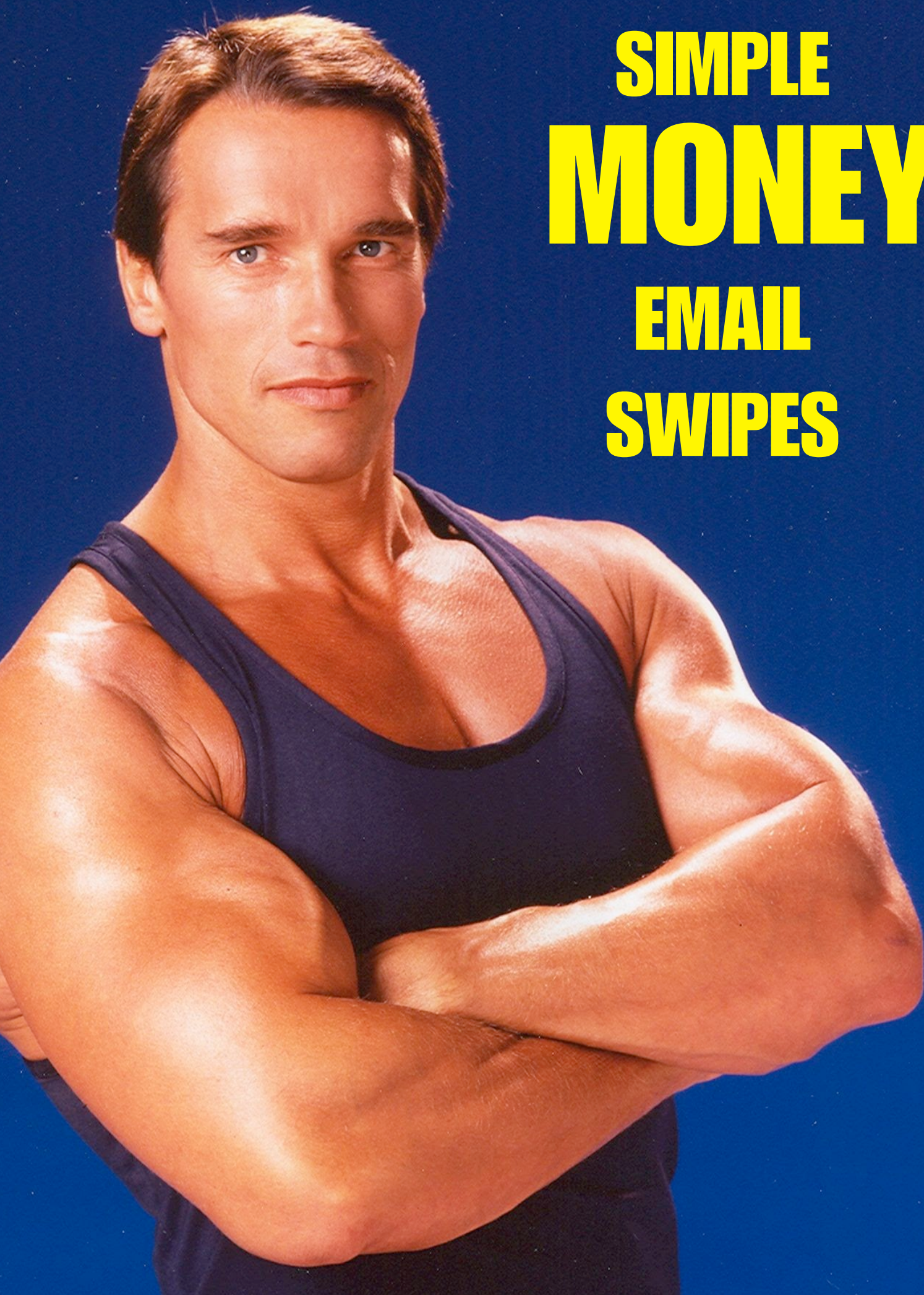




**SIMPLE
MONEY**

**EMAIL
SWIPES**

Welcome to the Simple Money Emails swipe file, which will bring to life all the technical and perhaps dry ideas I cover in the Simple Money Emails course.

