond today!

www.DiamondUpgrade.com



Also, don't forget about the people who already subscribe to your newsletter. Yes, use bonuses as a sign-up strategy. But also use those bonuses as a stick strategy.

In this digital age, it doesn't cost a thing to deliver a digital bonus, but it could mean everything for subscriber retention. Use these formulas to create amazing bonus titles, and then TEST new ones every quarter. Use those new tests (even if they don't beat the originals on sign-up conversions) as premiums to reward existing members with an extra bonus. And remember, in virtually all cases, "The premium (title) drives the sale!"

By the way, if you haven't already, grab a free copy of *Copywriting Secrets* at CopywritingSecrets.com—it'll show you even more formulas for hypnotic titles, bullets, headlines, and more!

Condensed Philosophy

by NAPOLEON HILL

Thought-Inspiring Epigrams (Part 3 of 5)

Republished from a 1922 issue of *Napoleon Hill's Magazine*

I am convinced that one of the vilest of evils is that of talking too much and listening too little. By tactfully drawing people into conversation, which is by no means a difficult task in most cases, you can find out what is in the mind of another. By keeping your own mouth shut and your ears open, you surround yourself with a tremendous advantage over the fellow who talks with unguarded

enthusiasm. It is a poor compliment to a man to have it said of him that anyone who will stand and listen may know all that he knows, yet this might be truthfully said of 95% of us.

Today I met a beggar on the street whom I recognized as a man I had known twenty-odd years ago. He was then a famous man—famous for his ability to gather and dispense all the scandal of the neighbor. He knew the "past" of every other man in the camp and saw to it that everyone else found it out. Incidentally, he departed from his place of employment and from the community by "invitation" because he built nothing but tore down all he could, including the confidence existing between the employer and his men.

As I looked this fellow over, I learned more from a single glance than I could have gathered from a year's study of the theory of failure. Time will tell. They go up and on or down and out, but Time sees to it that they "move on" one way or the other. The direction is usually determined by the standard a man sets or the lack of a standard; by the plan he adopts or the lack of a plan. Whether he drifts or climbs against the resisting forces of a practical world, he moves on.

If failures and mistakes and enemies and scandal-mongers do not cause a man to come up fighting, with a firm determination to turn adversity into a force which he can use as a power to carry him toward his objective in life, it is a safe bet that he is but a part of that great mass of human "void" which constitutes the riff-raff of unfortunate humanity; that his name will never mark a monument to achievement or be coupled with the blazing of a trail through the wilderness of originality.

We are all enthusiastic "starters," but most of us poor "finishers." We start to save money, but quit; we start to create a higher position in life, but quit; we start to render more service than we are paid to render, but quit; we start to be loyal to our friends, but quit; we start to achieve some worthy end, but quit. However, there is one quality which we possess rather liberally; it is the ability to create a perfect alibi for the things we do not accomplish, the money we do not save, the position in life we do not attain.

You are the sum total of the thoughts you think, the books you read, the company you keep, the words you speak, the aim in life to which you aspire. In this moving world, where everything is constantly in a state of flux, you resemble most the strongest and most impressionable influences of your daily environment. No man can escape the effects of environment, but he can change and modify that environment, so that it, in turn, may modify and change him.

Any man can, by writing out a Definite Aim and a definite plan for attaining it and concentrating his mind upon it day after day, finally attain that aim if it is within the possibility of attainment by a man of his education.

Wealth carries with it a responsibility which not all men are prepared to assume. There is but one thing which a man can do when poverty-stricken, but there are many things which a man of wealth may do if he chooses, wherein may be found the reason why so few people can handle wealth without doing more damage than good.

This writer helped to raise a young man to great wealth, and he destroyed himself with that wealth in less than a year. The room in which these lines are being written, formerly occupied by Harry K. Thaw,

is a constant reminder of the danger of wealth when it is in the hands of a man who has not the strength of character to use it intelligently. But for the \$80,000 a year which a foolish old woman gave Harry Thaw, the Thaw-White tragedy of fifteen years ago would never have happened. I am wondering how many people there are who could keep themselves in the straight and narrow path if such a sum of money as this were handed over to them without effort on their part. Do not bemoan your poverty-stricken condition too loudly until you have determined whether or not you have learned what to do with wealth when you get it. This may seem like a foolish effort to create sound thought on a timely subject, but it isn't!

Poverty is an experience through which practically every great and useful servant of mankind has passed. The man who masters poverty and learns how to use wealth to constructive ends is seldom a snob or an idler.



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