

Email 1:

March 2020 was weird for everyone.

Some virus thing was sweeping the globe and uncertainty was high.

I was in Bali with my family. We'd been here for two years. It was home.

But it was emptying out. People with masks everywhere.

The New Zealand govt was even telling everyone who could to return 'while you were able'.

On Thursday we decided 'we should go' and Friday we were on a plane. It turned out to be the last flight from Bali to NZ.

Landing in NZ. Plans up in the air and businesses closed. I did what many did: launched a new offer

It was called The \$10k Code and simply helped someone put together an offer they could sell and deliver online.

With businesses closed, events canceled and uncertainty high, lots of businesses realised they had to go online.

For The \$10k Code I did something a little different.

I wrote the whole offer in a plain old Google Doc and sent it to people via messenger and email.

So calls, no webinar, no selling at all.

A quick convo to make it sure it was useful, send them a doc and send them a link to pay when they were in.

At it worked.

In the first month 55 people joined for \$1500.

I continued to sell it for months and many of the people joined my mentorship, again

with a simple Google doc.

I eventually automated the whole invitation and sending process via something I call The Cash Campaign but that story is for another day.

It worked for one reason.

The offer and the 5 components it needs to contain.

Offers are everything. Up to \$3m they ARE the business. One offer can do it all.

I've gone on to sell millions from plain old Google Docs using the 5 components.

Every time an offer flops for me I've skipped one of them.

I've put together everything I know about Offer creation and the 5 components in The Offer Code.

It takes you step by step through and gives you two templates to swipe and use yourself. Including the highest converting offer I've ever created.

The Offer Code is available until next Thursday for \$100. A whopping \$400 off the regular investment.

You can grab it here:

<https://www.swipemymarketing.com/welcome>

Tomorrow I'll be telling you about a special event I'll be holding for folks who pick up this training.

To your success

James 'offers' Kemp

Email 2:

An offer is the business.

Based on your replies yesterday: that hit home.

One great offer that's easy to buy, fun to sell and simple to deliver is all you need.

I've hit over a million with a single offer 4 times.

In The Offer Code I walk through the 5 components and give you two templates you can swipe.

But there's nothing like hands-on help.

Next Thursday I'm going to be hosting a private workshop for everyone who picks up The Offer Code before then.

It's still a whopping \$400 off it's regular \$500 price.

We'll get together on Zoom, I'll walk you through the smash hit offers I've made and then we'll work on yours.

I like hands on, roll up your sleeves work in these environments.

You should leave with something you can offer to someone 5 minutes after the workshop ends.

If you're prepared to get into it you'll get the same value as my clients who pay me tens of thousands.

It's fine to learn from the sidelines, but if you're one of those I'll see about this, camera off, this won't work for me types it won't be your jam.

The recording will be added to The Offer Code afterwards.

I've allocated 2 hours but my workshops often go longer.

Workshop is at 7am Singapore, Wednesday evening for North America, middle of the night for the Euros.

Only for those who get The Offer Code before Thursday.

You can grab it here:

<https://www.swipemymarketing.com/welcome>

To your success

James 'sleeves up' Kemp

Email 3:

I don't have money goals.

It's not that I don't like money.

It's just that I'm choosy about the way it comes to me.

The conditions matter.

Because money brings obligations.

Of delivery, service and expectation.

When you put healthy boundaries in place for creativity, service, energy and time then you are always rewarded.

When I open up The Syndicate again next week I'm capping it at 100 total.

Not just to optimise my energy but to craft the optimum community. I can afford to build it slowly and deliberately.

With a low cap I'm not compelled to take just anyone who can pay.

You must contribute in the different ways a community needs.

Your own success is a contribution to a community.

Just like I cap my private clients at 16.

It's optimisation not pure maximisation.

If you look at this through the sales lense it also creates one of the most powerful components you can use in selling.

Scarcity.

True scarcity is actually rare.

Marketers especially, always try and squeeze out one more sale, one more day of promo and kill the golden goose. False scarcity is used repeatedly.

Perversely using scarcity thinking in the deployment of scarcity.

It's a double edged sword, if you think in scarcity you're punished, if you create boundaries and it's a by product you are rewarded.

On Thursday's offer code workshop I'll show you how to use scarcity not only to optimise your life but make a boatload of sales.

The workshop is included for anyone who picks up the Offer Code before then.

