

81 DAYS **TO BECOMING AN** **ONLINE MARKETING** **SALES** **MACHINE**



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81 Days To Becoming An Online Sales Machine.

Kelvin Dorsey

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Contents

A Little Gift For Your Bad Self

SALES AND MARKETING

- Day 1 Sales Secrets from a Former General Motors CEO
- Day 2 Struggling Young Arizonan Salesman Goes from Zero-to-Hero in Less Than a Year!
- Day 3 The Secret to ‘Secrets’
- Day 4 I Perceive You to Be a Tightwad!
- Day 5 What Jay Leno Discovered in Strip Clubs That Can Help Your Marketing
- Day 6 Why You Should Go to the Dark Side with Your Marketing
- Day 7 The Shallow End of the Marketing Pool
- Day 8 Suspects and Prospects
- Day 9 A Foolish Marketer Listens but a Wise Marketer Watches
- Day 10 Colosseum Salesmanship
- Day 11 Salesmanship Tip From The Son of God
- Day 12 How to Effortlessly Flip a Prospect’s ‘No’ into a ‘Yes!’
- Day 13 Why You Should Advertise Your Offer to Less People
- Day 14 Stop Trying to Sell Me, and Sell Me!
- Day 15 Oh Sales, Where Art Thou?

- Day 16 How to Make ‘Sweet Tender Sales’ with Your Market
- Day 17 Why You Must Be a Marketing Polygamist - Part 1
- Day 18 Why You Must Be a Marketing Polygamist - Part 2
- Day 19 A Salesman with No Clarity Will Need Charity
- Day 20 A Sad State of Affiliates
- Day 21 How to Sell in Stealth Mode
- Day 22 Scare and Scare Alike
- Day 23 How to Lead a Lost Prospect to Salvation
- Day 24 The Real Wolf of Wall Street Calls BS on a Scene in the Movie
- Day 25 It’s Not HOW You Say It but WHAT You Say
- Day 26 Internet Marketing the Bruce Lee Way
- Day 27 Call a Sale a Sale
- Day 28 How to Get Loads a Sales Even if You Suck at Selling
- Day 29 The US Navy and Internet Marketing Gurus Use the Same Playbook

COPYWRITING

- Day 30 Has Your Advertising Had a Mysterectomy?
- Day 31 Better Call ‘Persuasion’
- Day 32 A Voltaire Inspired Sales Secret
- Day 33 ‘Action Jackson’ Sales Copy
- Day 34 Positive Thinking Won’t Polish a Turd Offer
- Day 35 Curiosity Killed the Cat, but Made the Internet Marketer Uber Wealthy
- Day 36 Why You Should Rub Salt into Your Prospect’s Wounds

- Day 37 My Main Man John Carlton Gives Some Wise Words about Word\$
- Day 38 Why You Should Never Argue with a Copywriter
- Day 39 Why Using 10-Dollar Words Will Send You Broke
- Day 40 A Sales Wizard and His Magical Pen

CONTENT MARKETING

- Day 41 It's Hard to Argue with the World's Richest Comedian
- Day 42 Increase Your Content Value Using This Weird Little Mind-Trick
- Day 43 Joe Vitale Drops Science on How to Use a Thesaurus
- Day 44 Quality Outta Control!
- Day 45 A Little Marketing Voodoo For Ya
- Day 46 How Reading Ice Cream Reviews Can Increase Your Biz Sales
- Day 47 How to Tap into a Mother-Lode of Endless Traffic
- Day 48 How to Kick 'Writer's Block' in the Groin
- Day 49 It's Time to Rat on Them Spammy Marketers

EMAIL MARKETING

- Day 50 Steely Dan Does Internet Marketing
- Day 51 High Options, Low Standards
- Day 52 Man Who Does Stinker Must Not Open Shop
- Day 53 Criminally Stupid Marketers Who Are Leaving Money on the Table

TIME MANAGEMENT

- Day 54 Why You Should Be Writing a NOT-To-Do List
- Day 55 A Productivity-Hack That Trumps Them All
- Day 56 Three Little Words That Will Save You Time, Money, and Boost Your Productivity
- Day 57 Winston Churchill's Secret to Always Producing Top-Notch Work
- Day 58 It's All Fun and Games Until Someone Starts the Project
- Day 59 Are You a Functioning Multitasker?
- Day 60 Online Biz Slump? Use the 'Federer Method' to Get out and Stay Out
- Day 61 Go Fast or Go Home

ENTREPRENEURSHIP

- Day 62 The Secret to Making Mo' Money
- Day 63 Beware of the Self-Help Masochists
- Day 64 A Bad Case of Selective Reading
- Day 65 How a 61-Year-Old Scrawny Farmer Beat the Pants off a Professional Runner in an Ultra-Marathon
- Day 66 W. Clement Stone vs. Napoleon Hill - Who Wins?
- Day 67 Rafael Nadal's 7 Success Traits Every Online Marketer Must Have
- Day 68 Internet Marketing without the Self-Medication
- Day 69 Just Read It
- Day 70 Too Many Chumps and Not Enough Champs
- Day 71 You Gotta Get Some Web-Cred Yo!
- Day 72 The Very Best Marketers Online Have All Been Baptized

- Day 73 The Only Way to Play ‘The Game of Real Life’ Is...
- Day 74 Hurdling Towards Success
- Day 75 What Every Online Marketer Should Learn from Wile E.
Coyote
– Part 1
- Day 76 What Every Internet Marketer Should Learn from Wile E.
Coyote
- Part 2
- Day 77 Listen, Buddy, It’s Gotta Be Every Day
- Day 78 Mr. Success Wants His Rent Money
- Day 79 Stop Trying to Be So F@#*kng Perfect
- Day 80 If You Play to NOT Lose - You Lose
- Day 81 Why the Goldfish Is the Entrepreneur of the Animal
Kingdom

Hey, Would You Do Me a Solid?

Here's Your Little Gift

Are you wanting to improve your sales copy and explode your email marketing profits?

Well, you're in luck my friend.

You see, when you purchased this book, you didn't *just* get “ 81 Days To Becoming an Online Sales Machine”...

But...

...you also got...

“The 10 Minute Copywriting Speed Course”

It's an “insider” shortcut guide to mastering copywriting techniques that will turbo charge your business, your wealth, and your life.

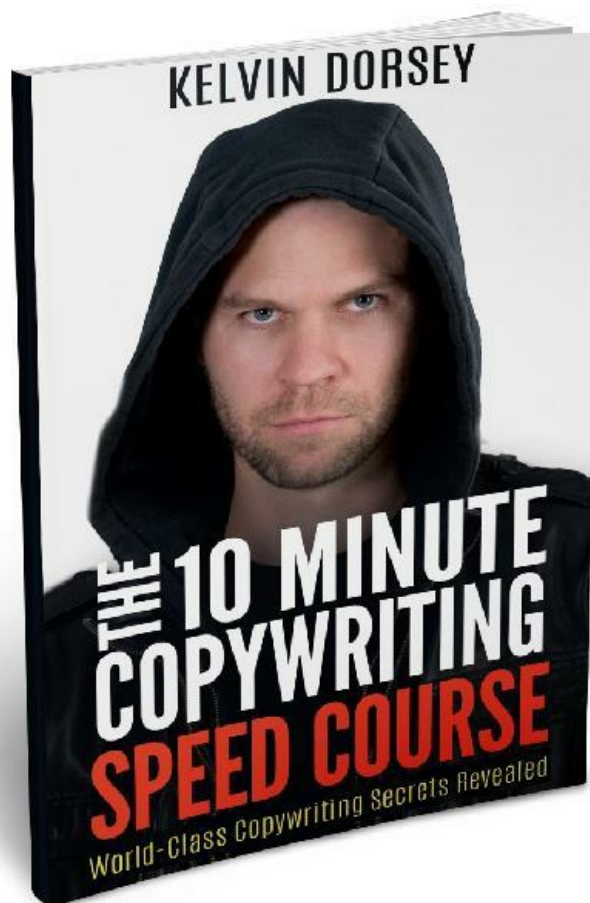
Here's a little taste of what's inside “The 10 Minute Copywriting Speed Course”:

HOW TO...

- **Write white-hot sales copy even if you suck at writing.**
- Bring down a prospect's defenses.
- **Eliminate all of your reader's objections**
- Make dull products sound fascinating

- **Easily persuade readers**
- Get all your copy read
- **Easily close more sales**
- Write copy that's credible and believable

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**“The 10 Minute
Copywriting Speed Course”**

SALES AND MARKETING

Day 1

Sales Secrets from a Former General Motors CEO

Howz doin'?

Got a joke for ya:

Bill Gates is hanging out with the chairman of General Motors.

“If automotive technology had kept pace with computer technology over the past few decades,” boasts Gates, “you would now be driving a V32 instead of a V8, and it would have a top speed of 10,000 miles per hour.

Or, you could have an economy car that weighs 30 pounds and gets 1000 miles to a gallon of gas. In either case, the sticker price of a new car would be less than \$50.”

“Sure,” says the GM chairman, “but would you really want to drive a car that crashes four times a day?”

Yup, the GM chairman got the last laugh there, eh?

Although, the GM chairman doesn't have much to laugh about nowadays, does he? General Motors is in a real hurt locker of a situation.

However, back in the day, they were the 800-pound gorilla of the automotive industry.

They were laughing lots back then.

In fact, from 1931 until 2007 (77 years) they were laughing all the way to the bank.

How'd they do it?

Well, here's the story:

Back in 1924 there was a brawling rivalry going on.

It was Henry Ford (Ford) vs. Alfred P. Sloan Jr. (General Motors).

Henry Ford was the undisputed heavyweight champion of the world when it came to selling cars.

And Alfred P. Sloan Jr. (General Motors' CEO) hated Henry Ford with the fire of 1,000 suns because of it.

Alfred P. Sloan Jr. grew tired of getting his ass handed to him by Henry Ford, so Sloan got to thinking how he could knock Ford of his all too comfy perch and become the top dawg.

Sloan's first thought was to knock on Henry Ford's office door and offer to take their rivalry out into the car park, mano a mano.

But Henry had an air of steel-clad-hardassness about him, and Sloan thought better of it.

So instead, ol' Alfred came up with a diabolically clever scheme that would catapult General Motors to the numero-uno position in car sales.

Success is always the best revenge, right?

And Sloan's scheme was this:

Sell to people's greed glands and ego, and not just to practical need.

You see, Ford only made sales when someone's car almost stopped working because of old age.

Sloan killed off that idea by creating new models every year.

He was offering people style and an almost customized look for the average car owner.

They offered cars in different colors, for one thing.

Yup, Ford at the time was only making cars in black for the sole reason of its efficiency—the black paint dried quicker.

Henry was fond of saying: *"You can have any color car you want as long as it's black."*

Ol' Alfred wanted to make cars that didn't make you wanna carve your eyes out with a grapefruit spoon when you look at them.

Sloan soon discovered that people looove new!

General Motor's basically told the American public: "Hey, you need a new car every year!"

And the American public replied in bobble-headed unison: "Ohh, OK!"

Sloan was tapping into the ever strong river of ego, status, and individuality, whereas Ford was just offering practicality and simplicity.

The genius of Sloan was that he copied what was working for Ford, but he also stopped and looked at Ford's weakness and vulnerabilities.

And then exploited them like a mo' fo'!

And that my little marketing crony is what you should do too.

Look at your competition—what are they not giving the marketplace that you could? How can you increase the number of sales?

How can you tap into people's desires and wants more?

Get your "Sloan" on and dominate the competition.

Kelvin Dorsey ~ Email Marketing Maverick

Day 2

Struggling Young Arizonan Salesman Goes from Zero-to-Hero in Less Than a Year!

Gotta good story for you about a guy named Joe.

Joe Weldon is a top-gun sales trainer and nationally recognized and awarded speaker.

His story is a classic case of zero-to-hero.

But before his meteoric rise to success, Joe was a long-time resident of Struggleville.

To call Joe an “average Joe” during his years in Struggleville would’ve been a compliment. A more appropriate phrase would be “way below average Joe.”

Here’s how Joe Weldon started out:

Joe was a shy, introverted, and struggling young salesman. Joe had a wife and kids to support and drove an old beat-up Volkswagen, had zero dollars in the bank, was in debt up to his eyeballs, and had creditors knocking on his doors and windows.

A real soup-sandwich, wouldn’t you say?

Joe was a Nightingale distributor that sold self-improvement tapes and was failing spectacularly.

But Weldon wasn’t failing for lack of effort.

No-suh.

He would make hundreds of calls a day. The hardest worker in his team, in fact.

Joe flat out bust his ass.

But alas, he always came up empty.

That’s right, not a single sale.

Nada.

Zip.

Zilch.

Negative.

Nopesy.

The big ol' goose egg.

The only thing Joe hated more than his prospects saying “no” to his pitch, was going home each night to hear his wife ask: “Did you get a sale today, Joe?”

“NO!” was always the reply.

To say Joe was a sales failure is a mammoth understatement.

I mean, Joe couldn't sell a life jacket to a drowning man.

In fact, he was so bad that the company accountant told him he was the worst salesman he'd ever seen and tried to persuade him to quit.

But quitting was also something Joe didn't know how to do.

Then, one day something happened that turned it all around for Joe.

Here's what happened:

Joe remembered a guy he used to know who was a very successful businessman. Joe was reluctant to approach him thinking that such a successful guy wouldn't want or need a product that offered self-improvement. But Joe was beyond desperate and booked an appointment to see him.

Long story even longer, the successful businessman loved the self-help tapes so much he bought the whole damn library, plus every upsell Joe threw at him.

Here's how the sale went down:

Businessman:

“Wow, these are great! You must be sellin' these like hotcakes?”

Joe:

“Um, ah, actually, you’re the first sale I’ve made.”

Businessman:

“What! Who are you trying to sell these to?”

Joe:

“Everybody I can think of that has a struggling business, or failing marriage, or that could benefit from these tapes.”

Businessman:

“Stop! You’re selling to the WRONG people. You gotta start selling these to “successful” people. They’re successful for a reason. They take action and buy stuff like this.

And that one simple insight took Joe from zero-to-hero.

Joe went from being at the ass-end of a 1000 sales crew, to the very top salesman at Nightingale-Conant within a year.

Not too shabby, eh?

And what can you take from this little story?

Well, how ‘bout this:

The real secret to selling is in targeting the right people.

That’s all Joe did differently.

He stopped trying to sell self-help

to losers, and started selling it to winners.

Joe realized you have to sell to people’s wants and not to their needs.

For example: Look at who goes to the gym. Fit, healthy people go to the gym. These people don’t need to go the gym, they want to go to the gym.

So if you’re selling a “health and fitness” product, who do you target?

Do you target fat, lazy slobs who could benefit the most?

Or do you target fit, healthy folk who are already looking after their health and fitness?

Bingo!

You got it.

You target the already fit and healthy crowd. Cuz they want those types of products. They're proven buyers of health and fitness products.

They like them.

They buy them.

They use them.

When selling your product, it's about who wants them, not who needs them.

Nuff said.

So there you have it, Amigo. A truly golden selling insight that can take your righteous-self from zero-to-hero just like it did for Joe.

Even if you have knuckle-dragging incompetence as a salesperson, just finely tuning your "target market" can make all the difference in the world.

Until next time, be easy.

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Day 3

The Secret to ‘Secrets’

Cryptic headline?

Yup.

But don't worry my little marketing crony, all will make sense in a minute.

Ok, so let's drop science on "secrets."

Here goes:

Did you know that the word "secret" is an absolute go-to word for the ad-man.

He knows if he can throw in the word "secret" somewhere in his headline, he'll almost double his response (slight exaggeration, but only just).

Such is the power and lure of that word.

People almost become drooling idiots when they see the word "secret."

Why does this word "secret" have so much pull on people?

There's several reasons, Chief.

Here're a few of them:

Because people in general, are fat, lazy slobs that break out into a sweat just thinking about work.

And a secret implies doing less of it.

People are also curious creatures, and secrets tickle our rabid sense of curiosity.

Also, people walk around with a feeling that everyone else is in on it but them.

So when they read the word "secret" in an advertisement or whatever,

they become like putty in the hands of the advertiser—this of course is all happening subconsciously.

Another reason:

People are competitive.

If you don't think this is true, take notice how people behave next time you're looking for a parking space or go to fill up your car, or look for a good table in a restaurant.

People will almost risk the lives of their children and themselves to beat you to a car space at a shopping center.

Any chance to get on-up on someone or to gain some advantage over others, we're all over it like a donkey on a waffle.

And secrets imply that you'll gain an advantage over others.

Look, if you're a marketer, by all means, use the word "secret" to your utmost advantage.

You'd be an idiot not too, right?

Just beware that you don't get sucked into another marketer's so-called "secrets."

Use, but don't get used.

I use the word "secret" in my marketing for one reason—it works.

No other reason.

However, do I believe to become successful one needs to find the right secrets?

Hellz No!

Listen, if there is a secret to success, it's probably this:

The secret to getting ahead in life is to know that there is no secret to getting ahead in life.

Folks that believe they're not successful because they're not in on the secret to success had better not call Saul, but Kenny Loggins because they're in the danger zone.

It's a very dangerous mindset to have.

Know this: A secret is just hard work sexied-up.

I was reading Arnold Schwarzenegger's book Total Recall, and in it, he tells how everybody always asked him what the secret to his amazingly muscular body was.

His answer?

"6 hours a day in the gym, 5 days a week."

Hmm. Kinda takes the shine out of that "secret", doesn't it?

And so it is with every other secret flaunting around out there.

So remember, use secrets but also beware of secrets.

Until next time.

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Day 4

I Perceive You to Be a Tightwad!

Why do people do this?

It ain't good business.

Here's what I'm talking about: I walk into a bakery the other day to buy a meat pie, and these tightwads at this bakery make me pay for the sauce!

Can you believe it?

They had the nerve to charge me 40 hard-earned cents for a minuscule package of tomato sauce (you know, ketchup in those little sachets) that barely covers the top of a small pie.

It's highway robbery.

Listen, I'm ok with paying for a jar of sauce, or a can of sauce, or a bottle of sauce, but pay for a freakin' dap, tidbit of sauce?

You gotta be kiddin' me!

Yeah, I know, most, if not all bakeries charge customers for these teeny-weeny sachets of sauce, but this doesn't make it "good business" Pookie.

I know some might call me cheap, but...

I SAY THEE NAY!

It's *them* (the bakery) that's being cheap.

How so?

Let me explain: Business is all about giving service. Not just any old service, not even good service, but great service.

And it's only "great service" if the customer feels like she's getting a good deal.

It's all about perception.

The customer doesn't need to know the profit margins the business owner is making on the products sold, but the customer does need to feel like she's getting a fair deal, and not getting ripped off.

Here's what these criminals in white aprons should do: They should tack on that irritable 40 cents onto the price of the meat pie, and not charge for those tiny sachets of tomato sauce.

That way, people think they're getting the sauce for free (perception, they aren't really) and would hand over their hard earned more readily and more happily.

They could even put a FREE sign on the basket of sauce sachets.

The customers would be delighted with the heartwarming generosity of the bakery and shout their praises to their family and friends.

"Hey, these guys don't charge you for the sauce!"

Soon hungry pie-eaters from all over the land will be flocking to this particular bakery.

And telling you all this helps *you* how?

Ok, here's the take-away (no pun intended) that will put mucho bucks in your bank account:

It's all about perception.

Perception is everything.

And customer perception is more overlooked by marketers than a jockey at a bank teller line.

And know this: price is a very subjective thing.

And price appears good or bad in your prospects' eyes according to its perceived value.

Here're some clever ways to boost your product's perceived value that'll turn the most skeptical buyer into a nodding bobblehead that says: *"Yeah, yeah, yeah this is a great deal!"*

Here they are Chief:

- Add testimonials (social proof).

- Explain the behind-the-scenes story of your product (works like crazy this one).
- Jam-pack your sales message with jaw-dropping benefits.
- Offer a guarantee.
- Offer a free trial (shows how confident you are about your product).
- Package your offer (product) with added bonuses (this one's a beauty).

For example, let's say you sell an eBook. You could make a recording of yourself (or anybody) reading the book and turn it into an audio product.

And wallah! You got yourself a bonus.

Too easy, eh?

Hey, you can't accuse me of being cheap with my information on this one.

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Day 5

What Jay Leno Discovered in Strip Clubs That Can Help Your Marketing

Greetings, my little marketing crony.

Let me start this one off with a little quiz for your-bad-self.

What is the most powerful way to boost your marketing campaign response?

Is it:

- a. Improve your ad copy
- b. Improve your list (subscribers), or
- c. Improve your offer?

No, you can't say all of them, smarty pants.

You can only pick one of those elements.

What's ya pick, Chief?

Let me give you the answer to that quiz in a story.

I was listening to Jay Mohr's podcast the other day (it's called Mohr Stories) and he was interviewing Jay Leno.

Jay Leno was talking about his early years.

In his early 20's, Leno cut his teeth as a comedian by performing at every and any club he could.

Jay would stroll into a club and offer the owner \$50 (this was back in 1972) to let him perform there.

The deal he made with the owner was this: If the crowd likes me, I get my \$50 back. If I suck, you keep the \$50 (there's a great lesson to be gleaned just from that alone).

Leno had chutzpah even back then, didn't he?

Anyway, Jay Leno mentioned there were two types of clubs he performed at the most.

And they were: jazz clubs and strip clubs.

Here's another little quiz:

(Yes, I'm giving you another quiz. Patience my little marketing crony. I'll get to the answer to the original quiz in a tick.)

Do you think Leno preferred performing at the jazz clubs or the strip clubs the most?

Well, Jay said he preferred performing at the jazz clubs.

A young, red-blooded Jay Leno, testosterone coursing through his body, preferring jazz clubs over strip clubs?

Yup.

Here's why:

At a jazz club, the crowd comes to listen.

At a strip club, the crowd comes to look.

Big difference.

"I was always as happy as a tick on a fat dog in a jazz club," said Leno.

You see, a jazz crowd gave Leno attention.

Leno had the jazz crowds eating out of his hand like enthusiastic little puppies.

With a jazz crowd, they listened, and in return, Leno delivered a superb performance.

He and the audience fed off each other in a kinda tit-for-tat way.

But at a strip club, there was no tat.

Just tit.

So what's the point to all this?

Simply this: Jay Leno delivered the exact same comedy routine in a

jazz club that he did in a strip club.

One was always a great response. The other, little to no response.

The only variable was the crowd.

And that Chief, is what makes the biggest response difference in a marketing campaign as well.

So there it is.

I just gave you the answer to the original quiz.

If you chose answer (b), chosen correctly you have.

Top of the class!

Now listen closely: In any marketing campaign you're running, the numero-uno thing to test to improve response is:

The crowd that you're putting your offer in front of.

Here's the actual factual: Successful marketing comes down to one thing.

And that one thing is this: Having the right message in front of the right crowd.

That's it.

Listen: You can have dog puke sales copy and an average offer and still get sales if you get it in front of a highly targeted crowd.

On the other hand, you could have world-class copy and a super generous offer, but if you put it in front of a poorly targeted crowd, you get a big fat zero sales.

Are you starting to understand the importance of targeting the right crowd for your marketing?

I want to drive that point home all the way to your living room armchair.

So, while the goofy competition are floundering around trying to become persuasion-Jedi's with their sales tricks and fancy NLP, you can simply go out and put your offers in front of hungry, starving

crowds (highly targeted people who are proven buyers of your type of offer) and watch your response go off the charts!

Verily, verily, I say unto you, having the right crowd will put more bacon on your sandwich than any other single element.

Improve your crowd and improve your sales.

Ok, that's 8 ball, corner pocket!

Kelvin Dorsey ~ Email Marketing Maverick

www.kelvindorsey.com

Day 6

Why You Should Go to the Dark Side with Your Marketing

“You underestimate the power of the dark side.” -

DarthVader

Today, I’m gonna drop science on the dark side of marketing and selling.

I reveal what the dark side is, and why you should “go there” when selling.

Are you ready Admiral?

Good.

Pay attention.

(The force is strong with this one)

Let us commence.

Do you know what kills sales in a sales message?

What?

Lack of emotion you say?

Impressive.

You have been taught well, Salestrooper.

Yes, you must stoke the flames of emotion in your prospect.

But not so much the light side (positive emotions). You want to focus more on the dark side (negative emotions).

Listen: neuroscientists, psychologists, and clued-in marketers all know that fear of loss trumps desire for gain.

And know this: selling prevention is a tough sell whereas selling the cure is a much easier row to hoe. Simply, because with prevention, there's no real negative emotion going on.

People are like:

“Eh, she’ll be right. That’s a future problem.”

But with cure, your prospect is feeling the emotional pain and suffering of her problem right freakin’ now! It’s very real. They’re hot to trot. And that’s why I like selling cure over prevention. I mean, why make selling any harder than it is, right?

Anyways, the point is this:

The more you can get a prospect emotionally in touch with their problem, the more they seek a solution.

But to achieve this, one must go to the dark side.

You do this by talking about their pain, worry, fear, and frustrations.

Talk about their pain.

Then talk about their pain some more.

Talk. Talk. Talk!

This is also called: The “problem-agitate-solution” method.

In case things are getting lost in translation, here’s an example of agitating the problem for you—selling a back-pain remedy:

“I was always in excruciating back pain. Just bending down to kiss my 5-year-old was like white-fire up my spine.

It got so bad I could no longer work. My livelihood was now at stake.

Not only was the sharp “dagger-like” pain causing me sleepless nights, but the worry of not being able to provide for my family gripped me just as violently.

Things got so tight, we were forced to eat our neighbor’s pet hamster.”

See how simple that is?

Ok, it got a little silly towards the end there, but you get the idea.

Now, am I saying it has to be a “weeping and gnashing of teeth” type story?

YES!

That’s exactly what I’m saying.

Does it have to be so dark?

YES!

The darker, the better.

You see, by going to the dark side and getting your prospect emotionally charged about their problem, you’re not only getting them subconsciously seeking a solution, but you’re also building trust.

You see, by describing your prospect’s problems, even better than they could, it makes your prospect feel understood, and her defenses start coming down.

Okay, so let’s say your prospect is relating to the pain in your story (sales pitch) and she’s emotionally in touch with her problem, and she’s now desperate to find a solution.

What then?

The answer is monkey-simple: You give the solution, which of course is your product or service.

Simply after the story, just add a call to action like so: “To see my back pain remedy, check out:”

(Sales page URL here)

If done right, you don’t even have to mention a single benefit.

So there you have it, my Salestrooper.

Don’t ever underestimate the power of marketing to the “dark side”.

Use it, and a powerful salesperson you will become.

Kelvin Dorsey ~ Email Marketing Maverick

Day 7

The Shallow End of the Marketing Pool

Today, we mock and poke fun at shallow marketers.

By “shallow marketers” I mean:

Marketers who place more importance on looks and appearances than they do substance when it comes to their websites, blogs, emails, and so on.

Why mock them?

Cuz it’s fun, and because there’s do’s and don’ts we all need reminding of sometimes.

But mostly cuz it’s fun!

Awrighty, let’s rip in.

You know, it really amuses me how some marketers will spend months of their life, and shell out a king’s ransom on making their website or blog look sexy and put little to no thought into their content.

That’s what you call an “all froth and no beer” mindset.

Being an online marketer, you can’t be like the super-hot bimbo who’s been coasting through life getting all she wants because of her traffic stopping legs and a cleavage that can put men in a trance.

Nope.

No such luck for the online marketer.

Listen Pookie, it’s great that you have a sexy looking website, but nobody’s landing on your website saying:

“Aw, that’s a pwetty looking website. I’m definitely buying something from this website.”

What people *are* saying when they land on your website is: “Hmm,

what can this website do for me?”

What people online (your prospects) are looking for could be said in one word:

SUBSTANCE.

Yup.

You gotta give value.

Solve problems.

Educate.

Inspire.

Entertain.

Give ‘em something that they don’t get anywhere else.

Listen, I don’t care how butt-ugly your website is, if someone has a urinary tract infection where every time they go to the toilet it feels like their pissing razor blades, and your website offers a product that can clear it up in 3 days, and you effectively prove that it can, do you really think they’re critiquing your website graphics or your font selection at that point?

I don’t think they would be. I think they would be scrambling for their credit card to buy.

You see, people are looking to solve their problems first and foremost.

Never forget that.

Let me finish off with one more illustration that will clarify “substance over looks” for you.

Let’s say you’re a single guy at a bar, and Kate Upton walks up to you and whispers her phone number in your ear. You immediately grab the closest thing you can find which is a dirty old bar napkin and furiously scribble down her number before you forget it.

Now let me ask you this: Do you think that your opinion of that dirty bar napkin has now changed?

You betcha sweet pippy!

It wouldn't matter if that bar napkin were stained with beer and vomit.

That napkin would now be extremely valuable to you.

And so it is with your website or advertising material.

Now, I'm not saying looks and appearance don't count, they do.

But like a good employer who doesn't hire someone based on looks but rather on the substance and quality of the individual, so it is with a buyer.

A buyer is looking at the quality and substance of your product or service.

In other words—your substance.

Always think: substance over looks.

Ok, that will be all.

I gotta go.

I have an appointment at a tanning salon, right after my gym workout and haircut appointment.

That reminds me, where the hell did I put my Yves Saint Laurent aviator sunglasses?

Kelvin Dorsey ~ Email Marketing Maverick

Day 8

Suspects and Prospects

“Listen up, ladies and gentlemen! Our fugitive has been on the run for 90 minutes. Average foot speed over uneven ground, barring injury, is 4 miles an hour which gives us a radius of 6 miles! What I want out of each and every one of you is a hard-target search of every gas station, residence, warehouse, farmhouse, henhouse, outhouse, and doghouse in that area.”

- Deputy US Marshal Samuel Gerard (Tommy Lee Jones), *The Fugitive*

Hiya!

Interesting topic today.

Will help you bring in mucho sales, too!

So here we go...

Did you know salespeople and FBI special agents share something in common?

Do you know what that could be?

Go on, guess!

Is it that they both have to deal with scumbags who try to get away without paying for things?

Well, that's sometimes the case, but it's not the main commonality.

Guess again!

What?

You just want me to tell you?

Where's your sense of fun today, Pookie?

Ok, I'll just tell you then, geez.

It's this: A major part of both their success comes from them doing research.

That's right Pookie, good ol' fashioned research.

FBI special agents bring down serial killers and criminal masterminds because of laborious, exhausting, and tedious research on their suspects.

They use behavioral analysts to get inside a suspect's head. If possible, they'll wiretap to gain intel. They carefully gather evidence and intelligence at every opportunity, and the more research they do, the more intel they get, and the better the research, the better the chance of cracking the case, and bringin' down the bad guys.

And so it is with selling, my dear Watson.

When selling, you wanna get all FBI-like and research, research, research.

Gather as much intel on your market as possible.

Your market will have certain things in common. Find them, Clarice.

Get inside their heads.

Find out:

What keeps them awake at night?

What are they afraid of?

What do they secretly desire?

What slang or language do they use in their industry?

What are their daily frustrations?

What personality bias do they have? (analytical or more right-brained?)