The fact is, it's easy to read about marketing and think you understand it. It's an entirely different thing to read real copy, which made money, and have somebody point out what it's truly doing and why. That's the goal of this document.

This swipe file features 51 emails I've written either for my own newsletters or for a handful of long-running clients, where I know the emails made sales.

Yes, I also wrote for lots of other clients in the earlier days of my copywriting career. But I have no idea how most of those earlier emails did, plus I wasn't as good at what I do as I became a few years later. That's why I've limited the following emails to about 5-6 different clients, plus my own stuff.

The order of the emails in this swipe file mirrors the structure of the Simple Money Emails course. SME Swipes #1-27 cover various ways to open the email; SME Swipes #28-50 cover closes; and SME #51 is an example of an email that really took me 15 minutes to write, and still consistently made money.

For your enlightenment, I've put the relevant technique in the heading of each email (eg. "Famous person open: Frank Shamrock"). I've also highlighted in yellow the part of the email that illustrates a relevant Simple Money Email concept – whether a way to open, a way to close, a CTA.

Finally, I've added in **occasional commentary when it seemed relevant – how the email performed, what was the background of it, fortunate or unfortunate things that happened as a result. I put that stuff in bold**, at the beginning, end, or sometimes in the middle of the swipes. So let's get going.

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1. Famous person open: Frank Shamrock

I wrote this email during the launch of my Insight Exposed course, which is all about my home-brewed note-taking and journaling system. This email came in the middle of the launch – normally a slow period – but drew a surprising number of sales.

The core of this email is the quote from Frank Shamrock, which is why I'm sharing it here. But for transparency sake, I have to admit this email violates Simple Money Email rule #3, which says to have one of each – an opening, a close, and offer.

As with several other emails in the "open" section of this swipe file, this email opens with some personal context or a personal story, and only then gets into the main "hook." I do this because I want to insert myself into my own personal emails – even if the email could in theory work perfectly without my personal touch.

SUBJECT : I am not dangerous, but I am interested in dangerous people

This past September. I went to the Barcelona Martial Arts Academy for my third-ever attempt at training Brazilian jujitsu.

My second-ever attempt was 10 years ago, in the gym of an elementary school in Budapest, Hungary. My first-ever attempt was freshman year of college, in Santa Cruz, California, in the school of a proper Brazilian-born BJJ champion.

On each attempt, I didn't last more than a few months. But obviously there's something that appeals to me about the sport, since I keep thinking about it and coming back to it decade after decade.

All that's to say, I am not in any way dangerous, in spite of multiple attempts to become so. But I am interested in dangerous people. And I'd like to tell you something surprising I just learned from a very dangerous man.

A few days ago, while at the gym, I got to listening to an interview with Frank Shamrock. Shamrock was the first UFC Middleweight Champion. He was the No. 1-ranked pound-for-pound fighter in the world during his reign. He retired undefeated from the UFC.

At the start of that interview I listened to, Shamrock matter-of-factly said he achieved all this by becoming the world's first "superathlete." I don't have an exact definition of what a "superathlete" is, but I do get the gist of what Shamrock means.

So the question then becomes, how did Shamrock become the world's first "superathlete"? Here's the surprising bit from the interview:

===

I was the only guy with a notebook, for years. That's one of the reasons I figured it out. Cause I wrote it down, asked questions, created a theory. Practice, apply, if it works, put it in stone.

===

I felt quite dangerous after hearing this. Frank Shamrock keeps a notebook, and so do I.

Of course, my notebook is not about the best ways to break people. But I do have a notebook about the best ways to persuade people. It works the same way. Find a new idea, write it down, apply it. Review the results, if it works, put it in stone.

I'm currently promoting my Insight Exposed training. It talks about the system I've devised for keeping notebooks, journals, keeping track of good ideas, reflecting to get better.

