

These are sample emails promoting a black Friday sale. The tone, structure, and value provided in each of these emails are what I want to model in the Fire Yourself Series black friday/cyber monday deal.

Email 1

Subject: This Is Very Simple

Body:

5 weeks ago I told you exactly what my plan was:

My 5 Step Devious Plan to \$10k a day:

- 1) Start community where I can full send everything I know about building a silly profitable consulting business on your lonesome. Cap at 100.
- 2) Run workshops every second week for community with said strategies, sell tickets to workshops I'm doing anyway for \$100-\$300
- 3) 3 outcomes: People like workshop and want to work with me, join community/people get value, execute themselves/people don't like get refund (hasn't happened yet)
- 4) Invite true savages to inner circle and help them build to \$100k profit per month. Document journey for proof. Cap at 12.
- 5) Repeat.

And I'm very close to getting there.

(upon which point I have a new plan:))

We've got 76 out of 100 spots filled in The Syndicate and I closed another intake today.

My Sovereign Circle has 8 great peeps in it.

And over 560 have attended or had access replays and resources of my workshops.

Along the way I've shown you exactly how I'm doing this.

Literally let you look over my shoulder.

And the funny thing is a One Man Band business that does \$3m a year in profit is available to you and you only need one key skill.

The folks in The Syndicate are seeing that the model is pretty much everything.

Drop the skill into the right model and it unlocks the value.

The value is already there in your biz, it's just trapped in a sub-standard model that you've doggedly stuck to despite being stuck at the same revenue level for months.

Because a guru preached focus and shamed you away from changing it up despite it not working.

I'm not going to spend anytime 'selling you' on my model.

If you want to build a big empire with a big team you buy donuts for on Mondays then I'm definitely not your guy.

But I am willing to show you.

And short of becoming a client and joining The Syndicate (which is becoming a scarcer opportunity as I approach our 100 person limit) what I've got for the next few days is as close as you're going to get.

Since Black Friday is coming up I'm going to use it basically give you 5 of my best trainings.

These strategies literally built this business and the folks inside my world are using them to do the same.

For the next few days or until it's sold out you can get:

The Offer Code, Hybrid Client, Customers To Clients, The Daily Client Machine and The Social Code

For \$200.

These trainings will walk you through creating a high converting offer you can sell without calls, generating customers and cashflow you can turn into clients and having a flow of leads coming to you daily.

I know you've heard this all before but this is likely the first time you've been allowed to

see it all play out in front of you and given the exact things that are working in real time and encouraged to swipe them.

This is the first and likely last time I'll sell replays of these.

The bundle is here:

<https://go.jameskemp.co/bf-growth-bundle>

To your success

James 'not even Friday yet' Kemp

Email 2

Subject: An Offer So Good It's Insulting

Body:

Yesterday I launched the Black Friday.

And among the dozens of purchase and glowing praise from people who owned one of the trainings and are delighted to get more was this:

"Are you trying to insult me?

I've paid \$300 for IC, DCM, SC

And now you offer me that plus 2 more for \$200!

Where's my special offer for already believing in you and spending my \$300...

Give me the extra 2 for free, that would be the right thing to do."

To which I promptly refunded all his previous purchases, told him he could keep access, never to buy any of my products again and wished him all the best.

Because you don't need customers who think like this.

And you surely don't need clients who think like this.

When an opportunity drops in their lap, immediately looking around for how they've been wronged, no one gets them and someone should bow down and save them.

It's not them so much as their mindset.

Winning is resourcefulness and opportunity focus.

Losing is victim and problem focused.

And one of the principles of Customers to Clients, which is one of the trainings and templates included in the BF Bundle, is to use low ticket products to find great customers.

Then turn those customers into clients.

It works like a charm.

Demonstrating that you've got the goods while focusing on people who've signalled intent to improve by putting their hand in their pocket.

Lot's of people say they want something but until they commit then it's all talk.

But when someone puts their hand in their pocket then it's a signal of intent you can lean into.

I walk through this exact process of how we turn \$100 customers to \$15k inside Customers to Clients and give you my templates.

In the workshop replay there's also examples of other Syndicate folks killing it with this strategy. Of course that's included too.

C to C is inside the BF Bundle.

The bundle is here:

<https://go.jameskemp.co/bf-growth-bundle>

To your success

James 'not even Friday yet' Kemp

Email 3

Subject: The Boring Fundamentals You Don't Have

Body:

Among the many buyers I always get good questions when I release anything.

Yesterday Andrew asked:

"I don't have any customers yet, let alone clients. I'm literally just starting my consulting journey and don't plan to launch until Feb next year. Is the content you're offering of value to me at such an early stage? I could be wrong but It feels like content your offering is for businesses further down the path."

My answer?

"It's the fundamentals. Everyone needs those no matter the stage.

Start with the Offer Code in the bundle and you'll have a better grounding than 98% of consultants."

In over a decade of consulting I have seen very, very few businesses consistently apply the fundamentals.

Every time I consult to a large business it's usually re-installing the fundamentals they lost through complexity, expansion and sabotage through boredom.

The fundamentals of a great offer.

A natural sales process.