What age, incomes, hobbies, and political affiliations?

What magazines do they read?

What does their average day look like?

And so forth.

Does this sound like a lot of work to you?

Well, that's because it is.

And that's why most salespeople (online and offline) find selling harder to do than putting butter up a wildcat's butt with a hot poker!

It's cuz they're not prepared to roll up their sleeves and do the unglamorous work of researching their market.

But if you harken to these words, and research your market, you'll know what your prospect's wants, desires, and priorities are.

Selling then becomes as easy as finding a police officer at a donut shop.

Here endeth the lesson.

P.S. Hmm, you know what? It would be great if there were a way to wiretap subscribers, wouldn't it? If you know how to do that, let me know, eh? I'm getting tired of reading forums.

Kelvin Dorsey ~ Email Marketing Maverick

Day 9

A Foolish Marketer Listens but a Wise Marketer Watches

You know, one of the most important assets to have or develop in life is a highly tuned BS detector.

The ability to quickly call BS on people will save you a lot of pain and money.

Yes, I believe most folks are generally honest, but understand this:

When people feel under pressure, awkward, or embarrassed, the next thing that comes out of their mouths is most probably a lie.

It's what we humans do, right?

What?

You say you're a straight-up, honest individual?

Ok, so you have the integrity of a saint and would never ever consider not telling the truth.

Fine.

But it would be a mistake to think most people are like your righteous-self.

Most of us dirty rotten heathens tell little porkies to save face or avoid conflict.

Here are a few examples:

The Lie:

"Yeah, I'm pretty certain I sent you that email."

The Truth:

"Damn! I totally forgot about it. Geez, I hope that when she looks for it again and can't find it, she'll just assume the email bounced or

something.”

The Lie:

“Yeah, your new haircut looks great.”

The Truth:

“Wowzers, I’ve seen more stylish hair on a monkey!”

And so on.

So what I’m saying here is this: as a marketer, you must know that folks will often say one thing and then do the exact opposite.

If you have a good working BS detector, you’d have noticed that for the very people who say: *“money’s no object,” money is always an object.*

Or the person that says: *“I won’t take up much of your time,”* will take up much of your time.

And do you know who else is good at telling lies?

BUYERS!

Yup, shocking isn’t it?

Yes, it’s true that us marketers can be a dastardly lot, but buyers, I wouldn’t trust them as far as I could throw a piano.

Here’s a question for you: How do you know if a buyer’s lying? Answer: Their lips are moving.

I know, it’s an old joke, but true nonetheless.

Anyway, here’s something interesting:

Did you know it’s common practice for big advertising companies to rely on focus groups, questionnaires, and surveys to get their market research data?

And despite all this so-called research, the average new product’s success rate is a lousy 20% or less.

Why is this, Chief?

It’s simple.

It’s because people will often say one thing and do another.

Here's a little story to illustrate this truth:

Recently, I joined a touch football competition to get fit and to get me away from all this writing I slavishly do for all my subscribers and customers (you're welcome).

Anyway, they threw me in a team in which I didn't know a soul.

Actually, hardly any of us knew each other.

So before the first game, our team captain, David, after introducing himself, gave a little pre-game pep talk.

Here's what was interesting about David's little pre-game talk: After every piece of advice, tactic, or strategy David gave, he would then qualify that statement with comments such as:

"But we're just here to have fun, right?" – "But really, I'm just here to get in shape" – "You know, if we win we win, if we lose we lose" – "I'm just gonna take it easy, hopefully, you guys can pick up the slack."

As I was hearing David deliver his little pep talk (or lack thereof) I was thinking to myself:

"Great, we have a complete pussy for a captain. Listen Buckwheat, I'm here to get fit also, but I'm also hell bent on winning! Don't give me any of that 'we're just here to have fun' crap!"

Then the games start.

And what happened next (pleasantly) surprised me.

You see, watching David play that night was like watching a wild animal being released from a cage.

David played like his life depended on winning that match. He argued with the refs, swore like a drunken sailor with Tourette's, and in general, played like an absolute mo' fo'!

Yup, a classic case of: Say One Thing, Do Another!

Always remember: Give very little credence to what people say, rather, observe what they do.

This will serve you very well in life, and yes, in business.

The late, great Gary Halbert said it best: *“People don’t always put their money where the mouths are, but they do nearly always put out their money where their true desires are.”*

The truth is found in what comes out of their wallet, and not by what comes out their mouth.

So I suggest unto thee, that you don’t solely rely on what buyers say—often what they say is not worth the crap on your shoes—but rather, watch what they do.

What are they buying?

Watch their behavior.

Bottom line: Taking what buyers say and calling that genuine “market research”, well, you might as well get out a chisel, ready to carve out your products tombstone.

But thou art wise if your market research is observing what your market is actually already buying.

That my friend is data you can rely on.

Safe as kittens I say.

Kelvin Dorsey ~ Email Marketing Maverick

Day 10

Colosseum Salesmanship

PROXIMO:

“You are good Spaniard, but you’re not that good. You could be magnificent.”

MAXIMUS:

“I am required to kill, so I kill. That is enough.”

PROXIMO:

“That’s enough for the provinces, but not for Rome.”

—Gladiator

Ahh, yes, GladiatORRRR!

One of the few movies I can watch again and again (that and Rocky).

In this scene (above) Maximus’ current mindset and skill were not big enough.

There was going to come a big step up for Maximus. Going from the provinces to Rome, the stakes would be severely raised, and more would be demanded of him.

And here’s where I wonderfully and masterfully tie this all up with selling your stuff online.

I’ve seen it time and time again, where someone is selling a product to family, friends, and even to a local market (The Provinces) and then attempt to transition to selling online (Rome).

And like Maximus, they say:

“I am required to sell, so I sell. That is enough.”

But alas, It ain’t enough.

Sooo much more is needed and demanded of you when going from selling offline to selling online.

Because online you’ll most likely be selling with nothing but words on

a website.

And selling in print must be learned.

a.k.a copywriting.

Listen, my friend, if you want people to buy from your righteous-self online, learn copywriting.

Not learning it will keep you a day late and a dollar short.

You know, winning prospects over face-to-face is one thing, but to do it online is a whole other deal.

If you're selling anything online and thou haven't read the books I've listed below, fie on thee

Aight, here's the list of books to immerse your bad self in:

- Kick-Ass Copywriting Secrets of a Marketing Rebel ~ John Carlton
- Hypnotic Writing ~ Joe Vitale
- The Letter Book ~ Robert Collier
- How to Write a Good Advertisement ~ Victor O. Schwab

Gaining the valuable insights from these books is like having a 40-meter head start in a 100-meter race.

That's it for today.

Carpe diem!

Kelvin Dorsey ~ Email Marketing Maverick

www.kelvindorsey.com

Day 11

Salesmanship Tip From The Son Of God

“Therefore be as shrewd as snakes, and gentle as doves.” —
Jesus (Matthew 10:16)

It’s an interesting quote, isn’t it?

And if you’re somehow involved with sales and marketing, you should pay mucho attention to those words.

What I’m saying to you is this:

If thou shalt apply those ancient words to your business, you’ll becometh a more persuasive marketer and therefore maketh more sales.

So the obvious question is:

What the heck does *“Be shrewd as serpents, and harmless as doves”* even mean?

Well, I’m no Bible scholar, but here’s the general lowdown:

Jesus was encouraging his disciples (affiliates) to go out and spread the word about himself (Jesus was an awesome self-promoter).

But Jesus, like any good “marketing guru”, did not want his merry-little-band of novice marketers advertising his message in a spammy, lame-ass way.

No. That would be most sinful.

So Jesus “dumbs it down” for his cronies and says: *“Be like serpents and doves,”* knowing that they’ll understand those two characteristics.

Ok, let me break it down Barney-style for your good self:

Serpents

Back in Bible times, snakes were seen as persuasive and shrewd.

Remember that dastardly snake in the Garden of Eden?

The snake delivers a super-slick sales pitch and persuades Eve to bite that forbidden, shiny red apple.

In fact, it's the first recorded sales pitch in history.

You know, as I'm writing this, hundreds of sales and persuasion lessons are flooding my mind just thinking about this story.

So much so that I think I'll devote a separate article just on the snake's sales pitch.

I know, learning sales and persuasion skills from a snake seems ridiculous, but just you wait and see!

That snake had some serious "sales chops".

Onward. Ok, where was I, oh yeah, so the snake represents shrewdness.

A must have skill if you want to open the minds and wallets of your prospects.

Let's take a look at that word, eh?

Ok, so I have the online dictionary open and, ahh...bingo!

There it is. Lookie here:

Shrewd

To be tricky, sharp-witted, wily, crafty, perceptive, discriminating, sly, and cunning.

Hmm, it's not really the advice being taught at sales seminars, is it?

And that's the reason why so many salespeople absolutely suck at selling.

Look, I know some of those words seem a little on the unethical side, but if it's good enough for Jesus, it's good enough for me.

But we're getting ahead of ourselves here.

Let's now look at the word:

Innocent

It means: wholesome, irreproachable, guilt-free, in the clear, slime free, pure as the driven snow.

Ahh, now that balances the ol' ledger, doesn't it?

Jesus is saying, be cunning, but also make damn sure you're selling a righteous product or service.

Behold an excellent observation:

Often, it's the stone-cold-liars and low-life-scumbag salesmen that are shrewder than the ethical and moral salespeople.

The problem?

There are far too many righteous bird-brained salespeople who couldn't sell a banana to a hungry monkey.

This I consider most abominable.

The world needs more shrewd righteous salespeople.

Otherwise more unrighteous products will end up in the hands of people than righteous products.

So if you want to get your innocent and righteous product (it actually helps and benefits people) into the hands of more people, you'd better become more shrewd.

And if thou shalt do this, ye shall surely profit.

Amen.

Kelvin Dorsey ~ Email Marketing Maverick

Day 12

How to Effortlessly Flip a Prospect's 'No' into a 'Yes!'

Short story today.

And, as always, it contains an extremely valuable sales lesson inside.

Yes, it'll help you turn your prospects "NO's" into "YES's."

The story:

I walk into our TV room where my two young daughters are slouched almost inside the lounge, eyes transfixed at the TV screen, drool hanging outside of their little mouths.

My job is to get these little princesses bathed and pajamaed; ready for bed.

And if you're a parent, you know that task can be more difficult than playing darts with spaghetti.

"Who wants to have the first bath?" I say.

Bad question to ask young children.

Very bad!

You've just started World War 3.

They're not gonna come to a civilized agreement between themselves anytime soon. Instead, they'll fight to the death to get "one-up" on their sibling, and as sure as God's sunrise, they're start fighting over not being the first one to have a bath.

They don't want to leave their favorite TV show.

And kids hate baths.

They hate baths like a feminist hates bikini car washes.

So their answer to my stupid question was an emphatic *"NO, NOT*

ME!”

Now listen to how I cunningly flipped their shrieking “*NO, NOT ME!*”, into an excitable “*YES, ME!*”

Like a chess master, I turned defense into an offense.

So I say: “*Girls, I’d choose to have the first bath if I were you. Do you know why I’d want to go first?*”

I see their curious little minds whirring into action.

“*Why daddy?*” they ask.

Me: “*Because if you go first, you don’t have to sit in the dirty bath water left over from the first person.*”

I then paint the not-so-pretty picture: “*Girls, if you go last, that means you’re now sitting in water that someone else’s butt-hole has been sittin’ in, for who knows how long? There could even be left poop-floaties.*”

I hear them “*gasp!*” in unison.

Ah yes, check and mate!

In an instant, their “*NO*” became a “*YES!*”

I guess you could say I caused a paradigm shift to take place. I showed the girls a different way of looking at the situation.

Since then, two things have happened:

- 1) They’ve stopped drinking the bathwater, and
- 2) they’re now fighting over who goes first.

I didn’t say it was perfect.

But I did turn their “no” into a “yes.”

And this is exactly what you can do with your prospect’s “no’s.”

You see, prospects are just like children.

They have a capricious nature (I sound smart using that word, don’t I?)

Listen: a “no” from a prospect is only a “no” based on

the current information they have about your product or service or their current situation.

My girls thought having the last bath was a good thing. Turns out, with some more information, it ain't such a good thing after all. Now having first bath becomes super appealing.

Think, what piece of information can you give your prospects that will cause them to see their current situation in a different light?

Are they doing something which they think is good, when in fact, it's not so good?

I bet they are.

I bet if you really stop and look for these, you can come up with a big fatty list of them.

Are they currently using a competitor's product or service and think they're getting a good deal?

If you can offer them a better deal or superior service or product, let them know by painting a clear and vivid picture of their current disadvantages that they may not be aware of.

In other words...

...Tell Them About the Poop-Floaties!

So, giving your prospect a new piece of information (a paradigm shift) can truly flip a "no" into a "yes."

Awright, that's a wrap for today.

Huh?

You say that was a brilliant sales lesson today?

I must say, I have to agree with you.

Schlater.

Kelvin Dorsey ~ Email Marketing Maverick

Day 13

Why You Should Advertise Your Offer to Less People

Hey, the lesson today will sharpen your marketing fangs to a gleaming sharp edge.

And help you bring in a gobstopping amount of sales with your next advertising campaign (if your good self applies it, of course).

You know, there's a ton of ways to increase sales, but this one's a biggie.

And here starts the lesson:

Have you ever got feverishly excited about a certain product or maybe a business opportunity?

Let's be honest here; we've all fallen in love with a product (especially if we made it) when starting out on our entrepreneurial path.

Your greed glands start salivating, and you think to yourself: *"This thing's the best thing since sliced bacon. Everyone's gonna love this! I'm gonna market this to everybody!"*

Sadly, this is the mindset of many marketers.

And it's a turd of a mindset.

Harken: When you come to the marketplace with an offer, you'd better come correct-like.

And here is that "correct" way: It's to focus on advertising to less people, not more people.

Hmm, sounds counter-intuitive, dunnit?

Here's what I mean: Effective advertising is always specific.

Effective advertising says the right thing to the right person, whereas marketing to everybody is a Hail-Mary marketing move that

won't do you a lick of good.

You see, when you try and advertise to everybody, your marketing becomes far too general and gets the attention of nobody. Like a white cat in a snowstorm, your ad won't stand out.

Most ads you see today, especially on TV, make your brain go: *wakawaka* or even worse: *what da fuh?* You have no clue as to WHAT they are selling or to WHOM.

Look, you want the readers of *your* ad to be able to say within seconds of reading it: "*That's me!*"

Or, "*that's not for me.*"

And the way to do that is to know exactly who your target-market is.

And no Pookie, your target market is not freakin' everybody, okay?

Let me drive that point right into your brain.

Being all things to all men in your advertising is a sure-fire way to have a campaign that hemorrhages money and brings in zero sales.

Look, you've gotta be selective.

Like a cut-throat defense attorney who only represents guilty rich people, only sell to a selective group (your target market).

You might have heard this before: There are riches in the niches.

It's not just a clever little ditty; it's also very, very, true.

Let's recap:

Know your target market.

Market only to them.

Sell only to them.

Care only about them.

Forget the rest.

If you do all this, all that's left to do is cash the checks baby!

Until next time.

Bye!

Kelvin Dorsey ~ Email Marketing Maverick

Day 14

Stop Trying to Sell Me, and Sell Me!

“Come on!... stop trying to hit me, and hit me!”

— Morpheus (*The Matrix*)

Do you remember that fight scene?

It’s where Morpheus is training (fighting) Neo and kicking Neo’s butt all over the Matrix.

Then Morpheus, after retrieving his boot from outta Neo’s butt, gives young Neo some masterly advice.

Here is that masterly advice:

“You’re faster than this. Don’t think you are; know you are.”

They resume fighting, and Neo’s still fighting like a little school girl.

Morpheus is now Tiger’s wife mad and yells: *“Come on, stop trying to hit me, and hit me!”*

Suddenly the penny drops for Neo, and Neo starts landing some punches on ol’ Morpheus’s chin.

Neo finally made the transition from thinking to knowing.

So what’s this got to do with you making more sales online you ask?

Well Buttercup, it’s got a lot to do with you making more sales.

Let me explain: Most online marketing folks (internet marketers) are like the frustrated Neo trying to land a hit on the elusive Morpheus.

They’re trying really hard to make sales, but the reality is, the way in which they promote their product or service, well, let me put it this way: A fur coat merchant at an animal activist convention has more chance of making a sale.

Yup, getting a sale for these online folks is as rare as rocking-horse sh#t.

You see, when it comes to selling, these hapless online marketers are in “thinking mode.”

And thinking is knowing’s poor cousin.

A weak and sickly cousin at that.

Point is, knowing is a far more powerful force than thinking.

And when it comes to selling, you’d better come correct.

That is, you’d better know you’re a salesperson.

Thinking you’re a salesperson and knowing you’re a salesperson are two very different things.

Online marketers that just think they’re a salesperson lack chutzpah.

They don’t embrace selling.

In fact, they’re almost ashamed to be a salesperson.

They say such things as: “I’m not really selling, I’m... um... ahh... really just sharing something valuable with someone.”

Aww, ain’t that sweet.

No Buckwheat—you’re selling!

And here’s some other poor attributes displayed by online marketers in “think mode” and not in “know mode”:

They let their prospects bully them.

They lack commitment.

They lack conviction.

And they lack enthusiasm.

You know, selling in “think mode” just flat out makes you a sales-sissy.

But behold the salesperson in “know mode”.

These folks embrace selling.

They love selling.

They’re proud to be selling.

And they're damn good at it.

They've taken the red pill and have been enlightened to the truth of salesmanship.

We're all salespeople in one way or another.

Even a baby has to "sell" their mother on getting some mother's milk.

Yes, crying is the lowest form of salesmanship, but it's where we all start out.

Sadly, most folks grow up to hate selling—even those who have sales in their job titles hate selling.

But know ye this: If you will embrace selling, you will start landing more and more sales.

I can't explain it; it's just the way it goes.

Alrighty, I'll now finish with another Morpheus quote from the Matrix:

Morpheus: *"Throughout human history, we have been dependent on salesmanship to survive. Fate, it seems, is not without a sense of irony."*

Or something like that.

Kelvin Dorsey ~ Email Marketing Maverick

Day 15

O Sales, Where Art Thou?

How art thou?

Today we take a peek at a common marketing blunder.

And that marketing blunder is this:

Focusing on products instead of markets.

To focus on products before the market is totally backwards.

And here's why Amigo: it is the market that determines the product.

Now read that line again.

I'm serious Chief, that is such an important marketing truth, you should tattoo it on your body somewhere.

You see, unless there's a large group of people who want and are willing to pay for what you have, ya screwed.

Listen Buckwheat, before you go and spend your life savings on making those mini-shoe umbrellas that clip on the end of your shoes to protect your new leather shoes from the rain, why don't you see if anyone would want them first, eh?

Most products end up in the marketing graveyard because some muppet focused on a product before focusing on the market.

Without doing market research for your product, you're simply guessing.

And guessing almost always ends like this: With much weeping and gnashing of teeth.

Marketing legend, Jay Abraham, always preaches: *"Become a student of markets, not products. Fall in love with markets, not products."*

That one shiny pearl of wisdom will save you mucho money, time, and heartache my good friend.

Heed the advice.

You know, studying your market will give you all the intel you need to come up with products that people will buy.

Just go hang out where your market hangs out.

Like: Forums.

Most niche markets have some community forum where you can be the fly-on-the-wall and take in all the intel on your market. Folks on there are basically telling you their frustrations and problems.

Good stuff to know?

You betcha

When you put the market first, selling to your market becomes like fishing with dynamite.

It's so easy it's almost cheating.

Ok, I'm out like a fat kid playing dodgeball.

Kelvin Dorsey ~ Email Marketing Maverick

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Day 16

How to Make ‘Sweet Tender Sales’ with Your Market

“Judge a man by his questions rather than his answers.” -
Voltaire

Hmm. Very wise this Voltaire, no?

And do you know who else I consider wise?

You.

That’s right my little marketing crony, you!

What?

You’re not sure about that?

Well, you’re reading this aren’t you?

And that, in my books, makes you very wise indeed.

And if you keep reading, you’ll learn a secret to making a ton more sales in your niche or industry by doing this one thing.

This “one thing” I speaketh of is not hard to do.

Nor is it complicated. It’s not anything to do with your product. It’s not a sales tactic or strategy.

Yet, hardly any marketers do this one thing.

Ok, Ok, enough teasing.

Here’s what the one thing is:

It’s to ask questions.

More specifically, to ask your market questions.

Hmm, you seem a little disappointed by this secret. I guess I did build

up the expectation a fair bit, didn't I?

But listen, just because it ain't sexy or exciting, doesn't mean it's not powerful.

Look, I get it, answers are much more glamorous than questions.

We all love to give less intelligent or less learned folks our educamated answers.

Especially me.

Heck, I'm doing it right here with you.

Look, I have a wife and three kids, I need someone to hear my clever answers, right?

My wife and kids don't give a kangaroo's scrotum about all my wonderful sales and marketing advice.

Can you believe that?

Anyway, as I was saying, people just don't like asking questions. They prefer giving answers.

But if you're a marketer, and you wanna make sweet tender sales with your market, you'd better start asking your customers questions.

Questions like these, Pookie:

(whether you ask them personally or by survey it doesn't matter, just get questions like these answered.)

- What's their three biggest frustrations?
- What do they want most?
- What made them decide to buy your product or service? (This one's gold)
- What do they like about your product or service?
- What don't they like about your product or service? (Don't be a sissy—ask!)
- What was the last product they bought?

And so on.

You know, you really should wine and dine your market.

Really get to know her.

Verily, verily, I say unto you, when you truly get to know your market intimately, sales will start flowing as easily as lies flow from the lips of a politician.

Because once you discover your market's hot buttons, you can channel them right to a solution—your product.

But remember, you won't know these hot buttons if you don't ask the questions.

As the good book says: Ask and you shall receive.

Amen.

Kelvin Dorsey ~ Email Marketing Maverick

Day 17

Why You Must Be a Marketing Polygamist - Part 1

Today, I get all Aristotle-like and discuss the similarities between dating and business (marketing online).

What?

That doesn't interest you?

Fair enough.

Do you want to make so much money with your online business that it makes you recession proof?

Huh!

I thought so.

It's always about the money with you, isn't it?

I don't blame you.

Well, keep reading my friend because the wonderfully deep sales philosophy I'm about to elucidate upon will reveal to you the mindset one must have to stand even a chance of succeeding online, or for that matter, offline too.

Ok, enough preamble, let's dive in.

You know, there's two types of people when it comes to the dating world.

And they are:

- 1)** Players (one-night-stands), and
- 2)** Stayers (long-term relationship)

And, just like the dating game, the online marketing game has many "players" too.

Now, the internet's still pretty much the wild, wild west.com and any jackass can jump online, whack-up a website and open shop, so to

speak, and as a result, there's a ton of players out there on the interwebz.

Okay, let's take a look at the online-player.

The online-player uses a tried and true pick-up-line (an enticing offer on a squeeze page) with one thing on his lustful mind: To get into her inbox.

Yup, he'll do almost anything to score (to get her email address).

The online-player will offer huge promises to her like: "I'll show you how to make \$10,000 a month online, if you just give me your email address."

Geez, that's a new one!

But, although that pickup line is overplayed, sadly, it still works.

How?

Because just like the dating-world has a full and steady supply of the desperate and dateless, the online-marketing world has its own supply of the desperate and cashless who will always fall for that stuff.

Ok, so let's say our online-player scores (he now has the girl's email), do you think the online-player emails her the next day?

Not a chance.

That's right; no follow up at all.

You can't get hold of him.

He's as slippery as a handful of eels.

Not until the online-player's bank account starts getting a little frisky does he contact her.

So what's the player do to get some more tail (money)?

He sends out a late night booty-call (a spammy email with an arrogant buy now link).

The player may score here and there, but his wham-bam-thank-you-ma'am business model simply can't work long term. All this playing

around is gonna catch up with him sooner or later.

He's not only hurting his subscribers, but also himself.

Yup, these online-players are an ingrown pube on the taint of the internet marketing industry.

But if thou wants to have a prosperous long-term business, you'd better be a stayer!

A stayer is all about building long-term business relationships.

And this is where it gets a little weird.

Hey, hang on.

This will take some explaining, so here's what I'm gonna do: I'll turn this bad-boy into a two-parter.

That way, I can really give this weird piece of marketing advice it's due attention.

And yes, part two will explain why you must be a polygamist marketer.

Stay tuned.

See you in Part 2 my little marketing crony.

Kelvin Dorsey ~ Email Marketing Maverick

Day 18

Why You Must Be a Marketing Polygamist - Part 2

Ok, so here's part two for your good self.

As I was saying in part one, you must become a “stayer” and not a “player” if you want to recession-proof your business.

You see, a “stayer” is a marketer who looks to build a long-term relationship with his customer as opposed to a one-night-stand type relationship (“player”).

But not just a long-term relationship with one customer, but many customers—all at the same time!

Enter the marketing polygamist.

Yes, polygamy, you know, those guys who have multiple wives all at the same time.

Sheesh. Horses for courses I guess. I tell ya, some men are gluttons for punishment, aren't they?

Anyways, here's the point to all this:

I want you to start viewing every new subscriber, prospect, lead, or customer (unless they're a jackass) as a new wife.

And like any good healthy relationship, the groom takes good care of his beloved bride, and in return, the man gets spared a life of pure hell and misery and gets to live that life in peace and tranquility.

And so it goes for the online marketer who takes care (gives value, solves problems, etc.) of his customers long-term.

His customers will in return, give him financial favors (buy your stuff) and he'll enjoy a long and fruitful business.

But remember, Pookie, it's a long-term relationship with your customers and prospects.

Not a quickie.

Or a one-off.

Or a one-night-stand.

Nope.

It's a marriage.

And just like people are choosy when it comes to deciding who to marry, you should be just as choosy when it comes to who you do business with. You only want customers who are compatible.

Okay, so let's recap. You must become a marketing polygamist and give long-term value to your customers.

Not only will you stick out like a turd in a punch-bowl in your market (that's probably not a great simile), but you'll be rewarded handsomely, too.

Is it hard to do?

Well, not as hard as living with multiple wives, I'd guess.

But mucho sales will be had if you do.

Ok, that will be all for now, my love.

See you in the morning.

Hmm, I've really gone all weird and kinky writing about all this polygamist stuff, haven't I?

Hopefully, I'll be back to my normal snarky-self next time.

Until then, sweet dreams.

Kelvin Dorsey ~ Email Marketing Maverick

Day 19

A Salesman with No Clarity Will Need Charity

Q.
What am I?

Sometimes I'm a sphere.

Sometimes I'm a banana,

and sometimes I'm not there at all.

What am I?

Wait, let me ask you another question:

Do you hate riddles as much I do?

Sorry, what's that?

You wanna know the answer to that stupid riddle?

Oh, so you like riddles, eh?

Ok.

The answer to that stupid riddle is:

The moon.

Okay, so if I hate riddles, why did I start off with a riddle?

Because I'm tryin' to make a point here, Chief.

And the point I'm sloppily making is this: Most sales letters, emails, or sales presentations I see online today are just like that lame riddle—they leave the listener or reader with more questions than they have

answers.

Not good.

I was reading a sales letter the other day from a guy who was selling software and his IT services. I swear, I've heard more coherent babble from a psych ward patient who had Tourette's.

After reading it, I was more confused than a dyslexic trying to sing Aretha Franklin's "Respect".

Listen, do you know what a buyer wants more than anything else when deciding whether or not to buy?

It's this: They want to know what the hell it is you're talking about.

Your readers are asking these questions; What exactly are you offering? How is it going to benefit them? How do I know this is for me? How do I know it will do what you say it will do?

Know this: The clearer you answer those questions, the better your chances of bagging the sale.

You see, a confused buyer won't buy.

It's as simple as that.

And when your sales message is in written form, clarity becomes even more important.

The reason? Well, because the reader obviously can't ask you questions that come to her mind as she's reading. You need to almost predict the questions and answer them in your sales copy.

Now, here's the common blunders I see in sales copy or sales presentations that make the reader or listener go: "What da fuh?"

- 1)** Going off on too many tangents (you don't want your prospects thinking to themselves: "*Why the hell are you telling me this?*").
- 2)** Trying to be too funny or clever (Listen Pookie, you're a salesperson, not a comedian. You want their money, not their laughs. Humor can be effective in a sales message, but only if it doesn't upstage or confuse the selling message. Sadly, this is just

too hard a dance to do for most).

- 3)** Using too many 10 dollar words. Listen, my Dear Watson, you're not after an MA in British Literature here, you're after a sale. So get your prospects impressed with your product and not your splendidly wonderful vocabulary, okay?).

Here's a tip for writing with more clarity: After writing every sentence, ask yourself, can I simplify that?

Can I use shorter words, shorter paragraphs?

Could I write that more clearly? (Is that proper English?)

Could a 10-year-old or a senior citizen understand this?

I'm not necessarily talking about dumbing it down, but I am saying to make it clearer.

Make it so clear your readers get it first read.

As soon as your reader starts getting confused, or has to reread your copy, you've lost them like loose change down the back of a lounge.

People will not take the time to try and decipher your sloppy and confusing sales copy.

So make your copy easy to read, and state your case clearly.

For example:

Don't say:

Because the endeavor of expanding your intellectual proclivities is existentially expansive and can emancipate one's life.

Do say:

Because boosting your intellect is empowering.

Don't say:

She was a terpsichorean ecdysiast

Do say:

She was a stripper.

Okay, I think you get the idea, right?

If you don't, then thou must be cognitively-impaired.

Sorry, forgive me.

I shouldn't have said that.

What I should have said is:

You must be as dumb as a box of rocks.

That's much clearer, isn't it?

Ok, this biscuit's baked!

Until next time.

Kelvin Dorsey ~ Email Marketing Maverick

Day 20

A Sad State of Affiliates

I thought this was pretty funny:

Sign found on a repair shop door in England: WE CAN REPAIR ANYTHING

(Please Knock Hard on The Door—The Bell Doesn't work)

It kinda reminds me of affiliate marketers online.

You know, the ones that teach others to make 10k per month online when they haven't earned a single dollar online themselves.

'Tis a sad state of affiliates I tell you.

Most affiliate marketer's advertising is about as genuine as World Championship Wrestling.

Listen, there'll always be a small percentage of suckers who will fall for that stuff, but the majority of folks with at least half a brain see straight through that type of shenanigans.

A word to affiliate marketers: At least have something like this on your squeeze pages:

How (insert your guru's name here) makes 10k per month online working just 35 seconds a day!

That's right Pookie, name the person on your squeeze page that actually is earning 10k per month.

It's called: Telling the truth.

It's a novel concept, isn't it?

Look, there's a lot of bloated egos (especially mine) and chest beating going on in the internet marketing playground, and I kinda like it that way, if you can back it up!

But alas, what happens more often than not is, the folks that are failing online (not making a single cracker) recruit one or two suckers (even a

blind squirrels gonna find a nut every once in a while) and they fail together.

Aww, ain't that sweet.

It's the blind leading the blind if ever I've seen it.

Does it sound like I'm just affiliate marketing bashing here?