This system has made me exponentially better at copywriting, at marketing, at persuasion. But it's done much more than that as well. I use the same journaling system for everything. Enjoying life... a project I call "religion"... even the process of journaling itself.

Which brings up an anti-sales point:

The fact is, nobody needs my Insight Exposed training. You can take Frank Shamrock's approach above and apply it to become the world's first "supernotetaker." That's what I did, and in time, it worked out just fine.

The only reason you might want my Insight Exposed training is that it can tell you the lessons I've learned, so you can save hours or days of your time along your journey. Even more importantly, getting Insight Exposed today

might get you working on your own "superhuman" system now, instead of in a year from now.

If you are interested, here are complete details on this offer:

<https://bejakovic.com/ie/>

2. Famous person open: Mick Jagger

For a while back in 2018, I was writing daily emails for a client I found via Upwork, David Messent. David sells premature ejaculation (as in, how to fix it) courses on Clickbank, and also promotes a lot of related sex-and-dating affiliate offers to his rather large audience. Here's an example of an email I wrote about a famously productive older man.

You might wonder about the structure of this email – a teaser, a link, the main body with the link, a linkless PS. This was a structure David insisted on, for reasons of his own. It clearly worked for him – but then again, so would have lots of other related formats, as long as they had the Simple Money Emails fundamentals I talk about in the course.

SUBJECT: This 74-year-old man has no trouble getting hard

If you ever do any research about E.D., odds are you'll soon hit some big, popular lies about health and hard-ons.

Want to find out the worst 3 offenders?

[link]

The fact is, E.D. is not something that has to happen to you.

After all, it does NOT affect all men.

Take, for example, the case of one very healthy and virile man, who is now 74 years old. You've probably heard about this guy already.

He never has to worry about performing in bed.

He never has to worry about pleasing his woman.

He never has to worry about getting and staying hard.

In fact, this lucky guy once said that the only kind of E.D. he ever experiences is "an inability to keep it down."

And just to prove his point, this 74-year-old stallion has just had a kid, with a woman who is 29 years old. And for the record, it's his 8th child.

You think I'm making this up?

You can check the details for yourself. After all, his name is Mick Jagger. There's quite a lot of info about him on the Internet.

But maybe you're thinking...

He's Mick Jagger! He's a rock star! He's rich! It's got to be different for him, right?

If this is something that crossed your mind just now – then watch out.

Because you've just fallen for one of the big E.D. lies that I told you about at the start. And if you believe in these lies, your E.D. will become a self-fulfilling prophecy.

My friends Adam Armstrong and Elwin Robinson have prepared a special video where they lay out what the 3 biggest E.D lies are, and why they are so dangerous.

They go over each of the points in detail, show you how you've been lied to, and what the truth about E.D. really is.

Want to find out the full details?

[link]

Talk soon,

Jack

PS – I'll tell you right now: If you fix your E.D., your overall health will improve as well.

That's because blooming health and raging hard-ons go together. You can't have one without the other, just like the case of Sir Mick illustrates.

To find out more, check out the link above.

3. Famous person open: Gary Bencivenga

SUBJECT: Newsflash: Gary Bencivenga endorses the Copy Riddles approach

I went for my morning walk just now, and I was listening to the Gary Bencivenga seminar on my headphones.

If you don't know Gary, he is an A-list copywriter whose star shines brightest on the Copywriters Walk of Fame.

Gary's sales letters mailed out tens of millions of times. They made him and his clients millions of dollars.

Before he retired, Gary was better at this than anyone.

An executive at Rodale Press, a big direct response publisher, said that Gary never lost a split-run test when going up against other top copywriters. An executive at Phillips publishing, another major direct response company, said that Gary had more winners than anybody else.

When Gary decided to retire, he put on a \$5k/person farewell seminar where he shared all his best secrets. I've listened to the recordings of this seminar from beginning to end three times so far.

And yet, the following amazing story never managed to pierce that ball of lead that sits on my shoulders. Not until today.