And magnetic marketing.

Whether you're just getting started or making millions, I'm willing to bet there's a gap in the flow.

It's showing up in one of the three phases:

Not enough Sales Conversion.

Not Enough Lead Conversion.

Not enough Lead Flow.

Sales conversion is solved with the Offer Code.

Lead Conversion with Customers to Clients.

Lead flow with the Daily Client Machine.

All in the ultimate Black Friday Bundle.

Tomorrow I'll announce a special bonus for buyers.

A reward for those who've already picked it up and a sweetener for those who haven't.

Get your bundle here:

<https://go.jameskemp.co/bf-growth-bundle>

To your success

James 'fundamentals' Kemp

Email 4

Subject: This One Weird Thing Happens When You Make Offers

Body:

I make offers.

Everyday.

If you ain't making offers you ain't selling, serving or creating.

Little offers. Big Offers.

The Syndicate. Events. Workshops. 1:1 Coaching. Consulting Hours.

Lot's of em.

Right now I've got a Black Friday offer.

It's a little offer with a lot in it.

Little price with lots of value.

Just like my my workshops, I aim to over-deliver.

But every time I make a little offer people ask for other things.

This week, I've booked 2 day long VIP's here in Bali, sold a chunk of consulting hours and sold out my January retreat.

Tens of thousands in sales on offers I'm not promoting.

While only publicly making a little offer.

And clients report this to me when they use my wiley ways.

Whenever they make an offer someone will come along and ask for something else.

Open a program and people ask if you do 1:1.

Offer a virtual event and people ask if you do them in-person.

The more offers you make the more offers people ask you to make.

Most coaches and consultant barely look like they are open for business.

Like a shop with the shutter down with customers peeking in the windows wondering WTF happens in there.

Me and my folks?

Open for business.

Of course you gotta have the goods if you want to put them on display but you got that sorted right?

I walk you through being open for business 24/7/365 inside the Black Friday Bundle.

It's selling faster than I thought so you might want to grab it before it hits the cap and comes down:

<https://go.jameskemp.co/bf-growth-bundle>

To your success

James 'open for business' Kemp

Email 5

Subject: I'm Sweetening The Deal

Body:

I've had some great folks buy the BF Bundle over the past 48 hours.

So great it's made me want to hang out with them.

And I'm inviting you.

I'm adding the bonus of a workshop with me on Thursday the 14th of December at 7am Singapore to everyone who picks up the BF Bundle before it sells out.

If you've already got it, you're locked in too.

This is the only time I'll do an open 'ask me anything' style workshop for folks outside The Syndicate (they get me twice a week).

You can pick my brain with what you're working on or get help customising your offer from the offer code or get help on messaging or marketing.

We can also do 'big picture' stuff if you feel your model is off or you've been stuck at a revenue level for a while.

I'll coach you.

I'll consult to you.

The stuff I do on the daily to help my clients.

You can freely pick my brain across the two hours.

Included for everyone who picks up the bundle today.

<https://go.jameskemp.co/bf-growth-bundle>

To your success

James 'bonus' Kemp

Email 6

Subject: Multi Seven Figure Coach Gets This From The Bundle

Body:

I don't mean to say I told you so.

But I told you so..

This week I've talked about how businesses of all shapes, sizes and revenue levels can come back to the fundamentals of offer making, lead conversion and real lead flow.

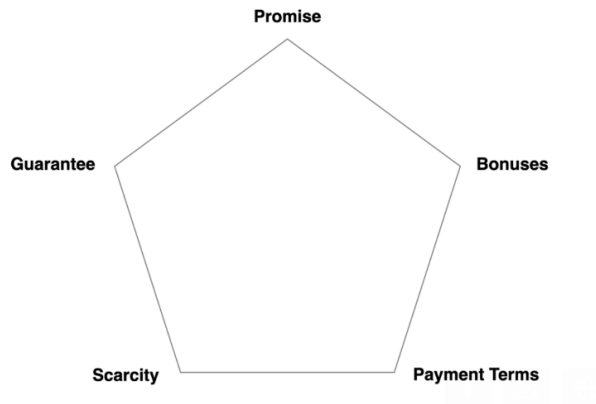
Whether you're hunting your first dollar or your next million.

I got a message from a coach who's businesses do over \$300k a month:

Dude, this video is next level. I've never seen the offer explained like this and it makes so much more sense, particularly when we are selling something complicated.

Appreciate you packaging this so well. Got some work to do to refine our offer positioning!

THE OFFER DIAMOND



That shot is straight out of The Offer Code.

The 5 things your offer needs that give it the highest chance of success.

If a newbie uses them they sell out of the gate.

If an established business uses them they blow up their conversions immediately.

The fundamentals.

I expand on those fundamentals and show you how to maximise the economics in The Hybrid Offer.

Max conversions at max value.

Both of which are in the Black Friday Bundle:

Grab it here: <https://go.jameskemp.co/bf-growth-bundle>

I'm spending this afternoon eating steak and doing my weekly breathwork with my coach.

I'm sure another crazy valuable bonus will come to me I can give to folks who've already picked up the bundle.

To your success

James 'bundled' Kemp