Well, you'd be correct on that one, Chief.

Look, we all need a hobby or a little outlet don't we?

This just happens to be mine, okay?

I'm not against affiliate marketing per se, just affiliate marketing done without integrity—which would be 98% of the industry.

Harken unto me: The numero uno value in business should be integrity.

You can have all the sales and persuasion chops in the world, but without integrity, sooner or later the ass will fall out of your business.

Listen, just being honest is good business.

I know that's not a Nobel Prize winning statement, but it's damn good advice, and you'll sleep better at night, too.

Alright, this rant is over.

Ahh, I feel a whole lot better now.

Thanks for listening.

Kelvin Dorsey ~ Email Marketing Maverick

www.kelvindorsey.com

Day 21

How to Sell in Stealth Mode

If you love to get your own way, then the following information will be of great value to you.

Personally, I love to get my own way.

And this is even more true when I'm hungry, and my wife asks: "*What should we do for dinner?*"

Interpretation: You're (me) buying it cuz I'm tired, and I'm not cooking nothing for nobody.

It happened the other night, and I shout out: Pizza!

But my suggestion was received with almost disdain. Mainly from my 10-year-old son and his spoiled-brat friend.

"*Nah, we don't like pizza*" they whined.

Hmm, the young bulls had the nerve to challenge me.

And here's what I knew: If I can't get these kids to agree with my dinner suggestion, I ain't getting pizza.

Because when my wife asks "*What should we do for dinner?*" she's not really asking *me*, she's asking the *kids*. She does this because she doesn't want the added headache of trying to get whining and moaning kids to eat their dinner.

But, here's what else my righteous-self knows: How to sell.

That's right my friend, the salesmanship and persuasion beast inside me raised its head and roared into action.

And when in need of a quick injection of persuasion, I always go to my persuasion ace in the hole: stories.

And here's the story I told (with much gusto and enthusiasm) to the young bulls:

“Hey boys, I’m not talking about ordinary pizza, I’m talkin’ about a certain type of pizza.

Boys guess what?

My dad used to love this particular type of pizza so much, he’d tell us all to jump in his big yellow van, and he’d drive us all down to eat this special type of pizza with an amazing and unique topping that he’d come up with.

And, on one particular night, while driving us to his favorite pizza parlor, dad was extra hungry and was driving too fast.

He was driving sooo fast that on one corner, his old yellow van was driving on just two wheels!”

“Oh, really?... How cool!” the boys holler.

(I’ve got their attention now, they’re sucked into the story)

“That’s right boys... just two wheels! It was crazy!”

I continued to ramp up the story:

“And boys... dad was going waaay over the speed limit cuz he can’t wait to sink his teeth into that delicious pizza.

Suddenly dad looks in the rear-view mirror and sees a police car hot on his trail!

Dad quickly pulls into the pizza parlor and tells us all to get out and just walk calmly inside.

And guess who walks into the pizza parlor right behind us?

The Policeman who was trailing us.”

(the boy’s eyes get bigger)

“Ohhh... no way!” say the enthralled boys.

“I tell ya boys, we all thought dad was busted, big-time... BUT...

...it as it turned out, the policeman just wanted to eat some of that amazing pizza too!

Boys, everybody in town used to go there to eat that pizza.”

Now, was that story *all* true?

Well, let's just say I like to add a little yeast to a story.

But did it work?

You betcha sweet 'lil tookus!

With that little story, they were now more excited about eating pizza than *me!*

Such is the power of a good story.

Know this: A good story can do all the selling for you, and the best part is, the prospects don't even know they're being sold (it's almost stealth like).

So next time you need to persuade someone over to your way of thinking, or on a certain idea, or even selling your product or service, remember the power of telling a story.

Stories are lethally effective.

You don't have to be an Ernest Hemingway, either.

Just tell a basic story (enthusiastically) and tie it to whatever it is you're selling and watch what happens.

Ok, let's end with this: The best way to start a sales pitch is always: "Once upon a time..."

The worst way to start a sales pitch is: "Let me tell you about my product..."

Trust me, trust me, trust me, my good friend—selling with stories will fill your coffers to overflowing.

Never forget this powerful truth.

Peace.

Kelvin Dorsey ~ Email Marketing Maverick

Day 22

Scare and Scare Alike

My wife and I took our little brood to the circus last weekend.

One of our kids bought a certain toy there that proved to be very entertaining on our drive home.

Here's what happened:

We're driving (at night) down the main road to our house when, from outta nowhere, this punk in a hotted-up car screams by us with reckless abandon.

And you know what?

I didn't appreciate it.

And here's where my youngest kid's toy comes in.

You see, this toy was a big rod with big flashing lights on top.

And you know what the predominate colors were?

Yup, blue and red.

This toy was virtually a police siren on a stick.

My cunning little mind got to thinking: Hmm, I could have me some fun with this-a-here toy.

"Hey, Holly, pass me your toy for a minute sweet-heart."

I grab the toy, wind down the car window and hold that flashing toy on the car roof.

But isn't that illegal?

Hey, let's not get bogged down in details here.

Just stick with the story, ok?

Anyway, Mr. Numbnuts suddenly starts to slow down, doesn't he? Yep, he was now driving like a sensible, law-abiding citizen. In

fact, he's driving so slow that we caught up to him and passed him.

And the look on his face—priceless.

Ahh, gave us all a good ol' belly laugh, that's for sure.

Now, was that a cheap scare tactic type thing to do?

Absolutely.

But let's be honest, some folks (like Mr. Numbnuts above) need it, and deserve it.

And you know what?

In selling, little scare tactics can do wonders too.

What's that?

You think all this scare tactics stuff is unethical?

Listen, selling only becomes unethical for two reasons.

- 1) You're selling a bad product and you know it.
- 2) You're selling the wrong product to the wrong person just to make a quick buck.

Ok, there's probably more reasons than that, but the point is: sell stuff that improves someone's life.

Simple.

Now harken unto me: Folks don't buy without emotion, and selling your stuff online is no different.

And a few little scare tactics can work wonders. Even doctors know this and exploit it. And so they should.

Look, let's say the patient has a severe drinking problem (they found blood in his alcohol system), and if he continues down that path, death is just around the corner. Well, wouldn't it be remiss of the doctor not to use a little scare tactic here?

In my prideful opinion, what an ethical doctor should say, is something along these lines:

"Listen Buckwheat, if you keep drinking like a fish, you're already off-

the-richter-scale blood pressure is gonna enlarge your heart to the size of a watermelon and you'll die of a stroke faster than you can say cheers."

You see, a patient like that needs to be scared into taking a positive action—stop drinking himself to death.

Now listen up: When selling your product or service online, your prospects sometimes need a little scare too. They need to see how not taking a positive action (such as not buying your product) will leave them in a world of pain, even grave danger.

Know this: we humans are a slothful lot. We rarely take any action unless emotionally motivated.

Especially when it comes to buying.

Look, you can either take this advice or leave it.

But know this: Taking this advice will prosper you and your customer, and not taking this advice will hurt you, your sales and your customer.

Hey, this kinda finished on a down note, didn't it?

I promise to be a little more upbeat next time.

But, it is what it is.

Later.

Kelvin Dorsey ~ Email Marketing Maverick

Day 23

How to Lead a Lost Prospect to Salvation

How art thou?

Today's sales sermon will be on:

How to save your prospects lost soul.

Let's jump right in, shall we?

Hear this: Your prospect is in some ways a lost soul.

She has a problem or a want that needs to be solved or satisfied.

And guess what? If you've done a good job of qualifying your prospects, your product or service is your prospect's savior.

And just like any good hell-fire and brimstone preacher who uses emotion (fear and guilt) to get folks crawling down the aisle on all fours sobbing like a baby to receive salvation, you as a salesperson must do the same when selling to a prospect, whether in print or belly to belly.

These turn-or-burn preachers know they must get the people emotionally charged up.

Because saying: *"If you don't repent, you will burn in hell for eternity"* in a meek and mild manner, ain't gonna get the job done.

To ensure the congregation gets emotionally whipped up, these preachers will scream, spit, snort, run, jump, do cartwheels—anything to induce some sobbing or tears from his congregation.

Verily, verily, I say unto you, people buy with emotion and justify with logic.

One without the other won't get a sale.

You gotta have both.

Let's take a look at the hell-fire preacher's sales message, shall we?

It's a very insightful look into selling.

Ok. Here's the emotion part:

You're a dirty-rotten sinner (guilt). You're gonna rot in hell for eternity (fear—lots of it), however, if you receive salvation, you won't rot in hell (hope).

Here's the logic part:

If you don't get saved today, and you leave and get hit by a bus and get killed, would you go to heaven? So to be sure, come down the front right now (good call to action, isn't it?).

You see, you can have an air-tight logical case for someone to buy, but without the crucial element of emotion, selling becomes about as difficult as reading Michael J Fox's handwriting.

So the next time you find your righteous-self writing some ad copy or delivering any type of sales message, make sure you deliver it with all the passion, enthusiasm, and emotion of a hell-fire and brimstone preacher.

Let me finish off with something the late, great Zig Ziglar crooned about selling that backs up everything I've just been telling you.

Check it out:

"Selling is a transfer of feelings. If I (the salesman) can make you (the prospect) feel the same way I feel about my product, I've gone a long way towards making the sale."

Listen, if you haven't been using emotion in your sales copy, it's not too late for you.

Repent now!

Close your eyes and repeat this after me:

"From this day forward, I will always include strong emotion in all my sales copy."

Then, and only then, converts (buyers) you will have.

Amen.

Kelvin Dorsey ~ Email Marketing Maverick

Day 24

The Real Wolf of Wall Street Calls BS on a Scene in the Movie

Have you seen The Wolf of Wall Street?

It's not too bad a movie.

Frankly, I'd watch any movie Leonardo DiCaprio is in.

The guy's a genius.

Anyway, I'm not here to plug a movie or sing my high praises about Leonardo.

That wouldn't do you any good now, would it?

None at all.

Instead, I'm gonna reveal a sales secret even most seasoned professionals are clueless about by citing two scenes from the movie.

So you ready?

Jolly good.

Now, at the end of the movie (don't worry, it's no spoiler), there's a scene where Belfort (The Wolf of Wall Street) is teaching a group of salesmen at a seminar.

He lays down the challenge of selling a pen.

Belfort hands the pen to the first salesman and asks: "Sell me this pen!"

The first salesman nervously holds the pen and says: "It's an amazing pen..."

Unimpressed, Belfort grabs the pen from the salesman, hands it to another and gives the same challenge.

Again, another salesman starts describing the pen's finer features:

“The pen writes really well...”

Again, disappointed, Belfort snatches the pen back and gives it to the next salesman.

They all go on to wax lyrical about the pen.

And that my friend is how not to sell.

I’ll explain why it’s wrong in a minute.

First, let me mention the other “sell me this pen” scene in the movie.

Belfort and his salesmen are sitting at a diner, and Belfort asks one of his salesmen to sell his pen. He hands the salesman the pen. The quick-thinking salesman tells Mr. Belfort to write down his name.

Having just handed over his pen, Belfort replies, “I don’t have a pen.” The cocky salesman replies, “Uh-huh, supply and demand!”

And here’s what’s interesting: The real Wolf of Wall Street (Jordan Belfort) was asked in an interview about *that* particular scene.

Here’s what Jordan had to say about it: *“The so-called ‘salesmanship’ displayed there is totally backasswards, and not good salesmanship at all.”*

Mr. Belfort went on:

“The real answer to ‘sell me this pen’ is, before you sell anything to anybody, you need to know about that person. I want to know what their needs are. What kind of pens do they use? Do they use a pen? How often do they use a pen? Do they like to use a pen formally, to sign things, or use it in their everyday life? How long have you been in the market for a pen?

Once you’ve found out exactly what they want and need, I say, ‘You know, Bill, based on what you just said to me, the pen I have here is the perfect fit. Let me tell you about this pen.’”

That was insightful stuff there, huh?

Did you catch the sales lesson there?

You did?

Well, let's just see.

Here's what Mr. Wolf (Jordan Belfort) masterfully taught: Don't talk about the pen (your product) until you've obtained all the intel on your prospect's needs and wants.

Once you know what benefits your prospect wants, you simply show how your product or service will bring him those very benefits he desires.

So you did catch that, eh?

Well clever you!

Most salespeople screw this up royally.

Most marketers are ignoring their market and putting all their focus on their product or service.

This will leave you as frustrated as an Amish electrician, and just as broke.

Ok, let's recap:

Never talk about your products features and benefits until you know what your prospect truly desires.

I mean, why talk about a feature or benefit if you're not 100% sure that it's a feature or benefit they want?

As an online marketer, your job is to find out your market's top desire, and then show them how your product will deliver unto them that desire.

You may think this is a small insight.

It ain't.

For it is the master key to selling.

Done I am.

Kelvin Dorsey ~ Email Marketing Maverick

Day 25

It's Not HOW You Say It but WHAT You Say

How's sales?

Good, I hope.

Well, in any case, what I'm about to share with you (if you take it to heart) will most certainly jack-up your sales like a product that's just been endorsed by Oprah.

In a big way.

So listen up.

When it comes to selling, many an online marketer has a bone-headed philosophy on salesmanship.

And that bone-headed philosophy is this:

Thinking that how you say something, is more important than what you say.

These poor-misguided-souls have bought into the fantasy that a prospect buys because you:

Deliver a sales presentation that was sooo smooth, eloquent, entertaining and dazzling, that the prospect just has to buy.

That is total rubbish.

Actually, that's not 100% true. I'll admit that I sometimes buy a product I don't really need or want just out of pure admiration of the sales pitch that was delivered. It's kinda my way of patting my fellow salesperson on the back and saying, "Hey Jack, that was one helluva sales pitch. Right on!"

Of course, it really has to be an exceptionally well-delivered sales pitch.

I'm sure other salespeople are just like me. However, we are the exception.

Most folks (normal people) do not act in such a benevolent way.

No, no, no.

Most people buy for one reason, and one reason only.

And it ain't cuz your sales pitch is all that.

Sorry, Hot Rod.

There's something else that's 1,000 times more important than how well your sales pitch is written or spoken.

Harken:

What you say to a prospect is far more important than how you say it.

Verily, verily, it is so.

Let me try and illustrate this for you.

Imagine this:

Let's say you won VIP tickets to a Celine Dion concert, and you have a friend who's a massive Celine Dion fan. And, because you're a salt of the earth type person, you ring up your friend and offer them the VIP tickets.

Do you really think you could tell them in a way that wasn't interesting to them?

Not a chance.

It wouldn't matter how you told them, would it?

You could stutter, mumble and be downright blasé in your delivery and, as long as your friend understands your offer, she's gonna take the offer.

On the other hand, imagine if you tried to offer this same friend, free tickets to watch your batsh#t crazy nephew's death-metal band play in a dive club in the seedy part of town.

Well, it wouldn't matter how enthusiastic, eloquent, or persuasive your delivery, no Celine Dion fan is taking that offer.

In fact, you couldn't pay a Celine Dion fan to watch a death-metal band play.

It's simply not their cup of chamomile, honey, and vanilla tea.

And that's exactly the point I'm trying to make here.

If your prospect doesn't want what you're offering, no smooth talk/writing is going to change that fact.

Here's the actual factual:

Finding out what your prospects really want (or don't want) is the most important information to get. Once you have this intel you simply start hitting them on all the benefits that owning your product will give them.

Listen: Selling is not convincing, or twisting someone's arm, or tricking someone to buy.

Nope. Selling is taking a certain desire that your prospect already has, and putting an offer in front of them that will turn that warm desire into a white-hot desire.

So white-hot they immediately leap up as if their ass is on fire, grab their credit card and buy.

But this can only happen if you know what to say.

Then and only then, a buyer you will have.

Hey, I wrapped this one-up nicely, didn't I?

Whatever.

Kelvin Dorsey ~ Email Marketing Maverick

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Day 26

Internet Marketing the Bruce Lee Way

“I don’t fear the man that knows 1,000 kicks. I fear the man who has practiced one kick 1,000 times.”

-

Bruce Lee

Ah yes, a real ass-saving quote, I must say.

Let’s chew on this some, yeah?

Ok.

Internet marketing has a lot of moving parts, right?

There’s a ton to learn and overwhelm can take out a newbie faster than a Bruce Lee roundhouse kick to the head.

But if you take a leaf out of the Bruce Lee playbook, and adopt his philosophy of mastery, I think you’ll be pleasantly surprised as to what will happen.

Think on the above quote.

A man who knows 1,000 kicks will not have mastered them. It’s impossible. There’s too many and too little time.

So if this guy approaches you in a dark alley and tries to take you down, you might just stand a chance.

Why?

Because he’s a hack.

All his kicks will be amateurish and will carry little impact.

His moves have not been honed or sharpened to the point of effectiveness.

On the other hand, if you happen to have the misfortune of being

attacked by someone who has mastered one move (punch, kick or whatever), you'll get knocked into next week.

Why?

Because that guy's one move is so finely tuned and sharpened it carries within it devastating impact.

And so it is with internet marketing; If you try to learn and do everything that's involved in the complex world of IM, you're cruisin' for another bruisin'.

You'll get pulverized by overwhelm, kicked in the groin with confusion, and whipped by amateurism.

Now listen:

I'm not saying don't learn all aspects of internet marketing.

Having a general understanding is good.

Just don't try and do it all, or expect to master all.

Patience, grasshopper.

You'll end up like the guy who knows 1,000 kicks but has mastered none.

Mastery of one skill truly is the master key that'll open up limitless opportunities.

It will cause industry leaders to seek you out.

Your skill will make way for you.

It'll enable you to kick ass whenever it's needed.

But practice is the way to mastery.

Simple actions repeated.

It's wax on, wax off.

Over and over again and over and over and over and over again.

Was that too many?

I don't think so.

You know, there's far too many people who presume that anyone who plies their trade with great mastery is born with abundant talent.

Not true.

Sure, there's always the exception, but mostly, anyone who's mastered something did it by busting their balls over a painfully long period of time.

However, there is a caveat; you must know what your one thing is.

It might be blogging, getting traffic, social media marketing, or writing computer code.

It matters not.

What does matter, is whether you master it or not.

If you don't master something, internet marketing will be a tough row to hoe, Jack.

But if you do, the Web is your oyster.

Kelvin Dorsey ~ Email Marketing Maverick

Day 27

Call a Sale a Sale

“Sometimes you want to call a spade a spade, and sometimes you want to call it a f#king shovel.”*

- Ray Andlew

A point well made.

I tell you, political correctness it's a load of crap!

Oops-a-daisy, I mean a load of fecally plenary.

Here's how straight up stupid it's got these days: Baa Baa Black Sheep is now: Baa Baa Rainbow Sheep.

Musical Chairs is now: Happy Chairs.

Easter Eggs are now: Sphere Eggs

Sheesh, poor kids. Back in the day we called a spade a spade. There was no confusion.

An overweight person was not: A person of mass, a person of substance, or horizontally challenged.

No suh! They were fat!

Listen to this: Apparently Gwyneth Paltrow's a big fan of political correctness, too. She is calling her divorce: “conscious uncoupling.”

Good one Gwyneth.

But you know what else grinds my gears?

This same limp wristed, beat-around-the-bush attitude has crept into online marketing as well.

I can't tell you how many times I've received a Facebook message saying something like: *“Hi, I see you're an entrepreneur, I'm just looking to connect with like-minded individuals like yourself, blah,*

blah, blah..."

Listen Buckwheat, I'd rather you just come right out and pitch me your pathetic little biz opportunity. At least then I could respect you somewhat for your honesty.

I do so detest those criminally stupid marketers.

You know, everybody's too scared to just come out and call it "sales."

Know this: If you're more concerned about not offending someone than making a sale, you'll forever struggle to make moolah online.

But for those that don't try and PC-up selling, but call a sale a sale, well, these folks will stack loot to boot!

Listen: When you truly love selling (because you have a great product or service that enriches people's lives), there'll be no shame in your game.

That's just my too many cents today.

Kelvin Dorsey ~ Email Marketing Maverick

Day 28

How to Get Loads a Sales Even if You Suck at Selling

Today—marketing and sales 101.

You know, I've noticed folks don't want 101, introductory, beginner, or any other fundamental principles.

Nope.

They want the “secret sauce”, the “magic formulas”.

I get it, we all want the insider secrets, tricks to the trade, the flash ‘n’ pizzazz.

We want to be the Don Draper (Mad Men) of selling. We focus on; being persuasive, polished, articulate, enthusiastic, having air-tight logical reasons to buy, cool slogans, entertaining gimmicks, NLP (Neuro Linguistic Programming), sales psychology, and the list goes on and on.

Look, they may well have their place, but they ain't nearly as important as this one thing:

A starving crowd.

You want a large group of people who want what you're selling.

This is what you're after.

When you have a starving crowd, selling become child's play.

Hear ye this:

Starving crowds aren't fussy, tire kickers, lookie-loos, or price shoppers.

No Suh!

They just want the damn product.

And they want it freakin' now!

Yup, when you have a starving crowd, you could have a rinky-dink sales team who are all about as sharp as a bowling ball and still make loadsa sales.

Know this:

You can sell a half-eaten' apple to a starving man, but struggle to sell a sizzling steak to a guy who's already eaten. Doesn't matter how fine the food, if they ain't hungry, they ain't buyin'.

It's all about the market's hunger for your product, Chief!

Doesn't matter how good your sales chops and persuasion skills are, if your prospect isn't interested in what you're selling, you're wasting your time, bucko.

Selling is not about trying to convince someone to "want" your product. Rather, selling is simply giving someone what they already want, in a way that the prospect feels safe to buy.

Yes, keep working on your sales chops, but if you want to have buyers who almost beg you to take their money, focus on the most important factor:

The market (a hungry crowd).

In front of a starving crowd, your product must be.

You'll be astounded and overjoyed.

You may even think it was your awesome sales skills that brought in all those sales. But really, when you have a starving crowd, it's just a matter of saying "here you go" and then something amazing happens—they buy!

How about that?

Good times.

Kelvin Dorsey ~ Email Marketing Maverick

Day 29

The US Navy and Internet Marketing Gurus Use the Same Playbook

This is based on an actual radio conversation between a U.S. Navy aircraft carrier, U.S.S. Abraham Lincoln, and Canadian authorities off the coast of Newfoundland in October 1995.

The radio conversation was released by the Chief of Naval Operations on 10/10/95 authorized by the Freedom of Information Act.

Canadians:

“Please divert your course 15 degrees to the South to avoid collision.”

Americans:

“Recommend you divert your course 15 degrees to the North to avoid a collision.”

Canadians:

“Negative. You will have to divert your course 15 degrees to the South to avoid a collision.”

Americans:

“This is the Captain of a US Navy ship. I say again, divert YOUR course.”

Canadians:

“No, I say again, you divert YOUR course.”

Americans:

“THIS IS THE AIRCRAFT CARRIER USS LINCOLN, THE SECOND LARGEST SHIP IN THE UNITED STATES’ ATLANTIC FLEET. WE ARE ACCOMPANIED BY THREE DESTROYERS, THREE CRUISERS, AND NUMEROUS SUPPORT VESSELS. I DEMAND THAT YOU CHANGE YOUR COURSE 15 DEGREES NORTH—I SAY AGAIN, THAT’S ONE FIVE DEGREES NORTH—OR COUNTERMEASURES WILL BE UNDERTAKEN TO ENSURE THE SAFETY OF THIS SHIP.”

Canadians:

"This is a lighthouse. Your call."

Funny, eh?

Kinda reminds me of the Gurus in the work from home industry.

You know, the chest beating gurus that stalk the web, preying on unsuspecting newbies.

They flaunt their Twitter and Facebook fan page size all over the web. They'll try to intimidate you with their manufactured online celebrity status. They puff up their online image like a threatened horned lizard.

Their mantra: "My product is the biggest and most powerful, buy it, or you're dead in the water."

Listen: don't succumb to their conniving ways or be bullied into buying because of they seem big and successful.

Hold your ground.

Do your research.

Stop buying every new latest and greatest product that comes out.

You really only need a few of things.

- 1) A product
- 2) Lead capture page
- 3) Sales page

That's it!

Rather, invest your time into learning marketing and copywriting. These are the skills that make an online marketer succeed, not the latest and greatest software or new push button system being peddled on the web's corners by the guru's web soldiers.

You see, without these two valuable skills (marketing and salesmanship), it won't matter what product or service you're trying to sell online, if you can't persuade someone to buy it, you truly are dead

in the water.

Ok, nuff for today.

Keep on keepin' on.

Kelvin Dorsey ~ Email Marketing Maverick

COPYWRITING

Day 30

Has Your Advertising Had a Mysterectomy?

This is interesting:

Did you know you can't breathe in through your nose while your tongue is out?

Interesting, huh?

Now poke your tongue back in.

I got ya, didn't I?

Don't worry, my 10-year-old son got me on that one, too!

It just gets you so damn curious, doesn't it?

Now listen, if you sell some type of information product online (or offline) you're gonna want to get your potential buyers curious as well.

Harken unto me:

Curiosity is the secret sauce when it comes to selling information products.

Even the most hyper-skeptical prospects are easy prey when it comes to a sales message drenched in curiosity.

But alas, most folks absolutely suck at it.

You read their sales copy and it's like it's had a mysterectomy (all mystery and curiosity has been taken away).

If you're not using curiosity in your advertising you're leaving some serious dinero on the table.

However, it's not enough to know you must have "curiosity" in your sales copy—you also must know how to write sales copy that teases and tantalizes (sounds kinda kinky, doesn't it?) your reader.

And, because I'm, well, a prince of a guy, I'm gonna help you out by showing you how John Carlton, one of the very best copywriters on God's green earth, infuses curiosity into his sales copy.

Below, I've collected a few lines of sales copy from some of John's sales letters.

John's copy is so chock-full of curiosity that prospects that read his sales letters have been known to not sleep for days until they grab the phone and order the damn product, just to satisfy their curiosity.

John really gets his readers gnashing their teeth with curiosity to the point where they gotta buy, just to stop themselves from going mad!

Ok, so let's look at a few examples of curiosity riddled copy, written by the man himself.

Check these out:

(Selling a self-defense product.)

- **How to use the “hip-swinging” secret soldiers use to drop opponents instantly - no speed or strength required, yet it's like driving a 160 lb. bar of lead into the bad guy's belly! (It's so effective, you don't even have to come close to hitting your “target area”, even the sloppiest attempt by you will bring him to his knees!)**

(Selling a golf product.)

- **How a “secret” 5 inch change in your hip placement translates into massive power for your golf stroke! (Not one pro in a thousand even suspect the potency of this simple adjustment!)**

(Selling a dating product.)

- **What women really want from a man! (9 out of 10 men are absolutely floored by this secret!**
- **How to handle the side effects of your increased sexual energy you'll get on this program! (A real**

unexpected bonus!)

How 'bout them apples?

I told ya.

Okay, now sally forth and use curiosity to your devastating advantage.

And ye will profit wildly.

Sayonara.

Kelvin Dorsey ~ Email Marketing Maverick

www.kelvindorsey.com

Day 31

Better Call ‘Persuasion’

Let’s talk TV for a minute.

If you’re a Breaking Bad fan, you’re probably already watching Better Call Saul.

And if you’re not a Breaking Bad fan, what’s wrong with you?

Listen, if you’re a marketer, you should be watching this show.

Why?

I’ll tell you why.

Because the main character, James “Jimmy” McGill (A small town defense lawyer) is one helluva persuasive dude!

And you and I both know when it comes to selling, your ability to persuade someone will determine if you hear the sound of cha-ching or the sound of crickets.

Do you wanna see an example of Jimmy’s powers of persuasion in action?

You do?

Ok, let me set the scene:

In some desert near New Mexico, Jimmy’s two knuckle-headed sidekicks, Lars and Carl (Twins who are skateboarders) are about to be murdered by a psychopathic Mexican drug kingpin named Tuco and his henchmen.

Jimmy doesn’t think much of his idiotic sidekicks who he’d just met, and used them to perform a scam for his own purpose, but somewhere in Jimmy’s icy-cold lawyer heart was a smidgen of compassion.

And Jimmy somehow persuades the drug lord and his henchmen to spare their lives.

How'd Jimmy Persuade them?

Here's how:

Jimmy used a piece of knowledge about Tuco to his advantage. Here's what he knew about Tuco: Tuco lived with his beloved grandmother, and Tuco would do anything for his sweet ol' grandmother.

Selling 101 Amigo, find out your prospect's biggest emotional hot button. Then relentlessly keep pressing' that button like a toddler with a remote control.

Ok, here's how it played out:

Jimmy:

"They don't deserve to die!"

Tuco:

"I'm gonna skin them, like javelinas!"

Jimmy:

"Forget about them! They're insects! They're—hey, think about their mother."

Tuco:

"I spit on their mama!"

Jimmy:

"She is a sweet little lady.

She-she's a widow.

She works hard all day, every day, just like her mother before her, from dawn till dusk, scrubbing the floors of rich people.

She needs a cane to walk, you know? She's got arthritis.

And still, she works every day.

What for herself? No.

No.

For them—for these two, her boys, her apples of her eye.

You say they don't deserve her? Maybe so, but they're all she's got.

Now, you turn them inside out; I want you to think about what happens to her.

Way I see it, you're tough, but you're fair.

You're all about justice.

That's what I'm saying, justice.

These two shit-for-brains? These big mouths? You already beat the living hell out of them.

Do you think they're ever gonna forget today? Never, 10 years from now, they're still gonna be crapping their jockeys."

Now that's some persuasive selling right there, huh?

If you're well-versed in the art of selling and persuasion, you may have picked up on these points.

Did you notice Jimmy took Tuco's focus off the two knuckle-headed skateboarders and placed it onto something Tuco could find some empathy for—a widowed mother?

You did?

Damn, you are good.

Yes, a masterful tactic it was, I agree. Because there was no way in hell Tuco was gonna show compassion for the idiotic skateboarders.

But compassion for the knuckle-headed twin's mother?

Now that's something Jimmy can play with.

And Jimmy played it like a master violinist.

Jimmy didn't just say:

"Hey, what about their mother? Think about her."

Nope.

Jimmy painted an image so vivid and so real, it even got through to the heart of a murderous criminal.

And that is something you should pay very close attention to.

Why?

Well, you sell something don't you, Chief?

That's what I thought.

Well, people are persuaded by images that produce emotion.

And the stronger you can plant the images you want your prospect to have (the benefits they'll get from using your product) in their mind's eye, the more you can literally control their mind.

What?

You think it's wrong to control someone's mind, Amigo?

Sigh.

Listen, think of a brown Dog.

You just thought of a brown dog, didn't you?

Uh huh!

So did I or did I not just control your mind?

Yup, I controlled your mind.

Now send me \$1,000.

Ok, we're getting a little silly now, back to the salt mines.

So, what's the big takeaway for you here?

This: Know your target market's values.

What do they value highly?

Then paint pleasing pictures in their mind that show themselves using your product.

Show them how they'll feel when they experience the benefits of your product, all of which will bring them the things they value highly.

Listen: When selling online, your product isn't tangible (they can't physically reach out and grab it) so it's crucial you use words to paint specific images in your prospect's mind.