Gary was talking about the first time he had to compete against the legendary copywriter Gene Schwartz, and try to beat a control that Gene had written for Rodale.

"I didn't want to be overly influenced or depressed," said Gary. So he didn't look at Gene's copy before starting his own.

After Gary finished his first draft, he decided to finally take a look at Gene's stuff.

"I was so depressed," Gary said. Gene's copy was so much stronger.

But remember what that Rodale exec said? Gary *never* lost a split-run test for Rodale, not even against the great Gene Schwartz.

Here's what Gary ended up doing:

===

I said, the only way I'm going to have a way of competing with Gene is if I figure out what he's done to get these bullets.

So wherever his bullets came from, I would read the same page. I would learn from him just by mimicking what he had done.

So I said, "This bullet that he came up with came from chapter 3, page 4. What is the original source of this?"

And he taught me so much, just by studying his copy and by looking at the product itself.

I was able to beat him, but it was really his package too in a way, because I learned the technique.

===

Here's a confession that's not secret:

This approach to learning the technique of copywriting is what lies at the heart of my Copy Riddles program. I got the idea for that from another legendary copywriter, Gary Halbert.

And now, that same Copy Riddles approach has been endorsed by three big names – Gary Bencivenga, Parris Lampropoulos, and Ben Settle – all of

whom have said publicly that this is the way they learned copywriting technique.

You can follow this approach yourself, right now, for free. Just like Gary did.

First, find a collection of winning sales letters written by a-list copywriters.

Second, get the product they were selling. You might have to stalk Amazon, eBay, used book sites, and online repositories.

Third, when you get both the sales letter and the out-of-print book in your possession, go bullet by bullet, and tease out how the A-list copywriter turned lead into gold.

Of course, you can also take a shortcut. You can take advantage of the fact that I've already done all this work for you, and that I've packaged it up in a fast, fun, mostly-done-for-you ride I've called Copy Riddles. To find out more about that:

<https://bejakovic.com/cr/>

4. Customer or client open: RealDose Nutrition

This email was a standout from a sequence I wrote for an 8-figure supplement business called RealDose Nutrition. This sequence went out to all the new subscribers to their email list – it was basically their main money maker, outside of the people who bought straight out, before even getting onto their email list.

This entire sequence increased sales 30% over the previous sequence. That's a big deal – considering there were literally millions of dollars a year at stake.

SUBJECT: Confessions of a smokin' hot trophy wife

How's this for a compliment:

Rosanne Dutzer's husband calls her his "smokin' hot trophy wife."

But here's a confession.

Rosanne, who is 55, wasn't always so happy with her weight.

Five years earlier, when menopause hit, she put on an unwanted 15 pounds.

Maybe that shouldn't have been such a big deal. After all, Rosanne is a former personal trainer, and she knew what to do – diet and exercise religiously.

But it didn't help.

At most, she would lose 2 pounds. And with the first regular meal, she would gain it all back overnight.

She also tried diet pills.

No luck. The weight didn't budge. (Frankly, I'm not surprised. Many weight loss supplements contain no active ingredients, or contain them at such low doses to be completely ineffective.)

So how did Rosanne end up shedding the extra pounds?

Simple. She started taking Weight Loss Formula No. 1, which helps balance the hormones involved in weight loss. And within 2 months, she dropped 16 pounds.

She loves the way she looks once again.

Her husband is happy because she's happy.

And she has even gotten two of her girlfriends, who are going through menopause and are having issues with their weight, to try it as well.

Now, if you want to make the same changes as Rosanne and her girlfriends made, I want to give you an extra push:

You can get 2 free bottles of Weight Loss Formula No. 1 when you buy a pack of 3. That's effectively a 40% discount.

This offer is only valid for the next 3 days.

That's because I'm serious about getting you to take action right now, rather than putting it off for some murky time in the future.