It's still at it's discounted \$100 price.

You can grab it here:

<https://www.swipemymarketing.com/welcome>

To your success

James 'scarcity' Kemp

Email 4:

Waaaay back in the year 2020 I worked with the legendary Travis Sago to help me dial in a \$1000 offer that we were selling via chat.

One of the big levers I tested was weekly pricing.

Monthly pricing and numbers ending with 7 are always the go to for the info industry.

I came at it with the point of view that people care less about the frequency of payments and more about the present \$\$ number they pay today.

I set a target of \$1000 pay in full.

This led to a pay plan of $15 \times \$100 = \1500

With \$100 a week for 15 weeks it was only \$100 to get started.

When they arrive at the cart they get a \$500 discount to pay \$1000 then and there.

I didn't mention it before they arrived at the cart.

It was a pleasant surprise.

Lot's of people actually asked permission to use the PIF option...

Despite every protestation under the sun about cashflow challenges and limited budgets during the chat conversations, 86% of people Paid in full.

I've tested it with large groups.

A consulting client sold 400 people into their program and only had 4 people not complete payments over 20 weeks.

I've since tested it with higher weekly prices all the way up to \$1000.

It works to get lot's of yeses.

It works to get pay in full.

It works to get committed clients.

A great structure for a typical info offer is \$300 a week for 52 weeks, 8 week love it or leave it.

When they get to the cart they get a whopping \$5600 discount if they PIF which is a split pay.

I got 60% PIF rate across 140 new members with this structure.

In testing it with other clients I've also learned some other neat strategies to boost cash collected, double conversion rates and close 50% of clients who previously declined an offer but I'll keep those for my clients.

Small tweaks like these can show massive boosts on an existing offer.

I'll be walking you through these on Thursday's offer code workshop.

The workshop (and replay) is included for anyone who picks up the Offer Code before then.

It's still at it's discounted \$100 price.

You can grab it here:

<https://www.swipemymarketing.com/welcome>

To your success

James 'weekly' Kemp

Email 5

It blows my mind how much IP people sit on.

Rotting in hard drives or buried inside programs and courses being seen by only a few people.

Sitting on IP while spending extraordinary amounts of time chasing more leads.

98% of leads won't buy your high ticket thing.

95% of leads won't get on the phone with you.

80% of leads won't even respond to your messages or emails.

But everyone in your audience is a buyer.

They buy things all day long.

They aren't buying things from you because you're probably not making offers.

You're trying every way to get them to buy the 1 offer you have but you're not turning them into buyers.

Buyers have intent.

They bought for a reason.

If you find out the reason you can probably turn them into customers.

Customers buy regularly.

If you turn them into customers you can probably turn them into clients.

Clients can stay for a long time.

Creating buyers, cash flow and momentum from offers is dang simple.

Make something good.

Make it digestible and easy to action.

Over deliver even if it's 'cheap'.

Make it the best it can be and offer it to your leads.

Tomorrow those leads will be buyers and you'll both be further along than you were today.

I walk through exactly how to make offers in The Offer Code.

A couple of folks who bought a couple of days ago have already turned stuff they already had into offers and \$\$.

There's a live workshop I've included for anyone who picks up the Offer Code before Thursday.

It's \$100.

<https://www.swipemymarketing.com/welcome>

To your success

James 'make more offers' Kemp

PS; Workshop is Thursday at 7am Singapore. Scheduled 2 hours but often go longer. Replay will be sent out 24 hours later.

Email 6:

One of my mentorship clients has grown their business revenue 70% in the past 15 weeks.

From £31k to £51k for two consecutive months.

80% of this revenue increase is from recurring revenue.

Their goal is £83k per month average or the 'magic million' per year.

Here's 3 insights I shared with them on Tuesday:

1) Spend more and grow faster:

They are getting front end leads for less than £2 with, chat's with qualified prospects for £14 and calls for £38. There's lots of slack in their KPI's. When something is working you identify the future failure point and then double down on the high leverage activity. The high leverage is cheap leads and the break point is their setting team and process.

They can easily double their ad spend while maintaining current KPI's and keeping a careful eye on the break point.

2) Repeat what works:

The largest single increase in their revenue was running a challenge. They have then worked to lift their acquisition system to maintain this level of growth. The paid acquisition has grown them last month as much as the challenge grew them previous. They tried some other events that didn't move the needle.