Make 'em feel the soft, warm sand between their toes.

Make 'em taste the warm, melting choc-fudge dripping down a scoop of double-churned vanilla bean ice cream.

Use all the senses to bring your product alive. Here's a little scientific fact: The more senses you touch on, the more impactful and memorable it will be to the reader.

So paint the images of the pleasure and satisfaction of what your product will give them.

For example:

Imagine this...

...You wake up in the morning.

You make a coffee and stroll into to your home office.

You turn on your computer and check your email.

You click on the send and receive button...

...and here's what appears on your screen:

**You've got new funds!*

Hello...

...This email confirms that you have received a payment.

You don't just receive ONE of these emails from PayPal.

Nope.

You scroll down the screen and see one payment after another, after another.

You feel a warm and electric feeling flow through your entire body.

It's a feeling of assurance and comfort.

It's a feeling that comes from knowing your financial worries are now over for good.

And so on.

See how I placed your righteous-self right into that scene?

You did?

Good.

Okay, Hotshot, did you also notice how many senses were touched on in those few paragraphs?

What did you say?

You say I didn't touch on the sense of smell.

Well, Scooby Doo! You're right.

It looks like you've had your coffee today, huh?

Okay, smarty pants, how about this: You wake up to the scent of a perfectly brewed espresso wafting down your kitchen hallway into your bedroom.

Better? Good.

Okay, so start doing this in all your sales messages, Chief.

Your selling will become oh so persuasive.

And like Jimmy, you'll be targeting your prospects emotional hot buttons with vivid and emotional imagery, and the net result?

Sales baby!

Sales.

Ok, sales court adjourned.

Kelvin Dorsey ~ Email Marketing Maverick

Day 32

A Voltaire Inspired Sales Secret

“The secret of being a bore is to tell everything.”

-

Voltaire

I used to hate going to my mate’s house as a young kid.

His mom would do the 20 questions thing.

Not cool, mums.

She also loved showing off her family holiday photos.

Pointing to a photo, she would natter on: *“Kelvin, this was our holiday last month, Timmy didn’t like the roller coaster much, he got a little sick because blah, blah, blah...”*

I remember thinking, *“look, lady, I’m here to play with your son (you know, my mate), eat your food, swim in your pool—not sit here listening to you prattle on.”*

I mean, this lady could bore you into a coma.

She was the classic bore, too.

Well skilled and experienced, she knew how to corner you.

Her tactic was to give you a drink and something to eat, then bombarded you with trivial facts and senseless dribble.

Before you knew it, you were trapped with no escape.

And here’s the thing: This boring behavior goes on with marketers online as well.

However, these boring online marketers don’t have it so simple.

They can't corner you like the bores do offline.

Offline it's simple.

The offline bores have perfected the craft of cornering.

Like a predator, they corner their prey to minimize the chance of escape.

Once they feel their prey is trapped, they devour them with a barrage of boring and mind-numbing facts and trivia.

It's a slow and painful death.

But online, the boring marketers don't have such luxuries.

You see, online you can't corner or trap your prospect to get attention.

And the moment an online marketer bores their prospect online, well, that prospect will disappear faster than a Twinkie at a Weight Watchers meeting!

With one click of the mouse, they've escaped the marketing bore's web of boredom.

For good.

And they ain't comin' back.

So how do you avoid boring your prospects?

Enter Voltaire.

Voltaire (A smart French dude from the 17th century) who wrote over 20,000 letters and more than 2,000 books (yikes) knew better than anyone the importance of not boring your readers.

What was Voltaire's solution for not being a bore?

That's right, to not tell too much.

This is especially true for anyone who sells information products.

Listen: If you're selling information, the #1 trump card you have as a salesperson is curiosity.

If a prospect is seeking out information that your product reveals, then

for crying out loud, don't reveal all the information in your sales message.

Don't laugh my friend; I see it all the time.

Amateur marketers foolishly believe that by providing the prospect with loads of information that this will help make the sale.

This couldn't be any further from the truth.

This is shooting yourself in the sales foot.

As an information marketer, you've gotta keep them wanting to know more.

The information you give away in your sales message has to be like an appetizer at a 5-star restaurant—small, tasty, and leaves you wanting more.

You see, by “telling all”, your stuffing your prospects so full of information, they now feel like stepping back from the sales table to get some relief.

Because you've now satisfied them with all your tell all information.

Your tell all sales message has drained them of curiosity (desire to know more about your product) the way kryptonite drains Superman of strength.

Not good.

So how do you write sales copy that gives away enough information to spike your prospect's curiosity, but not give away too much as to kill their curiosity?

I was waiting for you to ask that.

Well, I think the best way teach you how to do that is by showing how the very best copywriter's on God's green earth does it.

Would you like to see some examples of curiosity riddled sales copy that tells just enough information, but not too much?

Okay, check out these bad boys:

(All examples are taken from Bottom Line Publication—you should

subscribe to these cats)

Wait.

Before you read on, make sure you pay attention to how the information that's given doesn't give away the answer, but rather, teases and whets the reader's appetite to know more, ok?

Check 'em out:

1) Eye-opening advice from professional burglars on making your home theft-proof. Every one of your neighbors may get hit, but the crooks will pass you by.

2) Huge blunder parents make with their kid's college financing. Your good intentions can get students bumped from school.

3) The bathroom medicine cabinet is the best place to store medicine, right? Wrong! It's the worst. The facts are on page 112.

4) Do you take any of these 16 popular vitamins or supplements? If so, please read this M.D.'s urgent warning.

5) Sneaky insurance tricks that could be costing you an arm and a leg. Make sure you're not a victim.

6) When cold pizza is the perfect fat-loss breakfast - page 14

7) The quickest, easiest ways to find a broker who won't cheat you.

8) What you don't have to tell the IRS auditor - and how to prevent a "fishing expedition" through your records.

9) Better Than the Bench Press - (For a broader, more muscular chest, the uncanny exercise on page 17 works wonders!

They were pretty good, huh?

Hey, you should copy all those bullets out by hand. That will really help you fast track your skills as a better marketing and copywriter.

Anyway, that's enough wonderfulness from me today.

Just remember, being a bore and "telling all" not only hurts your social life, but it can really hurt your online business profits too.

Kelvin Dorsey ~ Email Marketing Maverick

Day 33

‘Action Jackson’ Sales Copy

I was reading an interesting article on hygiene the other day.

A piece of information that surprised me was this:

A toilet seat contains fewer germs than a mobile phone.

Makes you wonder what folks do with their phones, doesn't it?

Now, while this bit of information might be both interesting and surprising, it's pretty useless information. Unless you're a germophobe and start wiping down your phone everyday—maybe you could decrease the chance of getting sick by .000009%.

But for the average person who reads this bit of info, they ain't gonna start cleaning their phones any time soon.

Why?

Cuz most people aren't germophobes.

Most folks realize you get sick because you get too close to somebody who's sick—not because your iPhone's dirty.

So, this piece of information is just that—information. It won't cause people to take any action.

And you know where else you can find lots of useless bits of information that doesn't inspire readers to take any action?

Here: In most online marketer's sales copy.

Yup, it's chock-full of it.

Now, if you write sales copy to sell your product or service, heed this advice:

Your sales copy can't just be interesting information. That won't cause action (Sales).

Your copy must get them jacked up emotionally.

What?

You want some examples?

Awrighty, how about these:

Talk about ridicule and embarrassment to acne sufferers, then offer the solution.

Talk about bankruptcy to an internet marketer, then offer the solution.

Talk about ridicule and embarrassment to overweight people, then offer the solution.

Talk about losing a loved one to a life insurance prospect, then offer the solution.

Talk about getting outplayed by your friends on the golf course to golfers, then offer the solution.

Talk about being sneered at by beautiful women and being lonely and sleeping alone to single guys, then offer the solution.

Talk about getting the attention of gorgeous women to guys who are into fitness, then offer the solution.

Now that's the stuff your sales copy has to be chock-full of.

You want to arouse emotion, not just interest.

Look, you might get a prospect to read all your sales copy if it's interesting enough. But that's not what you want.

You want your prospect to read all of your sales copy and then buy!

That last little bit's kinda important, Chief.

And it's emotion that gets them in motion.

I'm talking about the reaching for their credit card type motion.

But, it takes gut-wrenching emotional sales copy to get that motion.

I don't care how interesting your sales copy is, if it doesn't punch them in the gut emotionally, their response will just be:

"That was interesting, hmm, I wonder what I'll have for lunch today?"

Geez, look at the time! I'd better quickly check Facebook then head off to work."

Mentally and emotionally, they're now a million miles away.

Your chance of getting a sale now is about as likely as Miley Cyrus joining an anti-marijuana group.

You know, I like to think of a sales message as a steak sandwich. The bread is the interesting content, and the steak is the emotional content. You want both interest and emotion.

Consider this: folks don't buy steak sandwiches for the bread, do they?

Well, guess what?

Expecting someone to buy your product or service from sales copy that has no emotion is like expecting someone to buy a steak sandwich without the steak.

It's crazy!

Okay, let's wrap this up.

Remember: When your sales copy has interest without emotion, it's like eating a steak sandwich without the steak.

Interesting content speaks only to your prospect's gray matter, whereas emotional content speaks to your prospect's gut.

And to get the sale, you're gonna have to write sales copy that both tickles their gray matter and sucker punches them in the gut.

That's how you get sales action, Jackson.

That's it for today.

Imma be back soon.

Kelvin Dorsey ~ Email Marketing Maverick

Day 34

Positive Thinking Won't Polish a Turd Offer

Hiya!

More sales chat today.

You know, it amuses me how many sales marketers, both online and offline, get carried away with positive thinking.

These marketers “get off” on visualizations such as: their prospect handing them cash with a big smile and drooling with glee for the privilege of buying an amazing product from such a good and noble salesperson such as themselves.

This may well give these deluded marketers goosebumps and warm fuzzies, but here's the reality:

You can have the belief and fervor of a kamikaze pilot about making the sale, and still not get the sale.

Or you can be as nervous as Floyd Mayweather in a spelling bee about making the sale, and get the sale!

Why is this?

Because it doesn't matter what you think or feel about your offer, it matters only what your prospect thinks and feels about your offer.

Look, there's cynical, nervous and downright dithery salespeople who are very successful at selling. Not because they have a Tony Robbin's size belief and positivity, but because they have such a good offer that their prospect is positive and believes in the product or service.

So much so, they buy.

Here's the dealio Emilio: The focus should not be on your positivity about your offer; instead, all focus should be on your prospect's positivity about your offer.

Comprende?

Sorry, Pookie, as good as it would be to control our prospect's minds, or anyone's mind for that matter, we simply can't.

You know, if all this visualization stuff could control other people's minds, I'd be on it like a fat kid on cake.

For one thing, I'd suddenly become the perfect husband.

That's right, I'd grab myself a beer, lay on the couch and dream up sweet visualizations about my wife profusely thanking me for being a truly wonderful, caring and romantic husband—without having to do all the legwork that's normally required to get such a response.

Happy days.

But it doesn't work like that, does it?

Listen Pookie, if your offer sucks, no amount of positive thinking can overcome that.

I don't care if you've been to Tony Robbin's four-day seminar and walked on hot coals chanting "I'm a sales god, I'm a sales god," if you've got a crappy offer, your prospect ain't buying.

Get that through your super positive bubblehead.

Harken: You can't polish a turd offer with positive thinking, but you can overcome your own negativity and self-doubt with a great offer.

It's a great offer (or great deal) that makes someone buy, not your positivity waves, vibes, or whatever the hell it is these sad and pathetic sales gurus believe makes someone buy.

Wow, I can't believe I actually have to spell this stuff out.

Sorry, I know I'm preaching to the choir here, but I hear so many so-called sales gurus spouting off this positivity garbage, I guess I just had to vent.

I feel better now.

Thanks for listening.

Kelvin Dorsey ~ Email Marketing Maverick

Day 35

Curiosity Killed the Cat, but Made the Internet Marketer Uber Wealthy

So you're marketing your product or service online, but no one's a clickin' ya links.

Your sales page has turned into a cobweb site.

Your email open rates have dropped lower than a limbo stick at an all midgets party.

Your buy button has been clicked fewer times than John Goodman's car seat belt, and your Facebook page is less popular than Polio.

What do you do?

It's really quite elementary, my dear Watson.

What you do is, you start using the most effective marketing tactic known to mankind.

I speaketh of the primal, instinctive hunger we humans have to know the answer to a provoking question.

Yep, I'm talking about curiosity.

Leading psychologist George Loewenstein explained the phenomena of curiosity like this:

"First, a situation reveals a painful gap in our knowledge (Your headline or subject line), and then we feel an urge to fill this gap and ease the pain" (That's the click).

Loewenstein also puts curiosity into the same category as sex and food.

It's a primal desire.

That's right my little marketing crony, hungry, horny and curious are all primal desires that pine for sweet relief.

If you ain't been gettin' any click through lovin' with your marketing, I'll bet dollars to donuts you're not using the power of curiosity in your marketing.

Here's what Scott Haines (Copywriting legend) says about curiosity:

"The #1 reason why people buy from an advertisement is curiosity... not self-interest. Self-interest is very important... but curiosity trumps it!"

Yep, curiosity is to a marketer what a red cloth is to a matador.

If you want your headlines clicked on, your emails opened, you'd better use a heavy dose of curiosity, my friend.

A headline or subject line seeped in curiosity will drag any reader (kicking and screaming if necessary) into reading your sales copy.

The rest of the sales copy is really just on mop up duty.

Ok, Chief, enough of that.

Let's get practical for a minute.

Here're six forms of incitement you can use to inflame curiosity in your readers/prospects that'll drive them to the point of madness if they don't click on your links or open your emails.

- 1) Questions
- 2) Riddles
- 3) Unknown resolutions
- 4) Violated expectations (My fave)
- 5) Access to information known by others
- 6) Weird and wacky

And to finish off, here're some classic curiosity drenched headlines for you.

After you read each headline, ask yourself this: “Would I want to read about that?” My bet is you’ll say yes to almost all of the following headlines; such is the amount of curiosity packed into them.

Go on, see if I’m not right.

Boy Eats Own Head

Preacher Explodes On Pulpit

What Never to Eat On an Airplane

Are You Playing Fair with Your Wife

How a Fool Stunt Made Me a Star Salesman

A Very Deadly Mexican Who Doesn’t Want Anybody to Ever See His Face

Half-Dead Cuban Washes Ashore In Miami With Strangest Secret That Can Double The Income Of Most Americans

Headless Body in Topless Bar

Everyone Asked: ‘How Do You Film a Pro Video for \$80?’ Here’s My Answer...

The Truth About Alcohol - Will It Interfere With Muscle Growth? Will It Help Your Heart and Circulatory System?

What NEVER to Take Along With Vitamin C

How a Skinny Little Golf Genius From California Accidentally Started Hitting 425-Yard Tee Shots

Read This Before You Sell Your Car

The Astonishing ‘Miracle’ Diet Secret of a Frustrated Nevada Housewife

Warning: Don’t Call a Plumber Until You Read This:

What The Corporate Fat Cats Don’t Tell You About Their CoQ10 Supplements...

Confessions of a Filthy Rich Wall Street Outlaw

What Never to Keep In Your Deposit Box. Never. And How To Keep
The State From Stealing It

**Eye-Opening Advice From Professional Burglars On Making
Your Home Theft-Proof**

Ah, fabulous stuff, huh?

Glad you agree.

Oh yeah, I almost forgot to tell you...

...this is extremely important.

When creating a curiosity based headline, whatever you do, never
ever... nah, maybe I'll tell you another time.

(That was dirty of me, wasn't it?)

Kelvin Dorsey ~ Email Marketing Maverick

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Day 36

Why You Should Rub Salt into Your Prospect's Wounds

I probably shouldn't share this with you (it could get me in serious hot water), but what da hell, it's contains too good a sales and marketing lesson not to share it with you.

And, because I'm a salt of the earth type guy, I will cast aside all self-interest and proceed to tell you.

So here goes: My wife does all the cooking in our household.

Seems a bit unfair, doesn't it?

Well, don't be too quick to judge, Tiger, there's a very good reason for that.

The reason she does all the cooking is, my two daughters are still too young to take over the cooking duties.

See, I told you there was a good reason.

Anyways, Bec often asks me for ideas of what to cook.

My response is always the same:

"I can't think of any right now; I'll think about some later and let ya know. Now go grab me that beer!" (The few feminists who've accidentally made their way onto my subscriber list are now *seething* mad)

And, I never actually get around to giving her some dinner ideas for whatever reason, until recently.

You see, Bec did something the other day that made me all of a sudden, go away and rack my brain for meal suggestions until I had a menu any restaurant would be happy with.

So what did my ol' lady do (do ya think they're still reading?) that finally got me to take action on her request?

Well, I'll tell you:

She cooked me a hamburger.

That's right, Buttercup—a hamburger.

But, I'm not talking about your ordinary hamburger here.

No sur! Bec's hamburgers are as dry as a cardboard box, only with less flavor.

Let me tell you; they ain't pretty.

It's kinda her go-to dinner when she's stumped for ideas.

And just the other night she was stuck for ideas, and as sure as God's sunrise, she served up her pitiful hamburgers.

I know, I know, this all seems a bit unfair and even harsh, right?

Well, don't feel too sorry for me, like I said earlier, I do have two daughters who are showing a lot of promise in the kitchen (If the feminists hadn't stopped reading, they probably have now)

Now listen up, here comes the sales and marketing lesson.

The lesson is: how to get prospects to respond to your calls to action (Buy or sign up, etc.).

Now listen, when Bec served me those dastardly bad burgers once again, I knew she was struggling for lack of inspiration and ideas.

And I felt sorry for her.

But felt even more sorry for myself (Knowing that this thing she calls a "hamburger" is my dinner).

A man can only stomach so many of these.

I was fed up!

Huh?

You say they were really bad puns?

Ahh shut up!

Now, these burgers have become a real thorn in my side (after eating one you get a literal pain in your side) and I wanted them to stop showing up on the dinner table.

These damn burgers were giving me grief. I wanted to eat anything but that burger.

And that my friend, is what caused me to take action.

Pain and frustration.

Wanting something to stop.

Are you seeing how this is applicable to your business yet?

If not, you're as dense as my wife's hamburgers.

Look, when you want a prospect to respond to your call to action (Click a link, buy, or sign up), you must know what their pain or frustration is.

Once you know what that is, you then go about agitating that pain. You know, rub salt on their wound, so to speak.

If they're an internet marketer, talk about the frustration of not getting leads or sales. If you sell to golfers, talk about not being able to hit the ball straight and always losing to their mates.

Find their pain, then intensify it.

Make them feel the pain deep in their bones.

Get them to then wallow and hang their head like a beaten favorite. Then provide them a way out.

This is where you mention the solution to their pain and frustration, and of course, that solution is your product or service.

Yup, pain and frustration, it's one helluva motivator.

When in pain, people seek ways to end it.

You just gotta know what your market's pain is.

Know this about your prospects: The greater the pain, the greater their willingness to buy.

So use this in all your marketing and sales messages and you'll see your sales take off faster than I can push away my wife's hamburgers.

That'll be all.

P.S. I look forward to reading all the 1-star Amazon reviews from my feminist friends and other readers without a sense of humor or the ability to discern facetiousness.

Knock yourselves out. (they'll probably take that literally too.)

Kelvin Dorsey ~ Email Marketing Maverick

P.S.S. My wife really is a great cook, it's just those damn hamburgers.

Day 37

My Main Man John Carlton Gives Some Wise Words about Word\$

Whatcha been readin' lately?

I've been reading John Carlton's Book: "Kick-Ass Copywriting Secrets of a Marketing Rebel" for the third time.

And it won't be the last time, either.

It's a most excellent book.

If you don't know who John Carlton is, and you sell something (I don't care what), you need to know who John Carlton is.

John's commonly referred to as "the most respected and ripped-off copywriting wizard alive," and it ain't no hype, either.

I read one of John's sales letters for the golf market once. It was selling an instructional golf DVD. I don't play golf, watch golf, or even like golf, but by the end of that sales letter, I wanted that damn golf DVD!

You know, I bought his book to glean valuable insights on selling from a copywriting genius, and on that front, it delivered in spades.

But if you go through his book, it will deliver unto thee a most unexpected benefit.

The benefit I speaketh of is this:

Improved Writing

Hear this:

Did you know that people read 25% slower from a computer screen than they do from paper?

It's true.

Reading on a screen is somehow harder for us.

Eye tracking studies have shown that people scan more on a screen than they do on paper, and they are far more likely to skip large blocks of text on a screen also.

Here's what else: Long sentences cause more eye fatigue on a screen than they do on paper.

So what does all this mean to us online marketers?

The answer is simple:

You'd better get damn good at writing.

But not just any type of writing. I'm talking about writing that is pithy and powerful.

And that's one thing Carlton's mastered.

John says cutting out all adjectives and adding more action verbs is the secret to pithy and powerful writing.

Here's the example Carlton gives:

First, the Wrong way (Using too many adjectives):

"She was a mean, cruel and heartless lady, whose long flowing ruby-colored locks danced around her flawless, porcelain-like face as she told her teary-eyed, sobbing beauty that their torrid love affair was over."

The Right Way (Using action verbs):

"The red-headed bitch ripped his heart out and stomped on it."

Big difference, huh?

Notice how using "action verbs" (ripped, stomped) make the copy zing and pop off the screen?

Mr. Carlton says adjectives are just fluff and air. Like tossing flowers to get your prospect's attention. Whereas action verbs are snarling bulldogs who race out to your prospect, grab and drag them back in, kicking and screaming (Did you notice the action verbs in that paragraph?).

Not only does cutting out all the adjectives strengthen your copy, but it

makes it pithier.

Short and to the point.

And with writing for web readers, that's crucial.

A good rule of thumb is to half your word count when writing for the web.

Use short words, short sentences, and short paragraphs.

You want lots of white space on the screen. You want more white on the screen than Charlie Sheen has "white" on his living room coffee table.

Now, apply all this to your sales copy and watch your writing go from a whimper to a snarling growl that prospects find easier to read than not read.

Cheerio.

Kelvin Dorsey ~ Email Marketing Maverick

Day 38

Why You Should Never Argue with a Copywriter

Gotta good little story for you today.

A story that'll prove you should never argue with a copywriter.

BTW, a copywriter is basically someone who sells with the written word.

What?

You already knew that?

Well sorry, Buckwheat, but I never assume my readers know all this stuff.

As the saying goes, *"assumption is the mother of all product failures."*

Or something like that.

Anyway, today's story is about, legendary copywriter, Joe Sugarman.

Here's the story:

Back in Sugarman's early 20's, he spent a few years at a military school in Baltimore.

When Joe first got there (in winter), he hated taking showers in the communal wash room there.

And here's why: Joe had an embarrassingly small pe...

...rmissible attitude towards the cold.

And here's what made matters worse: On one side of the communal washroom were a line of showers, the other side were a line of sinks and mirrors, and bang in the middle was a huge-ass fan that sucked all the moisture out of the air, so the mirrors didn't fog over.

And every time Joe would take a shower, the guys shaving at the

mirrors would go over and turn the fan on; leaving Joe freezing his berries off.

So, Joe would go over and turn the fan off.

And they would turn it straight back on.

And so on and so on.

This made Joe well mad.

But these jackasses didn't know they were messin' with a copywriter, did they?

Nossir!

So what did Joe do?

Well, he did what any good copywriter worth their salt would do.

He used the power of words to get his way.

Joe fired up his marketing neurons, flexed his copywriting muscles and came up with a diabolically clever scheme.

Here's what Joe did: Joe boogied down to a local office supply store, rummaged some materials together and whipped up an official government looking sign.

And here's what he wrote on that sign:

**ANYBODY TURNING THE SWITCH ON OR OFF WILL BE
SUBJECT TO DISMISSAL FROM THE SCHOOL AND TO
PART 407 OF THE MILITARY JUSTICE ACT.**

Then late one night, he put up the sign right near the fan.

Did it work?

Does a fat dog fart?

You betcha ya sweet little bippy!

For the next three weeks, Joe had blissfully long, hot, steamy showers without some muppet turning the fan on.

In fact, they avoided the fan like Nicolas Cage avoids paying taxes.

Ah yes, it was check and mate!

The copywriter wins again.

So how did the other guys manage to shave with fogged up mirrors?

Who cares! They shouldn't have ticked-off the copywriter to start with.

Anyways, the lesson is this:

Not only should you never argue or displease a copywriter, but you should also learn the skill of copywriting for your bad-self.

Yup, copywriting is a skill that will help you get whatever your little heart desires, and, it also comes in pretty handy when selling stuff, too!

If I were you, I'd get on it like steam on a mirror!

Okay, I'm out.

Kelvin Dorsey ~ Email Marketing Maverick

Day 39

Why Using 10-Dollar Words Will Send You Broke

Let's talk about words.

Specifically, 10-dollar words.

And why using them in your advertising is bad scoobies.

Just in case you haven't had your coffee yet, a 10-dollar word is simply:

Using a big fancy word when a shorter and clearer word would do the job.

Now, before I go on to explain in a most wonderful way, the reasons not to use 10-buck words in your marketing or content (blog posts, emails, sales letters, etc.), I'll give you a couple of examples of using 10-dollar words.

Check these:

Do you desire a partially gelatinated, non-dairy, gum-based beverage?

Translation (without 10-dollar words):

Do you want a milkshake?

Next one:

I am rather fond of utilizing gargantuan idioms to fabricate intelligence

Translation:

I love using big words so I look smarter.

Now, did you notice the strain on the brain when reading the sentences stuffed with 10-dollar words?

You did?

Good.

You see, reading content jam-packed with long, convoluted, and pretentious words is like trudging through mud for the old eyeballs.

Not only is it hard to read, but you also come across as a pompous ponce.

Know this: Good writing should be fun and easy to read, and reading well written content is like sipping on a cool beverage—it's refreshing.

Reading badly written content (chock-full of 10-dollar words) is like drinking from a fire hydrant—it's overwhelming.

Now listen up: The most important thing with your advertising content is that it gets read.

No read, no sales.

It's that simple.

If you wanna get your content read, you've gotta make it look inviting to read.

The best way to do that is to lure the reader in with short, punchy words.

Short sentences.

Short paragraphs.

Short. Short. Short.

That means no 10-dollar words, Pookie.

It's even more crucial when writing for the interweb.

Readers online don't as much read as they do scan. They have the attention span of a squirrel on crack, and they're not gonna waste one precious second reading anything that doesn't look easy to read.

I can't tell you how many times I've see marketers starting their content off with War and Peace size blocks of text that contain more 10-dollar words than a law textbook.

What if I started this piece of content thusly:

Let's talk about words. Specifically, 10-dollar words. And why using them in your advertising is bad scoobies. Just in case you haven't had your coffee yet, a 10-dollar word is simply: Using a big fancy word when a shorter and clearer word would do the job.

Not so inviting, is it?

Starting any piece of content with such a big paragraph is writer's suicide.

You're making your readers work too hard, Chief.

They simply won't.

Boy, I say, boy, no one's gonna waste one second of their time trying to wade through all that eye burning text.

Nope.

They'll click away quicker than an IM-guru can say "buy now!"

They will, however, read stuff that looks easy to read.

Like so:

Let's talk about words. (you're almost guaranteed readership with that 4-word sentence)

The other (very important) reason to cut out 10-dollar words is this:

Clarity.

Yup, to get sales, your reader must be 100% clear on what the hell it is you're talking about. If your readers are even the slightest bit confused, they ain't buyin', Chief.

And nothing muddies up clarity more than using too many 10-dollar words.

Listen: when writing to sell your product or service, write so clearly that it would almost be impossible for your reader not to understand.

Don't try to be clever.

Or cute.

Or creative.

You're not writing poetry or fiction.

You're writing to sell.

And the way to sell with written words is: to use everyday English.

Don't send a 10-dollar word to do the job of a 2-cent word.

Hey, I could bend your ear all day on this stuff, but I think you're now on the trolley.

So, I'm gonna finish right now, okay?

Imma be back with more sales and marketing gold later.

Kelvin Dorsey ~ Email Marketing Maverick

Day 40

A Sales Wizard and His Magical Pen

There's this guy...

...who for nearly four decades (the 30's till the 70's) dominated the direct marketing world like a boss.

He was the 800-pound gorilla in the industry that nobody could out sell.

His frustrated competitors (copywriters) watched on with breathless envy.

I mean, this guy was so persuasive, legend has it, he once sold a comb to a bald man, a gun to a pacifist, and disproved gravity to a scientist while converting a bunch of Mormons to Catholicism.

Could that be true?

Anyways...

He was hailed "the greatest copywriter of all time."

Yup, he did it with the power of words.

Words that persuade.

Words that cause emotion.

Words that sell.

His sales letters told mesmerizing stories, had air-tight logic and made a prospect lust after the product he was selling like an alcoholic lusts after a drink.

Now think about this:

What if you could pick this master of a salesman's brain and suck out (sounds zombie-like doesn't it?) every last ounce of his hard-won wisdom that came from having 40 years in the direct marketing industry.

What if you could drill deep down into his sales psychology and draw out all his psychological triggers and secrets that spawned all those sales?

Or what if you could find out how this master came up with all his neck-snapping headlines?

Well, guess what?

You can!

You see, the guy I'm talking about has long since passed on, but fortunately, he penned down his secrets.

Oh yeah, you probably want to know his name, right?

His name is Victor O. Schwab.

And ol' Vic wrote a book called: How To Write a Good Advertisement.

It's an absolute treasure trove of knowledge that will give any online marketer an incredible advantage over their competition.

It reveals his most closely guarded and battle-tested secrets that'll will make you a lotta bank.

This book serves Victor's exact methodology on a silver platter. If you sell anything at all: online, offline, sideline, it doesn't matter, go hunt this book down.

You know, if I said, this book was extremely hard to get, and there's only a few left in print, and so forth, you would want this book even more, right?

That's normal.

But cha know what?

It is actually very easy to get.

If you wanna get your greedy little hands on it, just go to Amazon.

Buy it.

Read it.

Apply it.

Then get ready for an increase in sales!

I'm out.

P.S. You know, some people complain that I finish all my content too abruptly?

It's true. Can you believe people complain about that type of thing? Do you know what my reply is to these sad, miserable people?

It's this:

(That's right; they don't deserve a response)

Kelvin Dorsey ~ Email Marketing Maverick

www.kelvindorsey.com

CONTENT MARKETING

Day 41

It's Hard to Argue with the World's Richest Comedian

"I thought I was wrong once, but I found out later, I was mistaken."

-

E. Abbey

As an online marketer, you hear a lot of talk about people's ever decreasing "attention spans."

I must admit, I bought into this notion hook-line-and-sinker too.

Until I read this quote from Jerry Seinfeld:

"There is no such thing as an attention span. There is only the quality of what you are viewing. This whole idea of an attention span is, I think, a misnomer. People have an infinite attention span if you are entertaining them."

Hmm, it's kinda hard to argue with, eh?

Seinfeld makes as much sense as he does money, that's for sure.

This quote got my gray matter whirring into action, and I thought about movies.

People will sit down, eyeballs glued to the TV screen for almost two and a half hours.