When you're ready, you can go here to take advantage of this limited-time offer:

[link]

Dr. Steve Siskind
Founder, RealDose Nutrition

5. Customer or client open: RadiantMe

Dr. Steve Siskind (from the email above) eventually introduced me to his new business partner, an established direct response marketer named Jonathan Hudson. Jonathan's wife Marina is a fitness trainer who sells her own online set of fitness trainings.

I got the job to write Marina's emails, in her unique, chirpy, inclusive voice. The result were emails like this, which show you can make sales in daily emails even if you don't take on a dismissive, shaming persona like that of Ben Settle.

SUBJECT: Life after the Reset

Hii John!!

Can you believe it's already February?

I bring it up because so many Rad Girls started the reset over the past month. And so many are getting great results!



Let me share just one of their stories with you.

It's from amazing Rad Girl Crystal, who has been an inspiration, not just because of the results she's gotten... but because of her hard work and dedication.

A few days back, Crystal wrote:

"Finished the 14 day reset!! Lost 6 pounds and 2.5 inches off my waist. The biggest thing I am taking away from this is learning how to have a healthier lifestyle. I always thought I was healthy because I ran. I thought the extra few pounds was because I was getting older. But I learned all the bad habits I didn't even realize I had that were contributing because it was such a habit (aka holy carbs). I am going to continue with the body sculpting and the recipes. Thank you Marina!"

I'm so so so happy to read stories like these. ❤️

It's absolutely true that with consistency and the right approach, you can get healthy, feel good, and achieve your goals. And it makes me proud and grateful to have the opportunity to help you guys do that.

Now, about those holy carbs that Crystal mentions:

As a society we do eat waaaay too many simple carbs... but just remember that carbs are not the enemy!

Outside of the reset, I eat complex carbs often (think natural sources such as veggies, quinoa etc).

And on special occasions, I do enjoy delicious (unhealthy) carbs such as going out for pizza with friends... or amazing bread baskets at a nice restaurant on a special date night.

You can treat yourself in small quantities, without guilt or worrying. The key is to remember moderation.

In other words, once you finish up the reset, you can apply these dietary concepts in your everyday life... but you can also be more flexible!

If you want to know more about this, take a look at Radiant Clean. It's not only a recipe book... it also contains my whole philosophy of healthy, sustainable eating:

[link]

6. Customer or client open: John Bejakovic newsletter

Here's an email that I actually ran during the launch for the Simple Money Emails course, while promoting the 9 Deadly Email Sins training that I initially used as an upsell. This email opens with a reply from a reader about the course content – specifically, one of the emails in this very swipe file (SME Swipe #19).

SUBJECT: The George Costanza school of formulaic but effective emails

In the new course I just released, Simple Money Emails, I gave the example of an effective "George Costanza school" email I wrote five years ago.

That email used "The Opposite" storyline from Seinfeld. George realizes every decision he has ever made in life has been a mistake, and decides to start doing the opposite from now on. Good things follow.

I used this story to open an email for my old aromatherapy list (I used to be a low-grade aromatherapy influencer once). Sure enough, I sold some copies of my aromatherapy book via that George Constanza trope. And I'm not the only one...

... and not in the aromatherapy niche only.

Yesterday, I got an email from a long-time customer and reader (not sure he wants me to share his name), who wrote me after getting SME to say:

===

Hey John! Loving the course so far, and very interested in the "9 sins" offer.

One thing that made me laugh while reading it is that I used this same episode and story about George Constanza twice in different emails for different lists to sell some courses, successfully.

===

I don't know which lists and which courses he made sales to with this story. But the smaller point is clear. If you ever need a formulaic but effective way to open your email:

Use "The Opposite" storyline from Seinfeld. It can fly in pretty much any market.

Bigger point:

It might seem obvious that you want to open your emails with stories that help you make the sale. But it's not obvious at all, at least based on the 100+ emails I've been paid to critique and review over the past year.

All the time, I see people who open their sales emails with cute or interesting stories that go nowhere, or at least nowhere near the offer they are promoting.