Everything works but only a few strategies will work for you and your audience.

Schedule, repeat and optimise those.

Growth is 90% repetition and 10% innovation.

3) Expand your personal capacity:

A weird thing happens when you see growth that you previously dreamed of:

It's achieved by a small number of actions.

When you've hustled your way through the initial growth this is jarring. You feel like you should be 'doing' more. You start to tinker and lose site that there's a small number of activities you must do.

I learned this the hard way myself.

When you see rapid growth your leverage comes from becoming the person who can hold onto it.

You can also find yourself thinking you're too good for the inner work.

Focus, creation and expansion of your relational/emotional/physical/spiritual worlds is what grows you into the person who can maintain it. The growth was pointless without maintenance. Some have to go through this gain/loss cycle many times before they can hold it.

I didn't do any of this. They did.

I provide weekly perspective, experience and insight.

Help them see the important vs the pointless.

Work is required.

Smart or hard is the choice.

If you want an offer that can achieve hyper growth you'll want to pick up The Offer Code.

Save \$400 until Thursday.

<https://www.swipemymarketing.com/welcome>

To your success

James 'hyper growth' Kemp

Email 7:

This happens every time I make an offer.

When I offered a small event at my home in Bali it happened.

When I offered 1:1 coaching it happened.

When I offered The Offer Code it happened.

What happens is:

When you make one offer, you get asked about other offers.

When I offered an in-person event people asked if I did digital events or private VIP days.

I sold \$30k worth of VIP days.

When I offered 1:1 coaching people asked if they could buy consulting hours or a group program.

I sold \$46k worth of hourly consulting.

Since I've launched The Offer Code I've been asked if people can buy almost all of the above.

(FYI; I will be re-launching my community on Thursday)

In a truly Meta move, more than a couple of people have asked for the program detailed in one the templates, despite retiring it years ago.

It's very simple.

There is desire in your market.

A single offer is a solution to fulfil that desire.

But there's different types of demand in how it can be fulfilled.

Your offer is the signal to the market that you have solutions and they choose the route of least resistance and ask you if you have different types of solutions.

Some of the my best offers came indirectly from making one offer but the market asking me for something else.

It's why my mantra of *make more offers* is a self fulfilling success factor.

If you make a lot of offers you will make a lot of sales.

The market literally tells you what they will buy.

Truly swimming with the flow.

Braindead simple if you ask me, yet something that most strangely get hung up on.

Perfectionist procrastination is a fickle mistress.

If you want to learn how to make all types of offers and see me make another one, then pick up The Offer Code before Thursday.

It's \$100 and includes my help creating or upgrading your offer on a live workshop.

You can get it here:

<https://www.swipemymarketing.com/welcome>

On Thursday the training will revert back to it's regular \$500 investment and the bonuses will disappear.

To your success

James 'make more offers' Kemp

Email 8:

I've been making an offer about offers.

My offer is to teach you how to make offers.

Show you the 5 principles every offer needs to sell.

Give you two templates that made me millions that you can swipe.

And invite you to a live workshop tomorrow where I'll help create your offer.

If your revenue is below \$3m, your business is basically one core offer.

The better it is and the easier it is to deliver the faster you grow, the more people you help and the more profit and time you have.

The replay is included for anyone who buys today.

Today is the last day it's \$100.

The Offer Code goes back to \$500 tonight.

The bonuses disappear.

and no less than 17 people will email me over the next 3 days asking if they can get it for the discounted price and have the bonuses.

Which they can't. The deadline is the deadline.

Get it here:

<https://www.swipemymarketing.com/welcome>

or don't and email me telling you why you didn't buy it. I want to know. Genuinely.

To your success

James 'deadline' Kemp

PS; For those who've bought, the Zoom link has been sent to your inbox for tomorrow's live workshop.

Post Workshop Follow Up:

The replay of The Offer Code workshop is live inside the training page:

<https://www.swipemymarketing.com/#####>

We went for 2.5 hours and there's some juicy examples of how to create winning offers and make sales with ease.

Enjoy.

James 'juicy' Kemp

PS; I also promised to give Offer Code folks first dibs on joining the Syndicate as a Founder member.

All the details are in this Google doc:

https://docs.google.com/document/d/1L0n2n_YYd8fPgYyqvHqPo6B-4p2UPkTk2Iy8Q5t984c/edit?usp=sharing