"Ah, that's just cuz it's a movie," you say?

No dear Watson, it's not just because it's a movie—it still has to be an entertaining movie.

Have you ever stopped watching a movie because it just didn't grab you?

I bet you have.

I bet you gave it, say, ten or fifteen minutes to give it a fair go, and

when it didn't get any better, you just stopped watching, right?

Of course I'm right.

Yeah I know, some people will keep watching no matter how bad it is, but some people are simply idiots.

The average person will not endure two hours of a bad movie. They'll give it ten minutes or maybe half an hour, at best, before they skedaddle.

So, what are we learning here?

This: if you entertain someone, you hold their attention.

So, arming one's self with this knowledge, what must thou do when creating content for the internet?

That's right; you must make it entertaining.

Hey listen: Have you noticed all the content that goes viral is super entertaining?

Well, if you do this content marketing thing right (entertainingly), you'll get others to do the sharing for you, too.

I'm not saying only to rely on others to share your content, but if you're constantly putting out highly entertaining content, you're stacking the odds in your favor, right?

Damn straight.

But here's the bad news for us online marketers:

We don't have such a forgiving or patient audience as the movie producers have.

Like I said earlier, the average movie viewer will at least give a movie ten minutes to see if it's to their liking.

But online, it's more like 30 seconds.

That's about one mouthful of popcorn and a sip of coke's worth of time before your online prospect decides to stay or stray.

We online marketers have our work cut out for us, that's for sure. You

see, people are not just seeking information anymore, they're seeking "entertaining" information.

With the glut of information online today, content producers are now forced to do more to get the attention they once took for granted.

You know, online content is going through the info-tainment (mixing information with entertainment) phase that TV news shows went through 30 years ago when news program 60 Minutes started airing. Since then, look how news shows have become more and more entertainment based.

News shows now have panels of speakers, often featuring comedians or celebrities, and now seem more like a Tonight Show than a news show.

Why is news going down the Hollywood Boulevard street?

It's simple—entertainment grabs attention.

If your news show offers more entertainment than other news shows, you win the ratings war.

And it's no different online.

If your content offers good information that's delivered in a Hollywood blockbuster type way, and your competition are just giving their readers the bare facts in a clinical and stodgy way, guess who wins the readership war?

Yup, YOU.

Here's the bottom line:

If you want more attention, offer more entertainment.

Entertainment is the service you must render if you want the reward of someone's attention. But putting all "attention getting" aside, why would you wanna put out content that isn't entertaining anyway?

Look, let me leave you with this little thought:

Have you ever tried giving a cat a pill?

It's like playing patty-cake with a bear trap.

Not good.

But there is a simple and clever way to get a cat to take a pill.

What you do is, you simply hide the pill inside your cat's favorite meal. The cat will then bury its greedy little face in the dish and wolf down the meal including the pill.

Now, think of your information as a being the "pill", and your online reader as being the "cat".

You see, you know your information (pill) is good for your online reader (cat)—if only they'll consume it, right?

But your information (pill) all by itself looks too intimidating to the aloof online reader (cat) who in response, simply turns up their nose and saunters off to find a more palatable piece of content to consume.

So what's an online marketer to do?

You do exactly what a clever cat owner would do—you hide the pill!

You simply hide your information inside of something you know your online readers love.

And if you've been able to ignore your Facebook notifications long enough to pay attention to what I'm saying here, you'll know that the one thing your online readers love is...

...Entertainment!

It's what we all love.

It's universal.

We are all constantly seeking to be entertained.

We crave entertainment like a two-pack-a-day smoker craves a smoke.

So, my little marketing crony, next piece of content you create, don't just put out some information. That's like plonking a pill in front of a cat and expecting it to chow down.

No good.

I don't care how helpful or great your information is, if it's stone cold

information, it can be intimidating or just be flat out unappealing to your online reader.

But, if you hide that helpful information inside some tasty entertainment, the chances of your online reader consuming it increases tremendously.

But how do you actually do that?

I knew you were gonna ask me that?

Okay, let me give you three things you can do to make your content more entertaining:

- 1) Add some humor (easier said than done)
- 2) Pack more emotion into your content (make 'em feel something)
- 3) Tell a story and tie it to whatever it is your information is revealing.

If you can combine all three, you're really cookin' with gas!

Now, this is all assuming that your information is very good information.

Your information is good, right?

Because if your information sucks, adding entertainment value is now just putting makeup on a pig.

But, Kelvin, what if I have great information, and do all three of your suggestions, and I still don't get attention or readership, what then?

Well, you should drive down to your nearest McDonalds and ask to speak to the manager there. And when the manager comes out to meet you, you should ask them this question:

Are you guys hiring at the moment?

Ah, that was very nice of me, was it?

Perhaps I should end this on a more charitable note?

Nah, screw it.

Kelvin Dorsey ~ Email Marketing Maverick

Day 42

Increase Your Content Value Using This Weird Little Mind-Trick

What up?

Todaze one's a bit weird, but it works like magic.

So scoff not, okay?

Listen, if you do content marketing, info products or email marketing, you'll wanna pay close attention.

I, the Email Marketing Maverick, hereby am providing you with a little trick that will instantly help you deliver a ton more value when writing your content.

I don't care if you're writing about your navel fluff collection or on social issues such as parenting, this little mind-trick will release your inner teacher and thus trigger all your stored up knowledge to gush out of you like a fire hydrant.

I've never heard anyone talk about this little "mind-trick" before, and it's a real shame because, in my prideful opinion, it's a crucial element to writing that determines if your content is valuable to your reader or not.

I'm talking about the mental side of writing—specifically, your state of mind when writing.

You know, athletes understand the importance of state of mind, and they consciously nurture it at all times.

Pro athletes know if they enter a match with the wrong mental state, their performance will suffer.

Mike Tyson's former trainer, the late-great Gus D'Amato, once said: *"Fights are won and lost in the head."*

That is very true.

And to me, writing sales copy is no different.

If you are in a poor mental state when writing sales copy (or emails, blog posts, etc.), the quality of your content will suffer.

So what is a poor mental state for a marketer when writing?

I'm glad you asked.

The wrong mental state for an online marketer when writing is this:

It's to not have your reader front of mind at all times.

I don't care if you disagree with that—you're entitled to be wrong.

So, as you can see, I'm not talking about the state of your mental health in general.

You could be borderline crazy, and this little mind-trick will still work for you.

Heck, it works for me.

Now, assuming you have this correct "state of mind" (Keeping your reader front of mind) when you write, how can we now put out our very best content, time and time again?

Enter my little mind-trick:

If you're a blogger, or you do a lot of email marketing, or you create info products, this will be especially helpful to you.

Here's the trick:

The little mind-trick is to pretend you only have a few months to live, and your son or daughter or a loved one has requested that you teach them all you know on the topic you're writing about. Then, once you've entered into this state of mind, you simply start writing.

Trust me; you'll be pleasantly surprised at the quality of the content that you produce.

Sorry?

You say you don't need to play childish pretend games to write better, you just write?

Listen Pookie, stop being so dim witted and narrow-minded.

Just try it. Geez.

Sometimes I wonder why I bother at all.

But perhaps I misheard you.

I think what you were trying to say is: “How would pretending you only have months to live and that you’re writing to a loved one, improve the value of your content?”

Am I right?

Ah, I thought so. Well, here’s why:

Because it will make you care more.

Think about it. If you truly were in that situation, don’t you think you’d pour your heart and soul out on the paper (screen)?

I bet you would.

I bet your content would become far more personable (very important for creating rapport).

I bet you would give away every scrap of knowledge you had on that topic. Try it, and you’ll find that every secret, every cautionary tale, and every encouraging word would generously flow out of you. You wouldn’t hold anything back.

Look, I can’t say I always remember to do this myself, but whenever I do, I really do notice the difference.

I got the idea (the little mind-trick) from reading the late Gary Halbert’s book called The Boron Letters. The book’s a collection of all the letters Gary wrote to his son, Bond, while in Boron Federal Prison. Gary’s teaching his son the family business of direct marketing.

It’s now lauded as one of the best books on direct marketing and copywriting.

It’s jam-packed full of behind the curtain secrets, insider knowledge and closely guarded secrets that other elite marketers wouldn’t readily share.

Why's Gary giving away so much high value info?

You don't have to be Einstein here—cuz he's writing it to his beloved son.

He set out to give all the value he could muster, and out it gushed.

And now you too can tap into this mother-lode of inspiration and heartfelt value with your content.

Just apply the Maverick's weird little mind-trick and watch the value start pouring out of thee.

Hokey-pokey?

Maybe.

But work it does.

Kelvin Dorsey ~ Email Marketing Maverick

Day 43

Joe Vitale Drops Science on How to Use a Thesaurus

Breaking News:

Two trucks loaded with thousands of copies of Roget's Thesaurus collided as they left a New York Publishing house last Thursday, according to the Associated Press.

Witnesses were aghast, amazed, astonished, astounded, bemused, benumbed, bewildered, confounded, confused, dazed, dazzled, disconcerted, disoriented, dumbstruck, electrified, perplexed, scared, shocked, startled, stunned, stupefied, surprised, taken aback, traumatized, upset...

Ok, enough fartin' around.

Let's dive straight into Joe's marketing brain and see how he uses the good ol' Thesaurus, shall we?

Jolly good.

Now, it's no secret that most folks who market their business online suck at writing sales copy.

And when all you have is words on a screen to do your selling, it's crucial those words are easy to read and are persuasive, right?

Right.

However, people have an uncanny ability to turn something monkey-simple into mind-bending complexity that would confound even a Harvard English professor. And, when it comes to writing sales copy, this is even truer.

Okay, so let's talk about using a thesaurus (I'm having trouble focusing today, can you tell?).

Yep, a thesaurus can help with writing sales copy, but alas, most folks use a thesaurus with all manner of incompetence.

So what's the right way to use a thesaurus in regards to sales copy?

Enter Joe Vitale.

“Most people use a thesaurus wrong because they think ‘writing’ is supposed to be intellectual, so they use a thesaurus to change simple words into complex ones,” says Joe.

And that my friend, is backassward.

Consider this:

We live in a world where most people are in a constant state of information overload. We have information coming out our yin-yangs, and people's attention spans are shrinking faster than a male bodybuilder's gonads.

So why put your sales copy at risk by stuffing it full of big, pompous words?

Instead, replace the long and winding road words for shorter words.

Never use a 5-dollar word when a 50-cent word will do.

You want it to be short ‘n’ sweet.

Punchy.

Pithy.

Especially when writing sales copy

Vitale says, “You should heed Mark Twain’s modus operandi. Mark Twain said he got paid the same amount whether he used the word policeman or cop. Since Twain was lazy, cop was easier to use—and quicker.”

For example:

Instead of using the word: understandable—go for more direct and shorter words like:

Neat and plain.

You want your copy to flow.

Short words allow this.

Big words with a gargantuan aggregate of syllables do not enable this objective (See how you just stumbled over that sentence?).

Ain't nobody got time fo' dat!

Another tip Joe gives is:

People tend to repeat words over and over again in their copy.

And overused words suck-gonads (I won't use that word again, I promise).

If you've been using the word "great" in your copy, don't keep using it. It makes your writing boring.

Use the thesaurus to come up with a different word and keep your reader from falling into a coma.

I know this doesn't seem like a big deal, but sales copy that doesn't get read doesn't maketh sales. So heed this advice, Amigo.

We're done.

See, I told you I wasn't going to use the word gonads again.

Kelvin Dorsey ~ Email Marketing Maverick

Day 44

Quality Outta Control!

So I was feeling rather guilty earlier today.

You see, I've got three kids who all seem to like getting my attention.

And getting my attention is about as difficult as getting an intelligent answer from Sarah Palin.

And, I like it that way.

But of course, for my wife and kids, I make an exception

But lately, not even they have had the privilege of receiving my sacred attention.

Why?

Because over the last few months, I've been workin' harder than a cat trying to bury a turd on a marble floor.

I've locked myself away in my home office and have become isolated like Tom Hanks in that movie Cast Away.

I mean, it's getting so bad, last time I walked into the kitchen to grab some food, I heard one of my kids say, "Mum, there's some man in our kitchen!"

But today, knowing that I had another nose-to-the-computer-screen type day, I decided to round up my three kids to, you know, re-introduce myself to them.

So I line them up and I say:

Let's play!

And for the next half-hour or so, we all goofed off and laughed like hyenas. We wrestled; played ninjas, hide and seek, and pranked each other until we could play no more.

And you know what?

They loved it!

They knew they had all of me.

My 100% undivided attention.

All my focus.

They got my heart and soul.

It was only half an hour, however, every minute of it was jam-packed full of fun and bonding time.

The point I'm getting at here is this:

Always think quality over quantity.

I truly believe that a half-hour of "all out fun" with a kid is better than having a whole weekend with them and giving them little to no attention.

In the words of the late Jim Rohn: "It's not the hours you put in, it's what you put in the hours that counts."

So why am I telling you this?

Well, Pookie, because I believe it's very applicable to online-marketing.

You probably have prospects and customers, right?

You do?

Great.

Well, let me ask you this:

When it comes to providing them your services or products, are you more quantity focused or more quality focused?

You know, most marketers online need to improve their standards to something other than completely freakin' useless!

98% of stuff online is all foam and no beer.

When's the last time you opted into a marketer's email list, bought their product and went:

“Damn, that’s good!”

Hmm, it’s hard to think of one, isn’t it?

Look, if you’re making an ebook, or holding a Google Hangout, or doing a podcast, or writing a blog post, forget about quantity.

The less the better, I say.

I want information that will actually help me.

So give me that and nothing else.

Forget the filler.

Make it all killer.

It’s all about quality.

Quality, quality, quality.

You should love “quality” like Charlie Sheen loves hookers and cocaine.

Make quality your numero uno value.

Give your customers (your list of subscribers) the very best of you.

When you value quality highly, the fruit of your hands will be of high quality also.

And when everything you produce is quality, even the most tightwad of buyers will crawl out of their lairs and almost beg you to take their money!

Ok, that’s it, baby, I’m done.

Kelvin Dorsey ~ Email Marketing Maverick

Day 45

A Little Marketing Voodoo for Ya

Today, we talk marketing voodoo.

What's marketing voodoo?

I dunno really, I kinda made it up.

That doesn't matter. What does matter is this:

Having the ability to standout like a Christmas tree in July in hyper competitive niches.

That matters a lot.

Agree?

Good.

I like it when we agree.

I know you might not believe that, you know, with all my contrarian views and my insufferable bravado, but truth be told, I'm just a sensitive soul who craves to be liked and understood.

And guess what?

I think you're gonna like me even more after I share this little marketing secret with you, especially if you're in a competitive niche.

Ok, enough preamble, let's get to it.

Now, when it comes to separating oneself from the pack, nobody did it better than Jimi Hendrix.

No matter where Jimi played, or who Jimi played alongside, it was Jimi who always stole the show. It was always Jimi's name that was uttered by audiences after a show.

So how did Hendrix create such a following and fanfare around himself?

What was Jimi's secret to his "marketing voodoo?"

Was it his amazing guitar chops, his innovative creativity, his improvisational skills? Sure, all these things attributed to his legend, but what really set Hendrix apart from the rest was his showmanship.

That's right, Chief, Hendrix always had the audience eating out of his hand like an enthusiastic puppy.

You see, Jimi Hendrix didn't just see himself as a guitarist. Nope, he saw himself as an entertainer.

Most musicians performed at a show, whereas Jimi was the show.

He was so good at putting on a show that in his early years while playing for Little Richard, Hendrix was given the boot for upstaging him.

If you've ever seen Little Richard play, you'll know how impressive a feat that was.

That's like being more enthusiastic than Steve Irwin (aka the crocodile hunter), or cooler than Elvis Presley, or funnier than Richard Pryor.

Huh. I've just realized how morbid this is getting (everyone I've mentioned so far, is dead).

Oh, hang on, is Little Richard still alive?

Yup, he's still alive and kickin' at age 82 (I just Googled him).

Good for him!

Onward.

Now, let's look at Jimi's onstage antics, shall we?

Jimi Hendrix always left his audience saying things like:

"Did you see that! Did he just do that? Wow! You gotta go see this guy play!"

Jimi's jaw-dropping grab bag of tricks included; playing with his teeth, strumming behind his back, and sometimes playing without even touching his strings.

In fact, Hendrix was so hellbent on one-upping his competition that on one occasion, he nearly set the whole place on fire (literally!).

Here's what happened:

Jimi was playing a show that also featured the notoriously rambunctious band, The Who. And having to perform on stage after The Who, is akin to a comedian having to perform after Richard Pryor.

You see, The Who didn't just quietly finish up their set and dawdle off stage like other bands did. Nope. The Who, before exiting stage, went on an instrument-smashing rampage. They kicked over their drums and amps and smashed their guitars until they resembled fire kindling.

Lead singer, Pete Townsend, who was crazier than a sh*t-house rat, swung his guitar into things like a lumberjack who wants to get off work early.

The crowd loved The Who's theatrical spectacle and were now whipped up into a frenzy like a herd of sharks feasting on a bloodied whale carcass.

How do you top that?

Well, Jimi decided to fight fire with fire—real fire!

Here's how: Halfway through the song Fire, Jimi saunters across the stage, grabs some lighter fluid, douses his guitar and lights it up in flames.

This caused an overzealous stage manager to scamper on stage with a fire extinguisher. Both the stage manager and Hendrix suffered minor burns while putting out the fire.

With the crowd now almost out of their minds with delight and amazement, Jimi picked up a new axe and continued to play on, blistered hands and all.

This all made The Who and their antics look more like excitable children seeking the attention of adults.

Yup, Jimi Hendrix simply refused to be outdone.

I mean, if Pete Townsend cut off his toe, Jimi Hendrix would have cut off all his limbs!

And you know what?

As an online marketer, you should adopt that very same attitude.

Look, you're sharing the web with your competitors. And, you all have the same audience.

And if you're going to be the one people talk about (in awe and admiration), you're gonna have to make a lasting impact.

Every piece of content you create should have an impact. You want your content to be indelibly burned into their memories.

Online marketing is just like show business—you gotta stand out from the rest.

And how do you do that?

Huh?

You have to be interesting, you say?

Please tell me you have something more, Lieutenant.

Listen, if you want to stand out from the rest, then simply put some showmanship into your content. I don't care if it's an email, blog post, sales letter, or whatever, just make damn sure it has plenty of entertainment value.

Give it some drama, some flash, and pizzazz.

Pour on the personality.

Put on a show for your prospect that keeps 'em coming back for more.

When most of your competitors are just putting out vapid, lifeless, and unimaginative content, you'll stand out like Shaquille O'Neal at a midgets convention.

Verily, I say unto you; there's no better way to super-charge your marketing prowess than with adding a good dose of showmanship.

Know this: You can't sell to someone until you have their attention.

And showmanship will give you mucho attention.

Use showmanship to your devastating advantage and you'll soon have

raving fans ready to buy what you sell.
Peace.

Kelvin Dorsey ~ Email Marketing Maverick

www.kelvindorsey.com

Day 46

How Reading Ice Cream Reviews Can Increase Your Biz Sales

Today we talk “copywriting” and why every online marketer needs to get real friendly with her.

So, the other day I find this funny review online written by a very zealous Wendy’s customer, and frankly, the copy in it is brilliant.

One thing I’ve learned in life is that you can learn from just about anyone.

Even from an ice cream eatin’ Wendy’s customer.

Here’s the review:

“This place is BAWLIN yo. Chicken nuggitz be crispy like you never SEEN.

I tasted one and I was like, “WHAAAT! Are you serious Wendy?”

Mean girls workin the friers, tho. This one chick wouldn’t even let me holla. I was like “please, you ugly anyway.”

Pretty enjoyable read, eh?

And that’s my point.

Your copy must be an easy and enjoyable read, just like this Wendy’s review.

You know, the copy on most online marketer’s blogs and websites reads like the instructions manual for on an iPhone.

It’s lifeless with zero personality.

Okay, what I’m going to do now is rewrite this Wendy’s review the way most online marketers would write it.

WARNING: Content contains high levels of boredom.

Here goes:

“This place is great. The chicken nuggets are very crispy like I haven’t had before.

I tried one and was very impressed. Thank you, Wendy’s.

However, the girls working the fries were rather unfriendly.

This one particular girl wouldn’t even let me talk to her.

I wasn’t that interested in her anyway.”

Yawn.

The biggest mistake I see in marketer’s content is that it’s just so.....

.....FREAKIN BOOORING!

So my friend, next time you write some sales copy for your product or service, imagine you’re that zealous Wendy’s customer, but this time, you’re not writing about Wendy’s ice cream. Instead, you’re writing about your product or service.

If you do this, you’ll find yourself writing more enthusiastically and with more personality.

Two very important ingredients when it comes to writing effective copywriting.

Don’t scoff at this suggestion. Try it and you’ll see.

Kelvin Dorsey ~ Email Marketing Maverick

Day 47

How to Tap into a Mother-Lode of Endless Traffic

Ass-saving strategy today, so pay close attention, okay?

Oh yeah, hi.

Almost forgot my manners there for a moment.

Ok, so like I said, this is important.

Come in closer to your screen.

How do you even read from that far back?

Ahh, now that's better!

Ok, enuff dilly dally, let's start.

Do you want to know what's on the mind of most internet marketers—
apart from: “I need more money!”

I'll tell you.

It's this: “I need more leads!”

Yup, that's what they're all chasing after.

And like a wake of vultures fighting over a carcass, they are always
in want. (Hmm, that was rather poetic, wasn't it?) Whatever. Now, let
me say this: To think that all you need is “more leads” is stupider than
Jupiter.

That mindset will keep you a day late and a dollar short.

Listen, do you wanna know something interesting?

Well Pookie, I'm gonna tell you anyway.

Here's the interesting fact: Most online marketers already have leads.

In fact, it's not uncommon, even for a newbie marketer to have a list of

1,000 subscribers.

But unfortunately, more often than not, the 1,000 subscribers on that list are NOT buying a damn thing.

Listen: if you have a brick and mortar store—let's say a sporting store—and 1,000 people come into your sports store, and not even one of those 1,000 people buy anything, then you'd have to agree there's something seriously wrong with your sports store.

It's as obvious as dog crap on a white rug, right?

So let me ask you this:

Would getting another 1,000 people to walk into your sports store solve your lack of sales problem?

I say thee nay!

Because unless you identify the reasons why people aren't buying and then resolve them, getting another 1,000 people to walk into your store will just amplify the problem.

Instead of 1,000 people not buying from you, you now have 2,000 people not buying from you.

Congratulations! you've gone from being a loser, to an even bigger loser.

And that's exactly what the majority of online marketers are foolishly doing by just chasing after more leads.

Listen Pookie, if your current list of subscribers are avoiding your "buy now" button like Harrison Ford avoids doing interviews, do you really think the answer is just to get more subscribers to ignore your stunningly ignorable offers?

That, my dear Watson, is what we call a real soup-sandwich situation.

Harken unto these words:

Business is about making sales, and not about just getting traffic.

To have a mindset of:

"I just need more traffic," and ignore sales, is to put the sleigh before

the reindeer.

It's totally backasswards.

Traffic will not put food on your table. Sales are what puts food on your table.

The whole internet marketing industry has a traffic focus instead of a sales focus.

Don't listen to the chest beating gurus that put the emphases on traffic over sales.

Of course they're promoting "traffic". They're either selling you traffic, or some other secret sauce traffic product.

Don't drink the "just get more traffic and you'll get more sales" Kool-Aid.

Always focus on sales and getting customers first.

Listen, you get in life what you focus on.

Focus on making sales.

Learn what makes someone buy.

Get so good that for every 100 people that see your offer, somebody buys.

Then, and only then, will you have a business you can grow.

Remember the 1,000 people who aren't buying? You can't scale up a business like that.

Zero multiplied by 1,000,000 is still zero.

However, if you can get sales, you can buy traffic!

And if you can buy traffic, you will never be in want of leads ever again.

You see, the reason why most marketers are crying out for more leads is cuz they have no money to buy traffic.

And they have no money, cuz they never focus on sales.

Harken: If you don't know how to sell, getting leads is as useless as a condom machine in the Vatican.

Look, I could bend your ear with this stuff all day long, but I think you're picking up what I'm putting down here.

Truly, I say unto you, the way to tap into the mother-lode of traffic is to simply learn how to sell.

And with every sweet tender sale, a percentage goes towards traffic.

It's as simple as that.

Awrighty, that's a wrap.

Kelvin Dorsey ~ Email Marketing Maverick

Day 48

How to Kick ‘Writer’s Block’ in the Groin

Does your brain go to porridge when you sit down to write?

I get it; the struggle is real.

It’s as if the blank screen is sucking every last drop of creativity out of your soul.

And that damn flashing cursor mockingly chews away at your inspiration like a beaver through a redwood.

Yup, writing has a real inherent crappiness to it.

But fear ye not. I have heard thy cries, and I will share with you a shockingly easy method that will kick writer’s block right in the groin.

- 1) Ok, so here’s the method:
- 2) Grab a piece of paper.
- 3) Write down the “one big idea” you want to communicate.
- 4) Think.
- 5) Write down every point or idea that pops into your noggin’ relating to that one big idea.
- 6) Now start freakin’ writing!

Simple, eh?

Well, what did you expect? Something complicated?

I don’t do complicated.

And I suggest you don’t either.

Listen, there’s only ever three reasons why someone has writers block, and they are:

- 1) You don't know your topic well enough.
- 2) You haven't thoroughly thought-out what you're going to write about. A.k.a. "thinking".

3) You're a drooling idiot.

If number three refers to you, I'm sorry, I can't help you.

But I suspect you are not a drooling idiot if you are reading this piece of inspired literature.

Now listen, this delightfully simple method I've just showed you flat out works.

I now do this religiously.

And as sure as God made little green apples, this little method always generates a cornucopia of ideas and inspiration to boot.

Yes, it takes about ten minutes or so to do, but in actual fact, it will save you mucho time.

Why?

Cuz you won't be staring at the screen like a stunned mullet.

No suh! Instead, you'll be tap-tap-tappin' away at neck-breaking speed to keep up with all those ideas zinging into your mind.

I kid you not.

Listen, before I started applying this method, I wasted hours because of a constipated mind.

And the writing that I did manage to squeeze out was as slow, awkward, and off-track as Stephen Hawking and Stevie Wonder in a three-legged-race.

So if you want to stop getting kicked by writer's block, and start kicking writer's block, I suggest you get on this like a fat kid on cake.

Kelvin Dorsey ~ Email Marketing Maverick

Day 49

It's Time to Rat on Them Spammy Marketers

I was out walking last night.

I was strolling past a few restaurants downtown when outta nowhere, a big, dirty rat scurries by and brushes past my foot.

Let me tell you; I did the twist, jive, and tango all at once.

Make my skin crawl, those filthy rodents.

And you know what else makes my skin crawl?

Spammy Marketers.

Yup, and you'd be surprised how many similarities these pesky creatures share.

Am I comparing spammy marketers to filthy rats?

Absolutely!

They are very much alike.

I'll prove it.

Did you know:

- Rats live up to 18 months, but most die before 1-year-old (This is also the same length of time a spammy marketer lasts in an affiliate program).
- Rats can nibble through concrete and metal (Spammy marketers are also good at penetrating through tough places such as; Spam filters, Facebook group moderators, online forum administrators, etc.).
- Rats don't have thumbs (Spammy marketers don't need thumbs

either. Not when all you do is copy 'n' paste).

- Many rats are kept in laboratories and experimented on by scientists (Much like the internet marketing “gurus” who keep fresh numbers of spammy marketers in their programs to test their marketing on).
- Rats can adapt to different environments without much difficulty (Spammy marketers are equally skillful at this. Doesn't matter what new social media site comes along, they are quick to crawl in and dwell. If undisturbed, they will stay on site and spam away to their greedy little heart's content).
- It's common for rat plagues to happen in Mediterranean regions in the summer time (It's also common for a spammy marketer outbreak to occur online, directly after an IM-guru does a product launch).
- Rat plagues throughout history have wiped out many civilizations (Spammy marketers have wiped out many affiliate programs and social media sites).
- Rats are crepuscular, meaning: they're most active at night (Just like most spammy marketers who work at night after their 9-5. Although they can sometimes be seen spamming away in broad daylight).

See!

They're basically cousins.

Hey, apparently you can domesticate a rat.

So there may be some hope for the spammy marketer yet.

Later days.

Kelvin Dorsey ~ Email Marketing Maverick

EMAIL MARKETING

Day 50

Steely Dan Does Internet Marketing

*“Throw back the little ones, and pan-fry the big ones.
Use tact, poise, and reason, and gently squeeze them.”*
Steely Dan, *Katy Lied*,
“Throw Back the Little Ones”

Ahh, Steely Dan.

Truly one of the greatest bands of all time.

You know, there can only be two reasons why someone wouldn't have Steely Dan at the top of their all-time favorite music groups list.

And they are:

- 1)** They simply haven't heard their music yet (Gen-Xers and Millennials)

OR

2) they're a tone-deaf musically challenged moron.
Ok, now that I've established that fact, let's get to the real meat and potatoes, shall we?

Kool.

I was listening to Steely Dan's "Throw Back the Little Ones" the other day, and because I'm a one-track minded online marketer obsessed with all things sales and marketing, those lyrics (mentioned above) really grabbed my attention.

And if you're an online marketer, they should grab your attention also.

I know, you're probably as confused as a mood ring on a paranoid, bipolar schizophrenic right now, so let me explain myself.

Let's take a look at those lyrics.

“Throw back the little ones and pan-fry the big ones.”

Now, looking through my online marketing goggles, that line means this:

When a subscriber sneaks onto your list that is a “little one” you throw back.

What exactly is a “little one”?

A “little one” is a subscriber that:

Wants stuff for free, wastes time, takes no action, is dim witted, and is, in general, a gigantic pain in the culo.

Okay, so how do you throw them back?

You throw them back by using sales copy that turns the “little ones” off. You basically do everything in your power to show them the unsubscribe door.

Now let me enlighten you on the meaning of: “And pan-fry the big ones.”

This means when a “big one” joins your subscriber list, you treat them like gold.

“Big ones” are great subscribers.

They’re action takers.

They have brains that work, and best of all, they’re buyers!

The “big ones” will feed and sustain your business year after year cuz they actually buy your stuff.

Alright, now for the last line: *“Use tact, poise, and reason, and gently squeeze them.”*

This is talking about how you acquire subscribers.

I’m talking about the good ol’ squeeze page here, Cap’n.

And, a well-oiled squeeze page has all three of the aforementioned elements:

Tact, poise, and reason.

Let me put that in plain blunt verse for you: Tact (copywriting), Poise (authority), and reason (just what it says—a reason for them to opt in).

Only when a squeeze page has all three elements will it squeeze out a freshly caught email subscriber onto your database.

See, it's all crystal clear to you now, isn't it?

I told you it would be.

Hey, fancy that, learning online marketing from a Steely Dan song, eh?

Kelvin, that was really clever.

Aw shucks. I guess it was.

Alrighty, this gig's over.

Kelvin Dorsey ~ Email Marketing Maverick

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Day 51

High Options, Low Standards

There's this guy I know who has quite the reputation.

You see, this guy will date just about anything that wears a skirt.

And I use the word "date" very loosely.

If you ask him what he looks for in a woman, he'll say: "Teeth and hair."

Yup, a real class act, eh?

This guy's at the health clinic so much, people think he works there.

And because of his stunningly low standards with women, there is mucho drama in his life, too.

This all got me thinking about email marketing.

Stick with me, okay?

You've heard the saying: "the money is in the list," right?

Cliché, but very true.

Look, to get good money, you need a good list.

And to get a good list, you need quality subscribers.

Verily, I say unto you, the quality of your email list is directly related to your level of standards.

Most marketers online lust after subscribers so bad, they'll unzip their squeeze page for just about anyone who has an email account

Online marketers that do this need a check-up-from-the-neck-up.

Here's a quote I like: "*High standards will attract the kings, low standards the jokers.*"

Not sure whose lips uttered those wise words, but well worth heeding.

Let's break that down a bit by discussing who are the kings and who are the jokers.

"Kings" are subscribers who; already want what your product can do for them, have money, are not boneheads, are action takers and have a brain and use it.

And the jokers?

Well, unfortunately, these subscribers are a lot easier to find.

"Jokers" are subscribers who: well, just look at the list of characteristics for the "king" subscribers and think on the opposite to that).

Hey, that was kinda lazy of me, wasn't it?

Too bad.

Look, there's one word that best describes the jokers, and that word is: Freebie- seeker.

That's right, jokers are all about free whereas kings are all about investing.

A joker will never put skin in the game, and the net result?

They reside in Struggleville their whole miserable lives.

Now listen, I'm not saying you can totally avoid the jokers. Some will always find a back door, or crawl in the front door on their bellies when you're not watching.

But the best defense against them is just to have high standards.

Go for quality over quantity, and let your high standards attract the kings and repel the jokers.

You'll have less drama, and more sales to boot.

Good times!

P.S. I'm upping my standards, so up yours. (heh, heh.)

Kelvin Dorsey ~ Email Marketing Maverick

Day 52

Man Who Does Stinker Must Not Open Shop

I was at a local News Stand the other day, just flicking through a few magazines when all of a sudden I hear an almighty: phrrRRRR!!!!

I couldn't believe my ears.

The dude behind the counter just let one rip without the slightest bit of embarrassment or contrition.

Now, I don't offend easily, neither am I the politest of gentleman myself at times, but this dude flat out disgusted me.

I don't wanna get too vivid here, but this was no air-biscuit of a fart.

Nope, it was a long-and-winding-road type fart.

In other words, it was no accident.

It was purposeful and had a sense of commitment behind it.

If you saw the guy (unshaven, beer belly, and greasy hair), you'd know it was deliberate.

So I made a quick exit and vowed never to step foot in this News Stand again.

This guy didn't just break wind; he broke social etiquette and every other rule in customer service you could think of.

I mean, this guy couldn't possibly care any less if he tried.

He's lost my business for good, and I suspect I'm not the only one.

Anyway, here's my point:

This type of arrogant, don't give a crap type service is rampant with online marketers too.

You just have to jump on the typical online marketer's email list to see

the “I don’t give a crap” type emails they fart out.

Now, while on the topic of customer service; I was chatting to a Starbucks manager the other day and she mentioned how challenging it was to get her workers to smile when they serve customers.

She mentioned how just having good workers that smiled at customers increased their store’s bottom line.

And I believe it, too.

Now online you can’t physically smile at your prospects (maybe if you do YouTube Marketing) but you can write content or emails that make your prospects smile.

You know, good customer service today is rare as a good hair day for Donald Trump.

I know customer service isn’t a sexy or exciting topic, but it’s where business is made or lost.

Those in business who show their prospects they genuinely care for them will make mucho bucks.

So my friend, care for your list of customers.

It’s a win/win.

They get the best from you (your knowledge and expertise), and you get the best from them (their hard earned green).

And in business, at the end of the day, all that matters are sales.

And caring is what brings ‘em in thick and fast.

Ok, I’m outta here like a fat kid in dodgeball.

Kelvin Dorsey ~ Email Marketing Maverick

Day 53

Criminally Stupid Marketers Who Are Leaving Money on the Table

Today, I'm going to sell you on the importance of email marketing.

But first, I have a funny little tale for you.

Check out what this numbnut did:

(true story)

A man walked into a Circle-K, put a 20-dollar bill on the counter and asked for change. When the clerk opened the cash drawer, the man pulled a gun and asked for all the cash in the register, which the clerk promptly provided.

The man took the cash from the clerk and fled, leaving the 20-dollar bill on the counter.

The total amount of cash he got from the drawer?

15-dollars.

What a muppet, eh?

Yes, there are a lot of stupid criminals out there who are (literally) leaving money on the table, but my guess is, there's a helluva lot more stupid online marketers who are also "leaving money on the table."

A ton of it.

Who are these stupid marketers?

These folks: Moron marketers whose number one goal is to grow their Facebook Fan page or their Twitter followers instead of their email list.

Wow. That blunder displays a stunning combination of stupidity and misguided education, doesn't it?

Listen Pookie, doing business on social media is like sitting at the kid's

table—everyone’s shouting and nobody’s listening

Look, if you want to sit down at the adult’s table and be heard and taken seriously, then you want to jump on email.

That’s right, good ol’ email.

It ain’t new or flashy, however, email is still the 800-pound gorilla online. It’s where the mustard meets the marmalade.

It’s a place of business. It’s where deals are made and where products and services get sold.

Here’s some recent research from an online analytics company called Custora:

- There’s over 4.1 billion email accounts.
- 68% of consumers prefer email for receiving commercial messages.
- 66% of consumers have made a purchase online as a direct result of an email marketing message.

Hmm, there could be something to this “email” thing, you think?

Okay, to sum up: To ignore building your email list is stupider than Jupiter.

But like Einstein said: “Two things are infinite; the universe and human stupidity.”

I can’t see folks stopping their stupid ways (ignoring email marketing) any time soon.

Just don’t be one of them, okay?

Kelvin Dorsey ~ Email Marketing Maverick

TIME MANAGEMENT

Day 54

Why You Should Be Writing a NOT-To-Do List

G'day mate!

I've been reading a hoo-hah of a book.

It's called The One Thing, By Gary Keller.

Gary's a big believer of mastery.

The book's theme is basically, avoid being a Jack-of-all-trades and master of none.

And, I totally subscribe to this clear-minded and, well, correct way of thinking.

I mean, why do everything sloppily and second-rate when you can master one thing and outsource the rest, eh?

Wut?

You're not convinced Chief?

Then let me put it in plain, blunt verse: Most folks, especially those with an online biz, are floundering around trying to do it all. They never stick with one thing long enough to master it.

You've got tech-tarded folk trying to do SEO, and corporate-minded stiffs attempting to write engaging content.

This leaves them as confused as a chameleon in a bag of skittles and as effective as a cheesecloth condom.

And the net result?

They hemorrhage their time, money, and energy.

Listen:

Once you work out what your one thing is (Tip: play to your natural

strengths and abilities), don't waste your bandwidth on everything else. Instead, get about honing your chops until you master that one thing.

Once you have a skill that is top-notch, results will come.

Others will notice.

You'll be sought out. And opportunities for joint ventures will abound.

Most folks have trouble in business cuz they bring nothing to the table.

No skill.

No mastery.

And that's why they're continually treated like a red-headed step child from leaders and influencers in their industry.

They continue being a jack-of-all-trades and set-up shop in Averageville.

No one wants to do business with someone who doesn't bring a skill, knowledge or asset to the table.

You'll be avoided like off prawns.

Now I'm gonna shift gears and payoff the headline for you (writing a not-to-do list).

Ah, the ol' faithful "to-do list".

It's a sneaky little devil.

Most folks get all pleased with themselves because they have a list of ten activities and plow their righteous-self through it.

More times than not, eight or nine of those activities on the list are pure fluff.

They have no real bearing or impact on your business. No real substance.

These nine activities might keep you as busy as a one-armed bricklayer with crabs, but being busy doesn't always mean you're being productive.

These poor misguided souls confuse completing tasks for productivity.

Know this: It's far more important what you DON'T have on your to-do list than what you DO.

Bethink oneself this:

What's the one activity that'll bring in more business or make more sales? Then do that!

And only that.

Forget the other nine, Amigo.

They can wait.

Are you picking up what I'm putting down here?

Good, good, good.

Once you adopt this one thing mindset, rather than doing the many, you'll be on the fast track to success.

Let me finish with a Brian Tracy quote:

"You never have time to do everything, but you always have time to do the one most important thing."

So very true Mr. Tracy.

Marvelous stuff, eh?

Kelvin Dorsey ~ Email Marketing Maverick

Day 55

A Productivity-Hack That Trumps Them All

I've noticed something about you...

Well, maybe not you specifically (we will see), but my subscribers as a whole.

And it's this:

Whenever I send an email around the topic of "time management" or "productivity", my open rates go way up.

What does this tell me, my Dear Watson?

It tells me that a whole bunch of my subscribers are as overwhelmed as a one-eyed cat watching nine rat holes.

And I'm guessing that when it comes to productivity, a large number of my subscribers feel about as effective as a one-toothed man in a corn-on-the-cob eating contest.

But fear ye not, for I have heard the cries of my subscribers, and I will deliver thee with an almighty productivity-hack.

But first, I have a confession to make:

I've been a real pain in the culo to live with lately.

Why is that?

I knew you'd ask.

The reason is: I'm currently writing a book that's become a real thorn in my side, to say the least.

It's supposed to be finished by now, but other things (life) have crept in and choked my productivity on this little project.

This damn book has really been kickin' my derrière!

And do you know what the worst part about all this is?

It's this: I've been a real pussy about the situation.

How so?

You really want the details, huh?

Ok then.

I've been moping around the house like a sniveling, dribbling whiner, and saying things like:

"I just don't have the time to do it!" Or, "I'm just too busy."

Pitiful, isn't it?

HEY!!

Easy tiger.

Anyways... Here's where I tell you about the amazing productivity-hack I recently implemented to solve my lack of time and productivity problem.

You ready for it?

Good.

It's called:

(Drum roll.....

.....

.....

....

Getting Up Earlier!

Hmm. You seem a little disappointed, Chief.

Do you not like the productivity-hack?

You think it should be cleverer, easier, or more sophisticated?

Look, I know it isn't glamorous, deep, or profound, however, getting up one hour earlier to work on my project has really put some pep in

my step.

I'm suddenly carving through my project like a hot knife through butter.

You know, there's something about working first thing in the morning, too.

It's quiet.

There's no one to distract you.

Your focus is at its best after sleep.

And working at sparrow's fart is like one big injection of steroids for your productivity.

So my good friend, if you've got a project that's been hangin' around like a bad smell that needs to get done, I highly recommend you adopt this productivity-hack.

If you do...

...You'll be large and in charge in no time!

Carpe diem.

Kelvin Dorsey ~ Email Marketing Maverick

www.kelvindorsey.com

Day 56

Three Little Words That Will Save You Time, Money, and Boost Your Productivity

Let's talk procrastination—finally.

It ain't a very sexy topic, is it?

But one worth chewing the fat over, don't ya think?

I'm glad you agree.

Let me start by saying this:

Nothing gets me more irritated than these time management “Gurus” and so-called “Life Coaches” who are forever coming up with more and more reasons, phrases, words, and scientific explanations for why people procrastinate.

They come up with clever names such as; cognitive distortion, biological factors, dissertation-completion, social-esteem, prefrontal cortex analysis and so on and so on.

But really, these are just fancy ways to say: We humans by nature, are lazy, undisciplined slobs.

Listen: It matters not the reason why you procrastinate. What does matter, is the doing of the thing you're supposed to be doing.

Now listen up:

The next time you have a job to do and you're tempted to procrastinate, whatever you do, don't waste your time and dime on seeing a life coach, reading books on overcoming procrastination, or listening to all those self-help podcasts in an effort to become motivated.

No, no, no.

All that stuff is just a way of putting off doing what you know you should be doing with less guilt.

That is not the answer.

But guess what?

The real answer is known to me.

Would you like to know what that is?

Okay, then here's what you should do:

Get in your car and drive to your local footwear store. Go the sports section, and look for a pair of Nikes. Grab the pair of Nikes and look at the tag attached to the shoe. Now look very closely at the Nike logo and read those three little words under the Swoosh.

There is your answer.

Aw, nuts.

Do I really have to spell it out for you?

Look silly, I'm talking about Nike's catch phrase: Just Do It.

Sheesh.

Maybe you should go back to watching cat videos on YouTube while stuffing your face with Cheetos.

I'm out.

Kelvin Dorsey ~ Email Marketing Maverick

Day 57

Winston Churchill's Secret to Always Producing Top-Notch Work

One of my favorite Winston Churchill stories is this one:

Winston is sitting on the House of Commons crapper when he gets an unwelcomed knock on the toilet door.

It's his secretary who asks:

"Excuse me Prime Minister, but the Lord Privy Seal wishes to speak to you."

After a pause, Churchill replies:

"Tell His Lordship I'm sealed on the privy and can only deal with one shit at a time!"

Tis a most splendid quip, don't you think?

Hey, you know what?

There's actually a great productivity lesson to be gleaned from that witty line.

And it's this: Only ever do one thing at a time.

Winston was obviously a one-thing-at-a-time type guy.

Unlike the 36th American President, Lyndon B Johnson, who routinely held meetings in his bathroom.

And yes, even while doing, his, ahem, "log entries."

Anyway, the point is this: Multitasking simply doesn't work.

Scientists—and Neuroscientists in particular—have long since discovered that the brain becomes as "dumb as a bag of spanners" when doing more than one thing at a time.

Multitasking has turned the brain into the body's new appendix—no

real function, and it could quite possibly blow up and kill you (tip of the hat to Dennis Miller).

Now listen, you may get more done while multitasking, but make no mistake, that “more work” is done in a sloppy as porridge, substandard way.

You know, the best definition I’ve seen for “multitasking” is this:

Multitasking: Screwing up several things all at once.

That is very accurate.

Now listen, with online marketing, with all its moving parts, the temptation to multitask is as tempting as shoplifting is to Winona Ryder.

But ye shall resisteth with all thine might.

Otherwise, you’re functioning with an IQ of room temperature, and you don’t want that now, do you?

Fortunate for me, I don’t really have the intelligence to do more than one thing at a time. Therefore, I can safely say that I’ve never multitasked, unless you call farting and burping at the same time multitasking, that is.

Alright, that’s it for now.

Go ye and multitask not.

Peace.

Kelvin Dorsey ~ Email Marketing Maverick

Day 58

It's All Fun and Games Until Someone Starts the Project

As a marketer, you really want to get good at this one particular thing.

And that is this:

Understanding human nature.

And do you know what line of profession demands its practitioners have a strong understanding on how people tick?

What?

You say you know?

You say psychologists and social workers?

Well, maybe baby.

But I'm thinking of a particular small group of professionals that have a real knack for understanding what makes people tick.

I'm talking about the professional comedian.

That's right, my little marketing crony, comedians possess an understanding of human nature that runs deeper than Bill Gates' pockets.

And they acquire this understanding of human nature not from a book, a course, or a university, but from a place that, in my prideful opinion, trumps all other sources. And that place is...

...From Observing Real Life!

Yep, comedians have a highly developed skill of observation. Comedians observe how things really are, and not how things are dressed up or perceived to be.

As an online marketer, you want this tool in your tool belt as well.

Now here's a case in point of this "observational skill" in play:

I was watching Jerry Seinfeld's new internet show called Comedians in Cars Getting Coffee.

Basically, it's like his TV show Seinfeld—a "show about nothing."

Just comedians shootin' the breeze over some coffee.

In this episode, the conversation turned to the topic of meetings.

And in particular, meetings in show business.

Feature guest, comedian Bill Burr, complained to Jerry about how many time wasting meetings he has to attend. Bill mentioned how he recently had someone who wanted to have a pre-meeting before a meeting.

Here was Jerry's reply:

(It's funny, but very insightful, too)

"You know Bill, show business is not about the shows.

The shows are just there to justify the meetings.

We don't care about the shows or the movies, that's secondary.

It's who's in the meetings! It was a good meeting, a positive meeting.

I had a fantastic meeting the other day at CAF, we all got excited!

The whole thing we were excited about is never gonna happen.

That's what show business is all about!

Everyone in that room left that room going:

This feels good! And that is the best we'll ever feel.

Cuz if we do actually make this thing...

...everyone's gonna have some issues with it.

'The numbers aren't right.' — 'I didn't envision it that way.'

But look... I've set up another meeting for another project, we're gonna go to that one!"

Hmm. Seems a lot like the internet marketing industry to me.

Especially in the affiliate marketing and MLM strain.

Here's what I mean: You see, the idea of making money online makes

affiliate marketers and MLMers more excited than a sugared-up 7-year-old at a sleepover.

And what do they do with all this excitement?

They start attending an endless slew of meetings, that's what.

There're the Google Hangouts that go longer than a spelling bee full of stutterers, the endless stream of webinars where a bunch a drooling affiliate marketers fawn over their beloved guru, and then there're the big rah-rah conferences. This is where affiliates sell all their personal belongings and children to attend, and to... you know, go "all in" (buy all the companies products).

Congratulations! Now you can't pay your rent or buy groceries for the next three weeks, but hey! At least you're "all in"!

Oh, and don't forget about next month's "special" meeting where the company will reveal their new product.

And then, there's the product launch, and you don't wanna miss that!

That's right, the meetings never ever stop.

You know, it's a classic case of people preferring to talk about something than actually do something.

All the hype and exciting get-togethers (meetings) are almost like cocaine to some folks.

Look, here is the real lesson to be learned: Don't ever confuse meetings for productivity.

Never.

Hey, I'm not totally against meetings, but I would estimate that 90% of the time, they're right up there with; walk in banking, car queuing for cheap petrol, and playing Candy Crush on Facebook—on the time wasting scale.

Now harken: Nothing ever happens until someone pulls their finger out and gets to work.

Now, let me finish with sharing something I just found online that concurs with my exact sentiment towards meetings.

Check it out:

Are You Lonely?
Don't like working on your own?
Hate making decisions?
Then call a MEETING!!
YOU CAN:
SEE people
DRAW flowcharts
FEEL important
IMPRESS your colleagues
ALL on COMPANY TIME!!
MEETINGS –

The practical alternative to work

Ah, truer words were never spoken.

That will be all.

Meeting's over.

Kelvin Dorsey ~ Email Marketing Maverick

Day 59

Are You a Functioning Multitasker?

Here's something you might find interesting:

Studies have shown that while someone is multitasking, their IQ drops below someone who is stoned outta their mind.

Yep, one particular test done by researchers was this: The experiment was to see how effective people were in completing an IQ test, under 3 separate conditions.

The first condition had subjects complete an IQ test without interruptions.

The second condition had subjects complete an IQ test when they were “stoned” (sounds like a fun experiment doesn't it?).

The third condition had subjects complete an IQ test when they were interrupted by emails and phone calls.

And here are the results of that test:

The group without interruptions easily scored best.

And the group that performed while being “stoned” staggered in at second place.

And the group that had to perform with the interruptions got the wooden spoon (performed worst of all).

Well, I guess this research is great news for pot-heads, not so much for multitaskers.

Anyway, so there ya have it—multitasking bakes your brain more than smokin' the wacky-weed does.

You know, come to think of it, multitasking even makes you look dumber. Don't believe me? Then next time you see someone multitasking, take a close look at their face.

You'll see a dope-face expression on their mug. I kid you not.

Okay, I think I have successfully debunked the foolish idea of: the more you can do at once, the smarter you are.

And, if you're a functioning multitasker, just knock it off, okay?

If you do, it won't be long before you start out working and out producing the hoi polloi. It will seem to others that you're moving mountains, while they struggle to move sandcastles.

Now, I wanna finish off with this little ditty crooned by the grandfather of internet marketing—Ken McCarthy.

Check it:

“Your focus determines your income.”

Hear, hear! Mr. McCarthy.

Sally forth and multitask not.

Kelvin Dorsey ~ Email Marketing Maverick

Day 60

Online Biz Slump? Use the ‘Federer Method’ to Get out and Stay Out

I wish I were born earlier.

About 30 years earlier to be exact?

Why?

Because I believe some of the greatest moments in both sport and music happened in the 60’s, 70’s and early 80’s. But alas, being born in the late 70’s (1977), I was either not alive or too young to witness them.

When I hear my dad fondly recall his memories of watching Bjorn Borg play tennis or watching the great Muhammad Ali fight Joe Frazier in that famous fight they refer to as The Thrilla in Manila, I become extremely jealous.

Sure, I can watch them on YouTube, but it’s not the same, is it?

But here’s what I am grateful for:

Being able to watch perhaps the greatest man ever to wield a tennis racquet—Roger Federer.

I tell you, watching Federer play is truly a thing of beauty.

Federer makes the sport look so easy it’s sickening. I mean, he doesn’t sweat, show emotion or even grunt when he smacks the ball. Hmm. Come to think of it, there probably should be tests done on Federer, to see if he really is human.

Ok, enough fanboying over Federer, let me get to the meat ‘n’ potatoes here.

Federer is currently 33 (that’s an old fart in tennis years), is a husband and father of two sets of twins (how does that happen?) and is in the

twilight years of his career.

He hasn't been mopping up at the grand slams like he used to, and over the last few seasons, his trophy cabinet has been about as bare as an MC Hammer best of compilation. And, many experts have been suggesting that Federer's days of dominating the tennis tour are over... until recently.

What has happened recently?

This: Federer is playing like his vintage self again, and beating up on the competition with all the style and class of James Bond.

So what has caused this resurgence of golden form, and, what has this all got to do with you making more bucks with your online business?

I will answer both those questions my dear Watson, just hold your bicycle.

First, here's what Federer said when the press asked him for the secret to his regained form and winning ways:

"Stefan (his coach) wanted me to play more matches and play tournaments more consistently. I used to go in spells, but he doesn't believe in taking too long of a break.

We took a similar approach in training. Stefan reminded me to keep on playing points, whereas before I would only do that when the next tournament was close. It actually helped me to remain in a good rhythm."

Did you catch the secret?

Oh, c'mon Pookie!

I even underlined the key points for you.

What was that?

You say Federer's secret was to increase his workload?

Yes! Exactly.

So you are paying attention, eh?

Good.

Now listen to this: Federer has played more matches than almost any other player, broken almost every record there is to break, and, let's be honest, you could hardly blame him if he wanted to kick back for a bit and enjoy his spoils.

But Mirka (Roger's wife), will have none of that.

For her wardrobe and shoe collections are far from complete. And there is much shopping to be done. And so, Federer must man-up and keep on keepin' on. But not just keep playing; he must keep on winning.

And that is exactly what increasing his workload has done. It has brought back his winning ways.

And guess what?

Our online businesses can suffer slumps as well.

One month you can be raking in the doe hand over fist, the next, your sales profits start thinning out faster than Rafael Nadal's hair.

So what to do?

You do what Federer did.

And what exactly was that? Well, Federer identified a few key activities (playing matches and his practice routine) that help create good form, and then, he simply increased the rate of those activities.

So ask yourself, what are the few key activities that create sales for your business.

Once you identify what they are, simply double down your efforts on them.

So simple, yet so overlooked by so many business folks.

Do this, and it won't be long before you start seeing a resurgence of sales flooding into your business.

You know, the things that bring about real results and the success you want are always the most obvious things.

So why do people seem to overlook them?

I dunno.

If I hazard a guess, it would be this: People are always looking for secrets (there are none) and people think for something to be effective, it must be complicated.

But in reality, the more complicated something is, the more likely it won't be effective.

Anyway, I think we're done here, aren't we?

What! You want more?

Geez, you're workin' me harder than a one-armed taxi driver with worms.

Alright, alright, one last thing.

Check it out:

While out one morning in the park, a jogger found a brand new tennis ball, and seeing no one around who it might belong to, he slipped it into the pocket of his shorts.

Later, on his way home, he stopped at the pedestrian crossing, waiting for the lights to change.

A blonde girl standing next to him eyed the large bulge in his shorts.

"What's that?" she asked, her eyes gleaming with lust.

"Tennis ball," came the breathless reply.

"Oh," said the blonde sympathetically,
"that must be painful... I
had tennis elbow once."

What'd you think?

Hey, I didn't say it was going to be helpful?

But it was pretty funny, right?

Ah, whatever.

You know, sometimes I wonder if that twinkle in your eyes is actually the sun shining through your ears.

Hmm. That was kinda bitchy of me, wasn't it?

Hey, what can I say, I've got an ego like an eggshell.

Go get a pack of cards and deal with it.

Kelvin Dorsey ~ Email Marketing Maverick

www.kelvindorsey.com

Day 61

Go Fast or Go Home

Today, I'm gonna wax lyrical about "slow" and "fast".

Basically, I'll be selling you on the idea that...

...Slow Totally Blows and Faster Is Master!

I'll also introduce you to sales expert, Grant 'Freakin' Get Outta My Way' Cardone.

You ready?

Ok, let's go!

Now, I might not have to convince you that most folks in the world are living pay check to pay check, right?

I read somewhere recently that the top 1% richest people own 40% of the world's wealth, and by 2016 that may well be 50%.

However, it's not just money where people are failing.

How many folks do you know that have achieved something great in their lives?

What gives?

Why so few wealthy?

Why so few great achievers?

I believe a major reason is this: We bought into the lie that "slow and steady" wins the race.

And yes, you might win the race, but WHAT race?

I'll tell you what race—the race to Averageville. That's where you'll end up following the "slow and steady" mantra.

Look, the slow and steady axiom is good advice if you want to be average. But you, being one of my subscribers, I suspect you don't

want to settle for average, do you?

Of course you don't.

Now listen: Have you ever looked up the word "average"?

It means this:

Usual, or ordinary.

Now that's a race I don't want to win.

The reality is, the average person is broker than the tooth fairy in a house full of meth addicts.

But I guess it depends on how you define broke. Really, doesn't it?

If you live in a first world country, have access to health care, education, and the internet, but you can't take one month off work before falling behind financially, well, I dunno if I'd call that broke necessarily, but financially speaking, you're...

... More Vulnerable Than a Blockbuster Video Store!

You see, the whole "slow and steady" belief makes you "average" not only in regards to your finances but in everything you do.

Yes, slow and steady is better than stop and start, but only in the same way that dying from natural causes is better than getting murdered.

And you know what?

This achievement killing belief of going slow seeps into our minds from a very early age.

How?

Well, let me ask you this: Were you told the ol' Tortoise and the Hare story as a kid?

Uh huh! Well, make no mistake, my little marketing crony, these little parables we hear as kids form rock-solid beliefs that we carry into adulthood.

Is it any wonder so many people are just shuffling through life like a tranquilized sloth?

You see, going “slow” quickly degenerates into laziness, delusion, and apathy. All the attributes of the average person.

The average person shuffles through life, slumped shoulders, dragging their feet from activity to activity, foolishly thinking they have all the time in the world.

You can see it playing out in the workforce, too.

Employees do just enough not to get fired, and employers pay just enough to keep them there.

It all reeks of “slow and steady” if you ask me.

But that’s how “average” does it. I hate average, and I hope you do too. I’d rather gargle battery acid than be average.

Listen: Here’s what folks don’t get:

You Don’t Go Slow Because You’re Average, You’re Average Because You Go Slow!

Read that again.

Let that percolate for a minute or two.

Now look, if you want to escape “average”, you’ve gotta drop “slow” like the bad habit it is, and embrace “fast” with both arms and legs.

Speaking of fast, let me introduce you to sales expert, Grant Cardone.

Grant Cardone is a freak of nature.

He’s a hurricane of energy whose whole ethos is: **GO FAST!**

Whenever I feel like I’m in a bit of a funk (slowing down), Cardone is my go-to man.

If you wanna speed up your life and win the race to Successville, you’d better go fast and steady, not slow and steady.

Here’s probably where I should toss in a caveat.

Legendary basketball coach for the UCLA, John Wooden, says it best: *“Be quick, but don’t hurry.”*

In other words, don’t be a bull in a china shop. Instead, be quick to

prepare and gain the right knowledge and then—pedal to the metal baby!

And when it comes to going fast and achieving your goals, no one does it better than Cardone.

Here're a few little stories that highlight Cardone's mindset of *"fast and steady"*;

Grant didn't start off too well in life. By age 20 he had a 500 dollar a day cocaine habit which led him to rehab at just 24 years of age.

While in rehab, Grant met a guy who was being treated who was well into his 60's.

Grant looked at the guy and said: *"What took you so long to get here dude?"*

Here're a few more examples that illustrate Grant's mindset of *fast*:

Being pulled over by the police, Grant's response to: *"Was there a reason you were speeding sir?"* was: *"Yeah, I'm in a hurry!"*

Or his remark to a mechanic who was fixing his car brakes: *"Look, dude, just take those things right out. I don't want them. They just slow me down!"*

Yup, Grant only knows one speed, and that's: All out balls-to-the-wall, get outta my freakin' way, fast.

And it's this fast and steady mindset that has enabled Grant to become a millionaire at age 30, become a New York Times bestselling author, own three multimillion dollar businesses, become a sought after public speaker, and amass a net worth of 100 million dollars.

You know, there's only one race worth entering, and that's the race to become great.

And the way to win is, yep, you guessed it Pookie, it's...

...FAST AND STEADY!

Know this:

Time is short, and the hour grows late, so take your damn foot off the

brake and get going!

Sure, slow and steady will get you to your goals (eventually), but why take decades when you can do it in a couple of years?

But of course, going fast and steady is not easy (I hate that part).

Going fast and steady takes a heart full of courage and an uncommon amount of chutzpah.

So, I want to finish this off with one of my most favorite quotes:

“You can’t be common; the common man goes nowhere. You have to be uncommon.”

-

Herb Brooks

Kelvin Dorsey ~ Email Marketing Maverick

ENTREPRENEURSHIP

Day 62

The Secret to Making Mo' Money

Hey...

...In my outstanding devotion to giving you my best advice on all things sales and marketing, I've realized I haven't given you a good ol' book recommendation for a while, so...

...here it is:

It's called The Millionaire Fastlane.

The author, MJ Demarco, is one helluva clued-up individual. And, qualified to write such a book. MJ Demarco made his fat fortune faster than a knife fight in a phone booth.

You know, when it comes to wealth creation books, most of them should not be tossed aside lightly. No. They should be thrown with great force (Tip of the hat to Dorothy Parker).

When it comes to teaching people how to make money, a lot of teachers or gurus get caught up in the how-to's and ignore the foundational principles of making moolah.

Not so with MJ's book.

This one's chock-full of "24 karat information".

Reading this book, you'll discover MJ Demarco has a deep-seated hatred for foolish advice and concepts on making money such as: "Just save money" and the lazy person's favorite: the "law of attraction."

And I totally agree with him on that stuff.

I mean, if you believe in a mystical power outside of yourself to start raining down wealth onto you, then you're gonna end up being plankton in the economic food chain.

And will remain there, too.

Ok, so I wanna share with you a great insight/metaphor MJ uses when

talking about making more of the green stuff.

Here it is: (It will be paraphrased somewhat)

Money is like a mysterious cat.

It's elusive.

Hard to catch.

You can get within close range of it, only to see it slink away. And the more you chase it, the more it hides.

So whaddya do?

How do you get more money if it's so damn elusive?

Well, you do what someone who is trying to get a cat to come to them would do.

And that is: Think about what attracts it.

If you're trying to get a cat to come to you, do you think a nice big plate of tuna might attract a cat?

You betcha!

If you have something that cat wants (big ol' plate of tuna), you could be wearing a gorilla outfit and that mysterious cat would still wander right up to you and eat right out of your big gorilla-like hands.

And you know what Chief?

Sadly, most folks are chasing money.

And chasing after money will leave you as frustrated and broke as an Amish electrician.

Harken: The first step towards making mo' money is to realize you can't get more of it by chasing after it.

Or focusing on it.

Or praying for it.

Or giving to the Televangelist.

Or visualizing it.

Hmm... how well do ya think “visualizing” would work in regards to getting a cat to come to you?

Nobody’s dumb enough to think that would work, are they?

Well, nobody with at least two brain cells to rub together, anyway.

You simply just put out some yummy cat food for the cat and BINGO! The cat’s greedy little face is in that cat food.

But when it comes to money, for some crazy reason, a lot of people think money will come to them by simply visualizing it coming to them.

You know, when it comes to money, people’s IQs really do drop to the bottom floor.

Anyway, let’s wrap this up.

The bottom line is this: How do you get the cat to come?

Yes, by focusing on what attracts the cat, instead of focusing on the cat. And it’s exactly the same thing for getting money to come your way.

Listen, honey, don’t focus on the money; focus on what attracts the money.

So what is it that attracts money?

The answer is monkey-simple: Have something to sell to a group of people who are prepared to pay you for it. That is what attracts money, my friend. Put all your focus on making that happen.

You see, just like a cat will happily give up its aloofness in exchange for food, so too will a buyer happily give up her money in exchange for a product she thinks is worth more than the money in her pocket.

It’s all about creating a product or service that is perceived by your market to be more valuable than the money that you’re asking for it.

It’s about creating value for the marketplace. The more value you create; the more money you will get. Yup, increasing the value of your products or services is what attracts money.

I know I'm flogging this point within an inch of its life, but it's a point so valid, you need to burn this into your brain.

Ok, I think we are done here.

So, if you want mo' money, sally forth into the modern concrete jungle and create a ton of value for your customers.

Wow, look at the time!

I've got to get going before my local news agency closes. I haven't bought my weekly lottery tickets yet.

See ya!

(That was a joke dimwit)

Kelvin Dorsey ~ Email Marketing Maverick

Day 63

Beware of the Self-Help Masochists

Have you heard this before?

“You’ve got to fail to succeed.”

Or, “Failures just a part of success.”

If you’re into personal development, you probably have. The self-help industry is obsessed with failure.

They glamorize failure.

They put it on a pedestal.

They embrace it, and nurture it, and rub its belly.

The personal development gurus will sing failure’s praises.

“Go out and fail,” they say.

Their reasoning? I dunno. Maybe it’s this:

To say “Go out and fail more” sounds contrarian and speakers love that! (it gets attention). They claim that failure will give you the insights you need to succeed and will build your character.

And I agree. Failure will give you some insights and build your character.

So what’s my beef with this “go and fail more” message?

Am I just trying to be a dick about this?

Well, not this time, Buckwheat.

I really do think this type of message is leading folks astray. Here’s what I mean:

Life is good enough at disemboweling your dreams and activities all by itself. It doesn’t need your help, Pookie.

Just being on this crazy spinning planet will give you ample

opportunity to experience failure without you purposefully looking for it.

You know, failure is the one thing in life you can count on.

Failure will shower itself upon all mankind, asking nothing in return.

Failure in life comes as freely and bountifully as oxygen. It isn't in scarce supply.

Failure is what we humans do.

It's built into our DNA.

You don't need more of it.

Listen up: The real secret to success is...

...To Avoid Failure as Much As Humanly Possible!

Have you ever stopped to think that those who are succeeding wildly in life might actually be failing less than you?

Look, I agree that we all learn from failure, however, it doesn't have to be from your failure.

That's right my little marketing crony; you can minimize your failure by learning from other people's failure.

But you know what I've found? It's this: Some people just love "the struggle."

They get off on headbutting brick walls until either the wall or their head caves in.

But me, I like to avoid failure. I kinda like winning more than losing.

But that's just me. I'm weird like that.

Now harken: success is basically just doing the right thing the right way.

You can either spend all your personal resources on finding out the "right things" and the "right ways" yourself, or you can wise-up and limit your failures by fast tracking your success.

How so?

It's simple.

Here're the two best ways in order of their effectiveness:

1) Get a mentor

2) Read books

That's it, my friend.

All the answers are out there patiently waiting inside a person or a book. And if you take advantage of them, it's like having a 50-meter head start in a 100-meter race.

But alas, us humans are a dim witted species and love to find our own way in life, don't we?

I've been guilty of this.

In fact, I've turned it into an art form.

But here's what I have come to realize about myself: I'm excellent at finding problems, not so good at finding solutions.

So even I, the Email Marketing Maverick, have sought out mentors and books.

How did I find within myself the humility to learn at the feet of others, you ask?

That's simple: I simply learn their secrets and then take all the credit.

Anyways, if you'll harken unto these words and actually find a good mentor, and read good books, you'll grow from strength to strength like Katy Perry's Twitter account.

You'll avoid the common pitfalls and blunders and zing your way past the bleating "I'll do it my way" herd.

Oh yeah, here's a good point: Even the egotistical "I did it my way" Frank Sinatra had a mentor.

Yup, it's well documented that Frank Sinatra idolized the great band leader Tommy Dorsey for his skill, style, and intelligence.

Hmm, even the great Frank Sinatra knew that when a "Dorsey" speaks, you shut up and listen.

Alright, I hope I've convinced you to start looking for mentors and to read more books about great people to avoid failure and to make a huge success of your good-self.

Until next time.

Kelvin Dorsey ~ Email Marketing Maverick

Day 64

A Bad Case of Selective Reading

Hayadootin’?

Today we look at the book, Think and Grow Poor... oops, Rich.

Think and Grow Rich is lauded to be the bible on personal success and achievement.

However, there’s one little lonely chapter in it that seems to always get stuck together. I’m talking about the almost blackballed chapter titled, Persistence.

Here’s my theory: When readers come to this section, they’re so shocked to find out they’ve actually gotta do something, they spill their coffee on those few pages, causing them to permanently stick together. And thus, they never get to read that chapter fully.

Or is it just a case of selective reading?

Probably more likely, huh?

I think so.

You see, people looove the chapters on visualization, affirmations, desire, faith and the “Mystery of Sexual Transmutation” (Yep, that’s a chapter in the book), but folks are not so fond of this persistence thang.

Sure, Napoleon was a little kinky, but he was also a very cunning marketer. I mean, imagine if he called the book Persist and Grow Rich. That’s right—ain’t nobody buyin’ that book! (it sounds like work).

Listen: Any folks that are kickin’ a\$\$ in life, I’ll betcha dollars to donuts they’re persistent action takers.

Success don’t come any other way.

I wish it did. I’d love to get my “lazy on” just like the next person.

It’d be just dandy if success came by getting out your crayons and

scissors and making some crafts (Vision boards), or babbling out some affirmations like: “I’m a money magnet” (nope, you’re just talking), and visualizing yourself sipping martinis on a luxurious private island while being massaged by your personal servants (nope, you’re just daydreaming).

Listen, there’s a lot of personal development and “law of attraction” junkies out there who have a champagne taste but beer pockets. Their craftwork and visualizations might make them feel warm and fuzzy, but it damn sure isn’t moving the needle on their goals.

There’s only one thing that will move the needle in regards to achieving your goals in life, and that one thing is...

...Taking Persistent Action!

Listen, there’s a heap of stuff in life we can be selective about, like:
Food, friends, hobbies, etc.

But, you can’t be selective when it comes to success. Success will just bitch slap you down. Success is one tough mistress. And you’d better approach her correct.

And persistent action is what success demands.

Not craft work, thinking, visualization, or affirmations.

No.

It’s persistent action baby!

“Persistence” being the operative word.

Now hear this: The main reason for people failing to achieve their goals in life is not because people can’t find out the right actions to take—all the information is out there. No. The real reason for failure is because people don’t persist with their action taking.

They quit too early.

You see, finding out what actions to take is the easy part. But taking action when things don’t go right, when you don’t see any results, when people say you should give up, when you’ve already thought about quitting several times, now that takes big kahooners. (Is that a

word?).

Okay, I'm gonna wrap up with a neat little quote.

Check it out:

“So long as there is breath in me, that long I will persist. For now, I know one of the greatest principles on success; if I persist long enough I will win.”

Og Mandino

Hoo Hah!

Kelvin Dorsey ~ Email Marketing Maverick

Day 65

How a 61-Year-Old Scrawny Farmer Beat the Pants off a Professional Runner in an Ultra-Marathon

Below is an underdog story of epic proportions.

Frankly, I can't say I've ever heard an underdog story even come close to this one.

Imagine if in the movie Rocky, they had made Rock Balboa a 61-year-old farmer, who had false teeth and was riddled with arthritis, who then goes on to become the heavyweight champion of the world?

It'd be a bit of a stretch, wouldn't it?

Well, this is exactly what happened in Australia in 1983, except it wasn't professional boxing, it was professional running.

Here's the story:

It was 1983, and 150 world class runners from around the world turned up to run the Sydney to Melbourne Ultra Marathon.

This marathon was 875 kilometers (544 miles) of flats and hills.

It generally took a world class athlete 6 to 7 days to complete.

It was known around the world as one of the most physically and mentally demanding races.

And a 61-year-old toothless farmer from Beech Forest named Cliff Young, who had previously been diagnosed with arthritis in most of his leg joints—claimed he'd ran it out like running the rust off an old car—thought he'd give the ultra-marathon a crack.

The scrawny and socially awkward farmer turned up on the day wearing overalls, gumboots, and no teeth—Young said his false teeth rattled when he ran—quickly drew the attention of the media who thought he was just a crazy old coot who was about to undertake an

impossible feat.

When asked by the media: *“Do you think you can finish this race?”*

Cliffy replied: *“Yeah, I used to run for nearly three days at a time rounding up sheep on the farm as a kid... this is just a few more days than that.”*

And get this: Cliff’s trainer was his 81-year-old mother. Can you believe that? A female coach? (Settle petal, that was a joke—geez!)

And his training method?

Running in gumboot galoshes chasing dairy cows.

Oh yeah, and his race attire?

Pants with holes cut in them for ventilation.

I’m not making this stuff up!

Physically he looked as fragile and weak as thin glass.

His running technique was more of a leisurely shuffle than running. It’s now known as the Cliffy Young Shuffle.

Here’s how it went down:

As everyone predicted, ol’ Cliffy was left eating the other runner’s dust on the first day.

You see, the contestants knew that it took about seven days to run it successfully, and that meant running for 18 hours and sleeping for 6 hours.

But ol’ Cliffy didn’t know that, did he?

Nope.

Cliffy didn’t realize you were allowed to stop and sleep.

Yes, Cliffy was also a few sheep short in the top paddock, if you know what I mean.

Onward.

When the morning news aired, people were stunned not only to find

out he was still alive and kicking... but... he had kept running throughout the night without stopping.

Cliffy was still a fair way behind the other runners, but in true Forrest Gump style, he just kept running (shuffling) and running and running.

Every night he would get a little bit closer to the lead pack of runners.

By the last night, he had passed the leaders like a thief in the night and won the race.

Not only did Cliffy win it, but he shattered the previous record by two whole days.

Not too shabby, eh?

Here's one more interesting fact: The Cliffy Young Shuffle has been studied and adopted by elite ultra-marathon runners because it's considered more aerodynamic and expends less energy.

What a champ!

And now for my stunningly insightful observations (you know, stuff we can learn from this crazy old farmer).

Here they are:

- 1) Hard work will always give "talent" a shellacking in the long run (no pun intended).
- 2) Just cuz the so-called "professionals" are doing it a certain way, doesn't always mean it's the best way.
- 3) Sometimes not knowing the rules is a good thing.
- 4) You can take the Tortoise and the Hare parable to the bank when it comes to running marathons.
- 5) The universe rewards constant motion over stop and start.
- 6) Age is only an issue if you make it an issue.
- 7) Sports clothing technology is a load of crap.
- 8) We all sleep too much.
- 9) Look after your teeth more.
- 10) If you have arthritis, start running.

Okay, you could probably tell by my last few observations, that my powers of insight are waning.

I better wrap this puppy up.

I'll leave you with a quote from Cliff Young:

"I like to finish what I start doing. I like to see it through to the end, to the best of my ability" (no kiddin').

It's a wrap.

Kelvin Dorsey ~ Email Marketing Maverick

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Day 66

W. Clement Stone vs. Napoleon Hill - Who Wins?

How art thou?

You know, I used to be a real personal development junkie.

I've gorged myself stupid on all the popular PD books. And here's two books I recommend:

Think and Grow Rich by Napoleon Hill, and The Success System That Never Fails by W. Clement Stone.

Ok, so let's talk Stone vs. Hill:

Now, if these two dudes were to square off in a bar fight, I'd put my money on Napoleon Hill. Apparently, Hill was a real mean S.O.B. But, as far as who was the most successful of the two, W. Clement Stone wins that one hands down.

You see, there's something most people don't know about Napoleon Hill. And that is this: For most of his career, he was broke as a joke.

Yep, it's true.

Sure, he hit it big a few times, but Hill always burnt through it faster than beans through a cowboy. As a result, Napoleon's businesses were always in the ketchup. Napoleon Hill was what internet marketers refer to as a biz hopper.

He jumped from one biz venture to the next like a frog in a sock, often leaving a trail of carnage in his wake.

In his later days, Napoleon ended up living in a small rented room. In fact, he was so strapped for cash, he sold, the now famous, typewriter he wrote Think and Grow Rich on, for 50 bucks. Finally, in the end, it was W. Clement Stone who bailed Hill out by buying the rights to all his work and put Napoleon in charge of his national insurance sales

force (Who's ya daddy?).

So why did Hill always struggle, and why did Stone always go from strength to strength?

What was the underlying difference?

Well, there's a clue in their respective book titles.

You see, Hill's book focused on thinking while Stone's book focused on a system.

While Hill was jumpin' from biz to biz, Stone was perfecting his business system (perfecting the important details of his operation). Stone's business system was so good, it enabled him to serve his customers better than his competition. And therefore dominated the market like a boss!

Whereas Hill approached his businesses with the fervor of a kamikaze pilot and suffered for it. Napoleon Hill never established a solid business system. Hill may have been a good philosopher of success and wealth, but as a practitioner, he was lousy.

Stone knew in order to make mo' money in business you must have a strong system in place.

No guesswork, no winging it; just proven systems that bring in customers and keep customers.

Without a system, your business will whimper instead of howl.

So in conclusion:

Napoleon, thanks for the book, but you lose this fight.

W. Clement Stone—You Da Man!

Sayonara.

Kelvin Dorsey ~ Email Marketing Maverick

Day 67

Rafael Nadal's 7 Success Traits Every Online Marketer Must Have

"Hola."

Tennis fan or not, I think you'll like this one.

Today I'm going to dissect Mr. Rafael Nadal's success traits like a surgeon with a scalpel and show you how these traits are a must for the online marketer.

Sound good?

Sorry? You say you can't wait to read this one?

Okay, Eager Beaver, let's get straight to it then.

Now, even though I'm a Federer fanboy, and Nadal's been a constant thorn in Federer's side' (denied Federer 4 French Opens), I've got mucho respect for this warrior of a tennis player they call Spain's Raging Bull.

Ok, let's get slicin'.

Trait Uno: Mental Toughness

Rafael Nadal has got the mental toughness and focus of a bomb disposal expert.

And boy oh boy, does he need it. Rafa has a lot to deal with being one of the best tennis players in the universe.

Nadal has to face things we mere mortals will never have to deal with, such as; millions of fans and their expectations, constant attention from the press, being the target of every other professional player on the tour, having to sift through the endless business proposals being thrown his way by money hungry corporations, and dealing with his constant urge to pick his pants out of his bum before every tennis serve (that is true).

Then there's the on court drama—the crowd, the cameras, his opponent, playing through his niggling injuries, and the verbal taunts coming from the crowd—mostly from Novak Djokovic's parents.

But, Nadal's uber mental strength blocks all that out like Don King's hair at the cinema.

All he's aware of is that little fluffy tennis ball.

And as an online marketer, there's a ton of stuff you must block out too.

You've gotta block out: past failures, the pressure to replace your other day job, jerkwad customers, the avalanche of emails, the phone, social media, your wife and kids barging into your home office every five minutes, and the constant urge to sit at the computer all day in your underwear eating Cheetos and playing Candy Crush.

Oh, I see. That last bit would just be me, right?

Whatever.

Listen: To perform at your best as an online marketer, you need Nadal-like mental toughness and focus.

Nothing in business is accomplished without it.

Next.

Trait Dos: Never Say Die

Rafa is renowned for coming back from near defeat and winning in the dying minutes of a match.

He's relentless in his intensity and desire to win. He ain't giving up, and his opponents know it. Nadal makes his opponents bleed for every single point.

No matter the score, Rafa believes, in the end, it will be him standing as the victor.

This never-say-die attitude is crucial if one wants to achieve their goals.

When your back's to the wall, and all seems lost, sure, go and seek out

some Southern Comfort and drink up, but in the morning, you'd better wipe away those sorry-for-yourself tears from your beady little eyes and get back on the computer.

You gotta believe that in the end, you'll be the champ, and your competition—the envious chumps.

Trait Tres: Be Unique

While Federer has the style and class of James Bond, Nadal has a more, hmm, how do I put it, a 'Conan the Barbarian' type thing going on.

When Nadal first burst onto the world tennis scene, he wore long pirate pants; his hair went to his shoulders, and he sported a sleeveless shirt that exposed bulging biceps any bodybuilder would be proud of.

Needless to say, Nadal stood out like an honest man in the White House.

And it wasn't just his appearance that made him stand out. Nope. Rafa played the game in a way no one else previously had.

You see, Rafa hits the ball with the power and fury of a Mike Tyson right hook, yet with the accuracy of a special forces sniper. A lethal combination that produces excessive topspin and arch that drives his opponents scampering and utterly frustrated.

Most players are used to the ball flying through the air and then bouncing. When Rafa hits the ball, it fizzes through the air then ricochets (almost unplayable).

And guess what my little marketing crony, in business, you had better be unique, too.

What do you bring to your market that's fresh and new? (it's a good question, no?).

You don't necessarily have to reinvent the wheel, just have a different edge or angle.

Here's a good little ditty you should remember: "Standout, or stand to

lose.”

Onward.

Trait Quatro: Have Rituals

If you’ve ever watched Rafa play, you’d have noticed he has more rituals than a Jewish synagogue.

They’re: his insistence to place his water bottles exactly together with labels facing the court, his quirk about not ever stepping on the white lines in between points, and, the almost tick-like adjusting of his shirt, hair and tennis shorts (bum pick) before every serve.

Okay, so he’s a little OCD.

No one’s perfect, right?

But all these little rituals help him to achieve his biggest ritual of all—winning matches.

You see, there’s nothing in the Nadal game that’s isn’t planned, thought-out and systemized. His game routine is more systematized than a McDonald’s restaurant.

You wanna win in business?

Then get rituals.

Find your certain way of doing things (systematize) and if it brings in the bucks—rinse and repeat.

Trait Cinco: Keep It Simple

I love what Einstein crooned:

“Make everything as simple as possible, but not simpler.”

Bruce Lee was also a fan of keepin’ it simple. Here’s what Bruce quipped:

“Simplicity is the key to brilliance.”

And they both sum up Rafael Nadal beautifully.

Nadal’s team is simple. No. That type of “simple”. I mean, Nadal’s team is just his uncle Toni and himself. Yup, it’s Nadal and Uncle Toni

vs. the whole freakin' pro tennis tour.

And the game plan just as simple: murder the ball and grind down the opponent to a pulp.

“Vamos!”

Most business folks seem to be forever putting out fires and chasing their tails. They have too much staff, the wrong staff, pointless meetings, ridiculous procedural paperwork.

Not good.

Keep your business Nadal simple-like.

Find good staff you really need, and keep ‘em.

Systematize and automate what you can.

Everything else, use good ol’ fashioned common sense.

Trait Seis: Constant Improvement

Ahh, Rafa does this to a sickening degree.

You always hear Nadal nattering on about improving and getting better.

The guy’s been eating, sleeping, and breathing tennis since he was a fetus, and all he can say in broken English to the press is: “I must improve, no?”

In business, if you’re not improving, you’re losing.

Losing ground.

Losing momentum.

Losing sleep.

Losing money.

Losing to your competition.

Nuff said.

Trait Siete: 100% Commitment

Nadal plays every point like it's match point.

Doesn't matter the score.

Every hit is treated with the same snarling growl.

In business, it's easy to slack off on what we deem to be not as important.

Nadal would gasp at such blasphemous thinking, no? (I love how the Spanish throw 'no?' in everywhere).

Everything done in your business is important. From answering the phone to making the big deals and everything in-between.

Listen, give every client your best. Treat every client like they're your only client. This Nadal-like commitment level really is the master key that will unlock the success in your business that you've always dreamed of.

Phew, we got there!

I need a drink.

Kelvin Dorsey ~ Email Marketing Maverick

Day 68

Internet Marketing without the Self-Medication

Was reading an interesting article the other day.

It was about a police sniffer dog that was searching a car for drugs, and boy oh boy, did he find them!

The Californian canine accidentally inhaled the cocaine.

That's right. This sniffer dog geezed some foo-foo-dust right up his little snout.

Reports are that since the incident, Big C (what he's now nicknamed at the police department) has been given orders from his captain to "shape up or ship out" due to his recent misconduct that includes:

Turning up to work late, chewing up the newspapers in the police lunchroom, stealing all the steel spoons from the kitchen, urinating in public, and sniffing the captain's wife's butt.

Ok, so maybe I added a little yeast to the news story here, but the point is this: every occupation has its hazards.

Police dogs, farmers, teachers, pilots, builders, and yes, online marketers.

Yup, online marketers have occupational health hazards.

And no, I'm not talking about things like: poor posture, or RSI of the wrist, or excessive duration on your booty. Nope. I'm talking about an occupational hazard that affects your mental health.

Tis what happens when novice online marketers come into the game all full of piss and vinegar—normally through an affiliate program that promises to make them honky-tonk-high-falutin'-stinkin'-rich by simply just plugging into their system, only to find out the plug 'n' play was more plug 'n' pray than anything.

The novice marketer soon realizes that the “easy money” they were promised ain’t comin’ their way.

Then the depression sets in.

Most of those affiliate (make no money online) programs just turn folks into certified marketing morons.

Look, this is what all newbies need to know straight up: there ARE NO plug ‘n’ play push button systems that will magically sign up people and spit out money like a Las Vegas slot machine.

To think you can just leech off other people’s (gurus) skills and knowledge and profit from it is insane.

Folks don’t try and leech off other people’s business skills and knowledge offline, so why do they think they can do it online?

That’s a great question my friend, one I don’t have an answer for; I’m sorry.

Anyway, I was talking about the occupational health hazard for online marketers, wasn’t I?

Well, the way to avoid the depression and heartache is to know this: You should NEVER rely on anyone else to sell anything for you online.

To rely on a guru’s system or sales video is a Hail Mary marketing move if ever I’ve seen one.

Internet marketing is a business.

You can work for someone who owns their own business (the guru) or you can start your own business. I recommend the latter.

It will give you peace of mind, and the money you make is your money.

Take heed of this advice and avoid the occupational health hazard of ill-mental health.

That’s my too many cents, anyway.

Peace.

Kelvin Dorsey ~ Email Marketing Maverick

Day 69

Just Read It

Have you heard this before?

“Reading on the toilet gives you hemorrhoids.”

What utter rubbish!

Bad diet gives you hemorrhoids, not reading.

In fact, reading the newspaper on the toilet has proved to be quite helpful.

Running out of toilet paper can be extremely inconvenient for most folks, but not so for the newspaper reader.

Sure, it’s a little dry, but it does the trick.

Anyway, it seems to me most people go around looking for reasons not to read. Non-readers have more excuses than a pregnant nun for not picking up a book and reading.

Here are the most common excuses for not reading:

“There’s poor lighting, and that would be bad for my eyes;” — “I get sick reading in the car;” — “I prefer audio books;” — “I don’t have the time, I mean, after I’ve watched all my favorite TV shows, it’s kinda late, and I can’t read when I’m tired;” — “I’ve got ADHD;” — “I’m a slow reader;” and on and on it goes.

Aww, poor widdle possums.

You know, I just don’t get it.

You have more than 80% of the population struggling financially, more and more sick people, relationship breakdowns, struggling small business owners, and 98% of them will never pick up a book to find some knowledge that would help their situation.

Now here’s a good time to throw in a favorite Mark Twain quote of mine:

“The man who does not read has no advantage over the man who cannot read.”

Hear, hear! Mr. Twain.

In my book, it's a mortal sin to stumble-bum your way through life when there are solutions to pretty much every problem, written down somewhere in a book.

We live in the freakin' information-age for crying out loud.

But alas, you can lead a person to the library, but you can't make them read.

And that's the other thing, books today are just one lazy finger-click away, and you can carry a whole library around in a teeny-weeny book-shelf-thingy called a Kindle.

It doesn't get much easier than that.

But until someone comes up with a way to gain specific knowledge by just popping a pill—you could call it Knowledge in a Pill—where absolutely NO reading is required, I can't see this situation changing.

Am I purposely going on a big rant here about reading?

Damn straight I am.

Look, being a reader is like having a v8 engine when everyone else is staggering around on roller skates.

It's the ultimate leg up.

Cuz when you know more, you can do more.

And YOU my learned friend, seeing you're reading this right now, you're probably looking for more books to read, right?

I knew it.

Awrighty then, knowing that you're into sales and marketing and making mucho bucks, here are five books of choice that are all a delightful romp through the world of marketing for the mind.

Check them out:

- 1) Tested Advertising Methods**
— John Caples
- 2) How to Write a Good Advertisement**
— Victor O. Schwab
- 3) How To Make Maximum Money With Minimum Customers**
— Craig Garber
- 4) Winning Through Intimidation**
— Robert Ringer
- 5) How I Raised Myself From Failure To Success In Selling**
— Frank Bettger

Well, why are you just sitting there with that silly look on your face?

Go get ‘em!

P.S. If you do a little bathroom reading like myself, you might wanna check out this book: Tidy Bowl Man, Ahoy Up There!

It’s a great little read.

Kelvin Dorsey ~ Email Marketing Maverick

Day 70

Too Many Chumps and Not Enough Champs

Storytime!

Dan Kennedy (legendary direct marketer and speaker) tells a funny story about an embarrassing incident that happened to him while speaking at a seminar.

This was when Dan was cutting his teeth on the speaking circuit and trying to make a name for himself.

The seminar Dan was holding was on wealth creation and marketing.

Here's what happened:

While Dan was on a coffee break chatting to some of the attendees, Dan noticed something happening across the road.

Something that caused a cold chill to run down his spine.

What Dan saw was a rather zealous repo guy towing away a car. But not just any old car—his car!

Watching this happen made Kennedy about as nervous as Floyd Mayweather at a spelling bee.

Yup, Dan Kennedy's car is getting repossessed right in front of the seminar for all to see. But the quick-thinking Kennedy says: (in a loud voice to ensure the seminar attendees hear it).

"Hey, my car detailer is here!"

And to make it look like it really was a car detail job, he sashays across the street, takes out his wallet and hands the repo guy 200-bucks.

The repo guy can't believe his luck. This was probably the first, and the only, time in history that a repossession agent had been given a tip.

Now, that's a pretty amusing story, isn't it?

But there's also a valuable lesson to be gleaned my little marketing crony. And it's this: all successful people back themselves.

Bethink oneself this:

Kennedy is giving wealth creation advice at a time where he was obviously having financial troubles of his own.

Some would call this unethical or lacking integrity. I call it having chutzpah. You know, big clanging balls. You see, only someone who sees themselves as a success could do that.

Kennedy might have been broke, but he wasn't poor. What I mean by that is this: Kennedy may have been in financially tough times, but he didn't see himself as poor. No. He still saw himself as a success.

Let me say this: Being broke is temporary whereas being poor is permanent.

I'll explain further: You see, being broke is a situation, and situations can easily be changed.

But if you see yourself as poor, you'll always be broke. Why? Because you'll never end up doing the thing, or becoming the type of person, that attracts money.

Make no mistake, what you believe about yourself determines everything. Trust me Pookie, if you think poor, you'll act poor, and if you act poor, you'll end up poor. Likewise, if you think successful, you'll act successful, and if you act successfully, you'll end up successful.

Are you picking up the gold I'm putting down?

Good.

Onward.

You see, successful people back themselves no matter how much of a soup-sandwich they find themselves in.

They always believe that in the long run they'll come out smelling roses, and with stunning regularity, they do.

Know this: if you don't have faith in yourself, nobody (and I mean

nobody) will have faith in you either. When things get tough, most folks are like a shiver looking for a spine to crawl up. Don't let that be your response when things get tough.

Now, I'm not saying to walk around like you have an S on your chest, however, backing yourself when things get tough is what separates the champs from the chumps.

Now listen, whatever it is that your little heart desires to accomplish, you can do it.

Just remember: Back yourself. Back yourself. Back yourself.

Wow, this was one cheerleader type message, wasn't it?

But you know what?

I meant every single word of it.

Carpe diem, my friend.

Kelvin Dorsey ~ Email Marketing Maverick

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Day 71

You Gotta Get Some Web-Cred Yo!

Wassup?

Gonna get straight down to bidness today yo.

Today's topic is: how to get respect and credibility in the marketplace (online, for us online marketers).

Before I drop science on the above mentioned, let me dive into the usual set-up.

Does there always have to be a set-up?

The answer:

Yes, homie, there does.

Moving on.

Most Sunday afternoons at 4 pm, I head to the local squash court and play a round- robin tournament with some other local squash members.

And what I find interesting with the sport of squash is this: it seems to attract a lot of successful businessmen and entrepreneurs. At least it does at this local club.

Oh yeah, throw in a few lawyers and a brain surgeon to boot. That's right, last weekend I played against a brain surgeon.

Did I beat him?

Yes, indeedy.

Thanks for asking.

Let me tell ya, for a brain surgeon, he played some really dumb shots.

Hmm, maybe it was that big Perspex bucket he was wearing on his head to protect his eyes. Oh well, too bad for him.

Anyway, what was I saying?

Oh yeah, I was saying how many successful business guys there are at this little squash club.

Here's something else that's interesting: of all the guys at the squash club, who do you think gains the most respect from all these men?

Is it the super smart brain surgeon? Or is it the property developer who drives the latest Porsche Boxster?

Or is it the big silver-back alpha male who parades around the club like he owns the joint?

Or is it the richest guy at the club?

Well, let me give you a clue: it's none of those guys.

No. The guy that gets all the respect and admiration from all the other men is...

...The Best Squash Player!

That's right Pookie, the guy with the most cred at the local squash club is the guy that everyone wants to play or try to beat.

He's the guy they all (including me) watch play with breathless envy and admiration.

Why?

Because at the end of the day, we are all there to play squash, and ultimately, to be the best player there. So, he who doeth squash best, has the most cred.

Sorry?

You wanna know how all of this is gonna help you?

Does it always have to be about you Pookie? Geez.

Well, as a matter of fact, it does have a lot to do with you. Here's how: If you're marketing online and trying to brand yourself as someone to follow, and someone to buy your products from, you must have credibility. And respect and credibility come when you do what you do well.

So well, that people stop and take notice.

I don't care if you sell financial help, fitness products, insurance, or you're selling clothes for pet hamsters, just make damn sure everything about you and your product or service (your brand) is good.

Really good.

It's like the Steve Martin quote: *"Be so good they can't ignore you."*

And the good news is, with so many moron marketers online today, it's not that hard a dance to stand-out and be credible.

Do you wanna know a secret to becoming good (damn good) at something?

You do?

Are you sure?

You're not going to like the answer, but here it is:

Spend at least one hour a day learning about and perfecting your craft and never stop.

So how'd ya like them apples?

That's right my friend, the key to being the best is continual improvement. Look, you may be far from the best in your niche or market right now, however, with this new mindset of continual improvement, plus the actual one-hour-per-day of improvement (that's kinda important that part), you'll eventually surpass the hoi polloi who become complacent.

Look, do this for just three months and you'll soon be head and shoulders above the lame-brain competition.

Most marketers online don't take their business seriously.

They drink the guru Kool-Aid.

They copy and swipe.

Have no original thought.

They're all batter and no fish.

Okay, so listen up. The bottom line is this: to get respect and credibility online, be damn good at what you do.

Remember this: You'll only get fame when there's no shame in ya game.

Aight, we done.

Kelvin Dorsey ~ Email Marketing Maverick

Day 72

The Very Best Marketers Online Have All Been Baptized

Uh-huh!

I knew I'd get your attention with that headline.

And yes, I stand by that statement.

What?

You think this isn't the case?

You don't think all the very top marketers online have been baptized? Well, you'd be very wrong.

Let's see if I can't change your mind then, eh?

Awrighty, I will now masterfully persuade you over to my way of thinking (the right way) by clearing up what I mean by the word "baptized".

Now, dost thou knoweth the religious definition of the word baptism?

Well, looky here:

Baptised: To be fully immersed under water.

Not sprinkling.

Nope.

Full immersion.

How do I know this? Cuz I looked it up Chief.

You can check it for yourself @ biblehub.com. Just type in the word "baptism" into the Greek definition section, and up she'll pop.

Anyway, what I'm driving at here is this: the very top online marketers (and the top people in any field of endeavor) have all baptized themselves into their work.

That's right Pookie; they don't dabble.

They don't dick around.

They don't just skim the surface.

They aren't just kinda sorta interested.

No sir.

The very best online marketers go deep—full immersion.

Hear ye this: the very best don't rise to the top of an industry cuz of talent alone. Talent is probably only 10% of the equation (it's probably way less).

The very best of any field get to the top because they go deeper than the rest of their competition who only have a worm's-eye-view of their craft.

The best online marketers fully immerse themselves in one area and then get about mastering it.

They find out who are the industry leaders and study them like an FBI agent studies their suspect. They spend like sailors on courses and training and devour it like mo' fo's.

Not only do the very best have a gluttonous appetite for knowledge, but they are great implementers (is that a word?).

Their motto is: "Bring it, don't sing it!"

They don't just talk the talk, but they walk the walk and then some.

And the deeper they immerse themselves into their area of expertise, the more insight they get, and the more valuable they become.

Harken unto Albert Einstein: "Try not to become a man of success, but rather try to become a man of value."

Oooh, that's a humdinger of a quote, ain't it?

And the way to becoming valuable in the marketplace is to baptize yourself (fully immerse yourself) into your craft. Yes, I'm flogging this point within an inch of its life, but it's oh-so important.

Look, if you really wanna get ahead of the pack, and become someone that others look to, don't aim for more money, get baptized instead.

If you do, money will hunt you down as sure as the day is long.

Hallelujah and...

Amen.

Kelvin Dorsey ~ Email Marketing Maverick

Day 73

The Only Way to Play ‘The Game Of Real Life’ Is...

“The Game of Life comes with no ‘easy-mode’. I make no apologies for this inconvenience.”

-

God.

I like to play a little PlayStation every now and then.

Call of Duty being my game of choice (war game).

There’s nothing like mind-numbing, senseless (virtual) violence to clear the ol’ mind.

Who would’ve thought all that blowing up, maiming, and mutilating of other virtual characters would bring such a sense of calm? In fact, it’s very meditative, in some weird way.

Well, it is for me at least.

Little sidebar: It amuses me how some people blame violent (but harmless) video games for the bad behavior of kids.

Listen, Miss Mona Lott, nine times out of ten, the reason why little Johnny is misbehaving or hitting other kids at school is cuz little Johnny never got hit himself when he was a toddler.

Now, calm down Buttercups.

By “hitting” I mean: a loving and controlled slap on their little toosh.

(Stepping off soapbox—for now)

Mushing on.

Oh yeah, I was saying how I enjoy the PlayStation. Now, I’m not what you’d call a “gamer”, not by any stretch of the imagination. In truth, I absolutely suck at these damn games.

My 10-year-old son smugly laughs at my knuckle-dragging incompetence when I'm playing. But in my defense, I have progressed. I now don't need to get my son to set up the game for me just so I can play the damn thing anymore. I can do that all by myself now. Aren't you proud of me?

Now, If I suck so bad at gaming, why do I bother?

Well, that's a fair question, and here's the answer:

It's because the PlayStation system has a little thing called: Easy-Mode.

That's right, Chief, even a 38-year-old noob like myself can get through a whole campaign thanks to the easy-mode option. But you wanna know something that sucks even more than my gaming skills?

Now, that doesn't leave many things, but this one thing I'm thinking of really does sucketh.

And it's this: in The Game of Real Life, there's no such thing as easy mode.

Nope. No such luxury here. Life is a lot of things, but easy is not one of them.

I know we've all relentlessly scrolled up and down The Game of Real Life's menu bar desperately looking for the easy-mode, but alas, it ain't there.

Never has been, never will be.

Sure, you can play The Game of Real Life in easy-mode if you want to; only problem is, life doesn't seem to lower its difficulty. In fact, when you play The Game of Real Life in easy-mode, life seems to make it even more difficult.

And if you're foolish enough to keep playing The Game of Real Life in easy-mode, life simply opens its palm wide and b-slaps you right into next week.

You know, you simply won't get points on the board playing The Game of Real Life in easy-mode.

Understand this: trying to play The Game of Real Life in easy-mode is like trying to pick up a turd by the clean end. In other words, it's all pain and no gain.

Now harken unto me: Life will not reward hoping or wishing or even trying. No.

Okay, so what's the answer to winning in The Game of Real Life?

I'm glad you asked.

And here is thine answer: It's playing The Game of Real Life in...

...BEAST-MODE!

What was that?

You're not sure what I mean by "beast-mode"?

Well, let me see if I can put it in a way you might understand. Here's how I'd define the essence of beast-mode:

To Go Out and Grab the World By The Balls, And Bend It to Your Will.

Crude? Maybe, but it's clear, isn't it? Actually, I don't think that was clear enough.

I'm gonna take it a step further, and talk about the attributes and benefits of playing The Game of Real Life in beast-mode, to make it crystal clear for your good-self.

Here goes...

Playing 'The Game Of Real Life' In

'Beast-Mode' Means:

- You're not just kinda-sorta interested in attaining your goals. No-suh! You're all out balls-to-the-wall committed.
- **You go from feeling like dog puke, to feeling invincible.**
- You take action like a mo' fo' to the point where the law of averages submits to your mercy and just willingly hands over to

you your desired results just so you'll leave it alone.

- **Tony Robbins and other motivational types will appear like complete slackers and sissies to you.**
- You've come to realize that in this game, there is no secret sauce, magic potion, done-for-you systems, push button, get-rich-quick-schemes, or any other voodoo-mumbo-jumbo out there to save your sorry ass. It's just rolling up your sleeves and gettin' to work!
- **You're beholden to no man.**
- You crank-out high quality work like a Swiss watch factory
- **You detest whimsical-feel-good-fluff and see straight through clever marketing propaganda.**
- You always seem to be four moves ahead like Bobby Fisher.
- **You're not looking to plug your umbilical cord into some "guru" or looking to others for your own success.**
- Setbacks simply amuse you.
- **You get biblical-sized breakthroughs.**
- Things that used to be hard for you become like child's play.
- **You have boundless creative energy to solve problems and create solutions.**
- You become the 800-pound gorilla in your industry.
- **You become a god amongst peasants.**
- You'll have the energy of a sugared-up 7-year-old at a birthday party.
- **You go from sputtering along to hell-bent-for-leather!**
- Your concentration becomes like an iron fortress that NOBODY can penetrate.

- **You appear like some type of genius to others. Truth is, it's just that they're playing in easy-mode, and you're in BEAST-MODE.**
- You have I-will-not-freakin-stop-until-I-win blood coursing through your veins.
 - **You leave your competition choking on your dust and scratching their heads wondering: “what just happened?”**
-
- Your problems don't intimidate you. Instead, you disembowel your problems like a ruthless tyrant.

Whew!

Now if that doesn't make “beast-mode” clear to you, I don't know what will.

But something tells me you got it loud and clear, right?

Jolly good.

Final word:

Look, no one can live in beast-mode 24/7 and, if anyone tells you they do, tactfully inform them that they're an idiot.

However, if you can work a few hours every day in BEAST-MODE towards your goals, you will start winning in The Game of Real Life.

In fact, the whole world will scramble to get out of your way, hold the doors open for you, and salute you as you walk by.

Kelvin Dorsey ~ Email Marketing Maverick

Day 74

Hurdling Towards Success

Imagine this...

You're watching the Olympics on TV.

The 100-meter hurdles are in progress, and you notice something very strange with one of the hurdlers.

One of the runners is removing all the hurdles in his lane, and throwing them off of the track. He then starts ranting and raving to the officials about the hurdles being in his way.

Of course, this is just straight up stupid, and no 100-meter hurdler would ever have that bad a case of the stupids, but know this: this moronic behavior is all too common with folks that try their hand at business or any entrepreneurial type gig.

How so?

Well, let me elucidate.

I'm talking about that guy or gal that starts a business with great gusto. They're all wind and piss like a tanyard cat until the obstacles start showing up. That's right, the first sign of trouble and their chest beating bravado disappears faster than England in an international sports competition.

What's goin' on here? I'll tell you what's going on: these folks don't get that success is more like a hurdles race than any other type of race.

You see, success is not a 100-meter sprint.

Nor is it a marathon.

Success is more like a marathon combined with hurdles.

Now, let me give you Mr. Webster's definition of the word hurdle.

Hurdle: An obstacle to overcome. To master a difficult problem.

Yup, in business there will be many obstacles (hurdles) to overcome (jump). To think there won't be a ton of obstacles in business is to be like the hurdler I mentioned earlier. It's foolishness to boot.

Here's something else folks don't get: Obstacles are agents of promotion. Yes, obstacles are the very thing that will take you to the next level in your business.

Hoo Hah! (I can feel my backbone turnin' to steel just writing this!)

Because to overcome an obstacle, you must solve problems. And every problem solved, is a new level achieved. It's overcoming obstacles that make you a bigger, wiser, and stronger person.

Know this: Big people achieve big things. Little people achieve little things. The only difference between a big person and a little person is: The big person jumps the hurdle, while the little person just bitches and moans.

If you wanna achieve big things, learn to love obstacles.

Problems are your friend.

Not your foe.

So, as the Van Halen song goes:

"When you've got ya back against the record machine... might as well jump!"

Kelvin Dorsey ~ Email Marketing Maverick

Day 75

What Every Online Marketer Should Learn from Wile E. Coyote – Part 1

You gotta love Wile E. Coyote!

You watched The Road Runner as a kid, right?

Of course you did.

Don't you think that The Road Runner vs. The Coyote was the most one-sided rivalry ever? A bit like Roger Federer trying to beat Rafael Nadal at the French Open (it ain't gonna happen).

The odds are all stacked against Roger on that one, just like they were for the Coyote vs. the Road Runner.

But, despite Wile E. Coyote's complete and utter failure as a hunter, the ol' boy does have some positive traits online marketers can learn from.

But before we look at the positive traits, let's take a look at the negative traits that the Coyote displayed ever-so gallantly, shall we?

Ok.

So here goes...

First Negative:

Did you know that coyotes don't normally hunt alone? It's true. They hunt in groups of two to three. Hmm. Seems like Wile E. Coyote was a bit of a loner, doesn't it? A renegade. A social outcast even.

Yup, the ol' boy did it all himself and never ever sought help or advice from his coyote brethren.

The Lesson:

Take a look at any successful entrepreneur and behind closed doors, you'll see a small but loyal team working frantically. You can't do it all yourself, Amigo. Even the Lone Ranger had Tonto, right?

All successful entrepreneurs are great team builders and networkers, and in the crazy world of internet marketing, going it alone puts you on the highway to Struggleville.

Listen: learn how to outsource the crap you don't wanna do, and learn to form good joint ventures (team up with someone who has a skill you lack, and vice versa) and split the profits fiddy-fiddy.

Second negative:

Now, here's something else you might not know: a coyote's diet consists of lizards, mice, insects and fruit. Now this is where Wile E. Coyote really falls down in my opinion.

With all that other tucker out there to eat, and he's still chasing down the Road Runner? Idiot!

The Lesson:

Don't be so hellbent on your strategy and obtaining your ultimate goal, that you don't stop to see the low hanging fruit all around you. Start small. Get small wins. Don't be too stubborn or scared to change up your strategy.

Listen Pookie; you're not impressing anyone with your ability to withstand headbutting that brick wall year after year.

Third negative:

Wile E. Coyote had a severe case of "shiny object syndrome". Did you notice how often he had a mail order catalog in his greedy little paws? A real sucker for advertising Coyote was.

He bought jet-powered roller skates, Batman wings, earthquake pills just to name a few. He just had to have the "latest and greatest" product, didn't he?

The Lesson:

Firstly, don't laugh at the Coyote for buying those Batman wings. How many Batman-wing-type products have you bought before, huh? Yup, me too.

Secondly, Don't get sucked in by other marketers with their cunning

little product launches. Buy only what you need, then get to work (Now, that dog will hunt).

Fourth negative:

In some of the episodes, Wile E. Coyote attempts to catch Bugs Bunny. In these, Coyote is a self-described super-genius and speaks with a smooth upper-class accent. And is supposedly intelligent but is really just book-smart. And of course, he's always outsmarted by the more street-smart Bugs Bunny.

The Lesson:

Nobody likes a know-it-all. Even the "good book" talks about this—pride comes before a fall. And there's plenty of "Wile E. Coyotes" online, too.

I like to call these folks "Googlectuals".

These over-edumacated dweebs can setup websites, write HTML-code in their sleep, and know of every single Google algorithm change since Google's conception. The founders of Google can't even fart without these Googlectuals knowing about it.

But you know what?

These folks couldn't sell their way out of a paper bag.

No street-smarts at all.

You know, it's far better to know how people tick, than to know what Larry Page and Sergey Brin (founders of Google) and their henchmen are cooking up next. Because it's people who you sell to, and it's people who will give you money, not Google.

Whoa! I just realized I'm at a word count of 657.

This one's a biggie, and I'm only halfway, Chief.

Here's what I'm gonna do: I'll turn this bad-boy into a two-parter.

So, stay tuned for part two, ok?

Good.

Until part two, that's all folks.

Kelvin Dorsey ~ Email Marketing Maverick

www.kelvindorsey.com

Day 76

What Every Internet Marketer Should Learn from Wile E. Coyote - Part 2

Here's part two as promised.

Awrighty, here's Wile E. Coyote's more positive traits.

First positive:

There's no denying that Wile E. Coyote was committed to the task at hand. It was get bird, or die tryin' 50 Cent style baby!

Although, Fiddy Cent ain't got nothin' on Coyote. I mean, the name 50 Cent screams half-heartedness if you ask me. Why not 100 Cent, eh?

The Lesson:

A lot of folks get into online marketing or e-commerce thinking that somehow they can cheat on the commitment part.

Listen Pookie, just cuz it's online doesn't mean it's different, easier or less difficult.

It's business.

And it's gonna require all out balls-to-the-wall commitment just like any other business.

Plain and simple.

Second Positive:

Coyote was resilient.

Wile E. Coyote makes the Terminator look a girly-man. Coyote was often burnt to a crisp, squashed flat as a pancake, or left to die at the bottom of a canyon but would always rise to be squashed again, and again, and again.

Tougher than a 2-dollar steak that ol' boy.

In fact, the Coyote was a living and breathing allegory of resilience. Just look at the definition of resilience and tell me if this ain't Wile E.

Coyote.

Here's the definition of "resilience": The power or ability to return to the original form, position, etc., after being bent, compressed, or stretched.

The Lesson:

With Internet marketing, your gonna have that: "Am I ever gonna catch that damn bird?" feeling a lot. Money will be lost, websites will crash, advertising won't work, products won't sell, data will get wiped.

You will be tested soldier.

Will you fold, or bounce back?

You know, I'm pretty sure tests and trials are God's way of ensuring success and power doesn't end up in the hands of idiots.

Let's mush on.

Third Positive:

Wile E. Coyote was resourceful.

It would have cost Wile E. Coyote a small fortune buying all those Acme products (gizmos and contraptions) by mail order. Coyote was cashed up. One does not get play money without being resourceful.

The Lesson:

You don't need to be Richard Branson to know cash flow is the life blood of a business. Without cash flow, it's a tough row to hoe, yo!

And good ol' fashioned resourcefulness is the order of the day when it comes to cash flow. I'm gonna quote the man with the biggest gob-full of teeth ever seen—Tony Robbins—on the topic of resourcefulness.

Here it is:

"It's not the lack of resources, it's your lack of resourcefulness that stops you."

So very true.

So there we go, done I am.

Kelvin Dorsey ~ Email Marketing Maverick

Day 77

Listen, Buddy, It's Gotta Be *Every Day*

Everyday it's a gettin' closer,

Goin' faster than a roller coaster."

-

Buddy Holly, "Everyday"

Here's something you probably didn't know about me:

I used to make my living hitting pigskins with sticks.

Yep, that's right, I was a drummer. I played in a 50's Rock and Roll band playing Buddy Holly songs.

Fancy that, eh?

Yes, I'm talkin' hair greased and slicked back, gray flannel suits. The whole kit and caboodle.

Anyways, one of my favorite BH songs was called "Everyday".

Do you know it? If not, go check it out on YouTube. It's a goodie. Now, while the song is about love that's growing stronger and faster, it matters not, because I'm gonna twist and tie it into a business lesson in the most wonderful way.

Watch!

Here starteth the lesson.

Now, look at the lyrics in quotation marks at the top of the page. What do you think are the three keywords?

Ah forget it, why do I even bother.

I'll just tell you.

The three keywords are:

- 1) every day
- 2) closer, and
- 3) faster.

Now in business, we all wanna achieve our goals and hit success in a big way. We want to get closer to that being a reality, and we want to get there faster too, right?

Of course. But let's take a look at that gnarly looking two-word phrase: Every day.

In business, this is a very important phrase. Here's why:

Growing a business is like nurturing a baby. You see, just like a baby needs its mother's milk every day, so does your business.

But what does a business feed on? Good question. Well, my dear Watson, I would say sales. Yep, getting sales is what sustains and nourishes a growing business.

But sales don't just happen, do they?

No. There must be marketing in play, right?

But there's marketing, and then there's marketing. If your business is to make daily sales, then you must achieve a little thing called: momentum.

Enter the two-word phrase: Every day.

Yes, the only way for your business to achieve daily sales is by your marketing having achieved a state of momentum. This happens when you market your business every day.

Not every day for a week or two. Not every day for a month or two. No. Not even every day for a year or two. No, no, no.

I'm talking about every single day that you're in business.

We live in a food chain world where everything feeds off something else. Nothing sustains itself.

So, my question to you is, what does momentum feed on?

Yes, that's right my little marketing crony, momentum feeds on everyday action.

Your everyday action.

Sure, it takes a good while for momentum to kick in, but trust me, you'll know when it does.

Anyway, I hope this has helped in some way. I dunno, I felt a little lost today. Some days it just doesn't happen, does it?

Oh well, there's always tomorrow, right?

I'm now going to crawl away and try and find where I left my mojo.

Kelvin Dorsey~ Email Marketing Maverick

Day 78

Mr. Success Wants His Rent Money

I was listening to a podcast the other day.

When I'm not listening to Steely Dan, The Police or some other timeless music from the 70's and early 80's, I like to get my learn on, and listen to some sales and marketing podcasts.

Anyway, I was listening to a guy interview an extremely successful salesman. The salesman was in his early twenties!

Makes ya sick, doesn't it? These young pimple-faced Gen-Yers, thriving financially at the ripe old age of 22.

Aren't you supposed to be dirt-poor at that age?

Yeah, that's what I thought, too.

When I was 22, money was just not on my radar, or in my pocket, or in my bank, or in anyplace.

Okay, back to Mr. Young Bucks.

This youngin' said something on the podcast that revealed to me why he's so successful. What he said had mucho wisdom.

Here's what he said: *"Success is never owned. It is only rented, and the rent is due every day."*

Read that quote again.

Let it percolate.

It really is a sobering thought, ain't it?

And when it comes to your online business, guess what?

Yep, Mr. Success wants his damn rent money with that, too.

Mr. Success demands his daily rent, and the currency he accepts is; Sweat, failure, time, energy, money, education, and persistence.

That's right; success ain't free. You can only squat for so long before the landlord, Mr. Success, hauls your freeloading ass out onto the street.

Listen: You can pay a lot, or you can pay a little.

How much you pay is up to you.

The good news is: Mr. Success will let you live in his most luxurious of homes if you've paid up.

The bad news is: Mr. Success won't take IOU's. He won't give loans. And he won't be cajoled.

You don't pay, you don't stay.

It's that simple.

Kelvin Dorsey ~ Email Marketing Maverick

Day 79

Stop Trying to Be So F@#*kng Perfect

So there's this guy I know.

He runs his own roof construction business.

And let me tell ya, this dude's rough as guts.

He has messed up teeth, is always unshaven, has zero dress-sense, and in general, makes the average slob look like a class act.

Not only does he look like a homeless dude, but he swears like a drunken sailor with Tourette's syndrome that just dropped a grand piano on his foot.

In a two-minute conversation with him, you'll hear more f-bombs dropped than Eddie Murphy: Delirious, The Wolf of Wall Street, and Goodfellas combined.

Somehow John (not his real name) has an uncanny ability to make the word "f#@k" sound as common and unoffensive as the word "the".

Now, I have an uncanny ability of my own, and that is the ability to exaggerate.

But I kid you not, on this occasion, I am not exaggerating. John really does swear this much.

And it's not just in front of his well-known friends.

Nope.

John swears in front of his employees, his clients, the elderly, kids, well, everybody. John does not discriminate.

And his temperament? Well, to say he has the emotional stability of Daffy Duck would be a cosmic understatement. But here's the thing: despite how ham-handed John is socially, John has a very successful construction business. In fact, he always has work coming out his ears.

It's nuckin' futs!

I've often wondered how John, who has probably violated every social and business etiquette in existence, can have such a successful business? After much strain on the brain, I've come up with this conclusion: John's successful because he's authentic and is damn good at what he does—constructing roofs.

You know, folks in general are very forgiving and will overlook even your most obvious flaws if they feel they can trust you and that you can deliver on your promise.

Sure, you'll always get whining cry-babies who get hung up over the way you speak, or how you don't wear a tie or whatever.

But those folks are just losers.

And you don't want to do business with losers anyway.

So my learned friend, I guess the take-away is this: Be real, and be damn good at what you do.

Now, let me finish with one last wonderful observation of mine, ok?
Ok.

All the people I know who are making the big bucks do not have fancy titles, degrees, or any such letters after their names.

Nope. But I'll tell you what they do have:

They all have a Bachelor of Kicking Ass and Taking Names.

And that my friend, will bring you the big bucks in life.

Alright, done I am.

Kelvin Dorsey ~ Email Marketing Maverick

Day 80

If You Play to NOT Lose - You Lose

Barney takes a sip of his beer, and glances across the bar to the drop-dead gorgeous blonde he's been eying all night.

He thinks to himself, *"She's probably out of my league, and besides, there're all those other guys; they look much more successful than me. Naah, she wouldn't dig me."*

Barney quickly dismisses the idea of approaching her and resumes drinking his beer—alone.

Now meet Chuck.

Chuck taps his pen on his office desk, slouches back in his chair and daydreams about leaving his soul-destroying 9 to 5. He imagines starting his own business.

That is until the usual thought interrupts; *"Naah, I can't do that, what if it doesn't work out. My wife would kill me! And my friends wouldn't think much of me, either. Plus, this job pays the bills."*

Chuck slowly pulls himself towards his computer in a zombie-like state and begrudgingly resumes work in his cubicle (a more accurate spelling, right?).

Yep, Barney and Chuck are a couple of first rate losers, aren't they?

And you know what?

These type of folks are rampant in the make moolah online niche. The type of folks that play not to lose, instead of playing to win.

Most backassward approach to life there is if you ask me.

These "play to not lose" type are so risk-averse they wouldn't even dare to play a friendly game of snap (cards) or a game of chess, I mean, they could (gasp) lose! Just the thought of starting their own business causes their blood pressure to soar, their knees to knock and their

hands to sweat.

Did you know there's an actual name for this?

You didn't? Well, it's called: Kakorrhaphiophobia (I did not make this up). It means: To have a fear of failure, defeat, and looking bad.

But I prefer the word "big pussy" myself.

Anyway, here's the point: Barney and Chuck are a great example of how losing is done.

Let's break it down: Both these guy's focus was on the consequences of failure instead of the prize of success.

Listen, losers are only good at one thing—losing.

They have perfected the art of losing. Actually, lots of them get involved with internet marketing and affiliate marketing and multi-level marketing.

They gasp at the thought of investing money into their online business and expect their cut 'n' paste marketing (spam) on Facebook to make them the green stuff.

Harken: Playing to not lose will guarantee losing.

Winning is done by playing to win.

It's done by focusing on the prize of success.

And yes, it takes big cajones.

So my friend, sally forth and conquer.

Go get what's yours.

Success is waiting.

Hoo-haa!

Kelvin Dorsey ~ Email Marketing Maverick

Day 81

Why the Goldfish Is the Entrepreneur of the Animal Kingdom

I don't understand pet owners.

By that, I mean folks that allow cats or dogs to live inside their house.

Why on earth would you want furry little creatures that piss, crap, and dribble all over the joint, scratch your furniture to shreds, drop hair all over your lounge and chew up your favorite books to share a house with you?

It's sheer lunacy.

To me it's simple, people live inside, animals live outside.

I don't know at what point this got screwed with.

But there's one of God's little creatures that is good to share your home with.

I speak of the mighty goldfish.

I tell you, these little creatures are severely underrated.

Just in case you haven't had the pleasure of owning such a wonderful pet, let me tell you why they are, not only the greatest pet in the world, but also why I think they are the "entrepreneurs" of the animal kingdom.

Listen, we've had our two little champion goldfish for over five years now and here's why they are the best pet to have:

1) Total cost to look after: \$10 per year.

2) No vet bills—ever.

3) They don't mess up the joint

Ok, so I could only think of three points, but they are three really strong points! (Especially the third.)

Now, let me tell you why goldfish are the entrepreneurs of the animal kingdom.

If there are two qualities that separate entrepreneurs from the masses, it's these:

Toughness and resourcefulness.

And, goldfish have both of those qualities in spades.

Our two little goldfish, Mr. Fish and Goldie—tip: don't let your kids name your fish—have survived a lot of over the past five years.

Here're just a few things our two battle-hardened fish have survived:

- 1) The poking and grabbing of every neighborhood kid's grubby little hands.
- 2) Dark, sordid, foul smelling water.
- 3) Being tossed out of their little tank with all the grace of Shrek, every time it gets cleaned.
- 4) Being dropped.
- 5) Being overfed.
- 6) Being underfed.
- 7) Close encounters with the kitchen sink hole

Yup, these little mo' fo's are tough as a two-dollar steak.

It really does warm the cockles of my icy old heart knowing they've survived all that.

You know, we once went away on a seven-day holiday and had forgotten to get someone to feed them. But do you think that fazed ol' Mr. Fish and Goldie?

Well, I'm sure they were a little pissed about it, but the point is, they dealt with it.

You see, while we were away on holidays, Mr. Fish and Goldie simply started to eat the algae on the sides of their fish bowl.

Resourceful little buggers, eh?

I'd like to see a dog look after itself for a whole week.

Boo Yow!

Hmm, seems like I'm putting forth a non-debatable case, doesn't it?

Onward.

Yes, indeed, all goldfish really need is a bowl with water and they're as happy as a politician in a brothel. They pretty much take it from there.

I hope you're starting to see how underrated goldfish are, and how absurdly overrated dogs and cats are.

Now, I may have been a little harsh on cats. I actually believe cats are probably more like small business owners. They do seem to have the skill of getting others to do their dirty work. But dogs are definitely employees, don't you think?

Which means they need to be supervised, told what to do and are always looking to be feed (salary).

Behold an excellent observation: Take away an employee's pay packet or salary and watch them fall to pieces.

But take away an entrepreneur's business and watch them rebuild or start a new one.

Okay, it's time to wrap this baby up.

So what can we learn from goldfish?

Well, I'd say this:

We can all toughen up some more, and be ready to improvise on a dime.

Because the life of an entrepreneur is sometimes like being a pet goldfish, all alone with your owners away on vacation.

So, next time you feel like that on your entrepreneurial journey, remember Mr. Fish and Goldie, and harden the fish up!

P.S. To be fair to dog and cat lovers, there may well be a slight black mark against the mighty goldfish.

And it's this:

They do seem to break the golden rule of "don't crap where you eat."

But then again, one has to ask: Is that really a problem if a goldfish's sh#t don't stink?

Kelvin Dorsey ~ Email Marketing Maverick

www.kelvindorsey.com

Hey, Would You Do Me a Solid?

Can I ask your good-self a favor?

If you received any value from my humble little book, would you be so kind to leave a book review?

Huh?

You would?

You, my friend, are an absolute gem.

I don't really know if getting reviews helps my book rank on Amazon or not, but in any case, I'd love to know your thoughts.

You know, reviews for a Kindle author is what crack is to a cocaine addict – they both give you a little high and you can never get enough.

Hmm, that probably wasn't a good analogy, to use there, was it?

Whatever.

Hey, one last thing....

...Here's my humble little abode on the interwebz:

<http://kelvindorsey.com>