And then these same people wonder why they're not making any sales – the email marketing equivalent of being unemployed and living with your parents.

And on that note, I'm putting on a live training next Monday, 9 Deadly Email Sins.

The above is one of the 9 sins. The others are equally as simple, equally as widespread, and equally as deadly.

If you'd like find out what these sins are, so you can take a 180-degree turn away from them and towards a new, more successful episode in your life:

[link]

7. Open with yourself: Abdul Samad

For a short time in 2022, I wrote daily emails for Abdul Samad. Abdul first started an ad agency and grew that to 8-figures a year. He then created a \$5k course about starting your own ad agency and grew that to 8-figures a year. He then started a sort of publishing business, finding other business opportunity gurus and helping them scale. As you might be able to guess – he grew that to 8-figures a year.

The emails I was writing for him were promoting various offers inside of his publishing business. Our partnership didn't last long – frankly I hate writing emails when they truly, 100% have to sound like somebody else. But while I was writing these emails, we did end up making sales of a few 4-figure training programs, including with this email.

SUBJECT: Beware mirage opportunities

I spent the past weekend with my family on Sir Bani Yas island.

It's a pretty incredible place. It's got over 17,000 free-roaming animals, including giraffes, gazelles, and ostriches.

Here's a picture of me with a falcon on my arm. The falcon is not so free-roaming, but I guess that's a good thing because this bird might claw my eyes out:



Here's why I'm telling you about this:

Sir Bani Yas island is in the UAE. It's only a few hours away from Dubai, where I'm spending some time with my wife and our two kids.

Dubai is a sunny and warm place for us to get away to during Vancouver's dark and rainy winter.

But what a change in my life.

Because as I mentioned yesterday, there was a time, not all that many years ago, when I was broke, unemployed, and in debt.

And like I said yesterday, back in those penniless days, my mom used to look at me, shake her head, and mutter with concern, "He's gonna end up working at 7/11!"

Fortunately, it didn't end up that way.

Things started going well for me. And since then, I've had a lot of success in business.

That's how I can afford both the time and the money to take my family and spend the winter in Dubai if I want to.

I'm not bragging. I'm just trying to share a really key idea with you, which I learned from the book Zero To One by investor Peter Thiel.

Thiel says most people follow opportunities where the actual return is LESS than perceived return.

In other words, these opportunities are a kind of mirage. There's less money than there appears to be.

Most opportunities fit into this "mirage" category.

But the top 0.1% of investors don't get distracted by these mirage opportunities.

Instead, they focus only on the best opportunities.

And once they find such an opportunity, these top investors don't just double down... they quadruple down.

It works the same way in business.

When I got started, I was lucky enough to have the right mentor to point me on the right path.

And then I quadrupled down on it... all the way to 8 figures.

And I keep doing the same, whenever I come across those opportunity that really deserve it.

I'd like to suggest that you too can do the same.

All you have to do to achieve success is keep your eyes off the mirage opportunities that attract 99.9% of people out there...

... and quadruple down when you do finally find a truly quality opportunity.

Perhaps you're curious what the secret to success is. Well, that's basically it.

But what's that?

You say you'd also like to know... *where* you might find such a truly quality opportunity?

I'm glad you asked.

Because I have an opportunity for you. And it's no mirage. Let me point the way:

[link]

8. Open with yourself: John Bejakovic

This was the email that announced my short-lived subscription offer, Most Valuable Postcard, back in 2022. I could have just launched into the offer, but since the whole point of the postcard was to give people a peek inside my life along with giving them valuable marketing ideas, I opened this email with the following personal update.

SUBJECT: The World's Most Valuable Postcard

I have an offer to make you today. But first, let me give you a quick personal update:

I arrived to Barcelona yesterday for my fourth time here. As every other time, the city looks spectacular.

This morning I went out for a walk. I passed the giant, black, leaning monolith that is the Museum of Natural Sciences. I walked down ultra-wide promenade streets. I saw a mix of people – on electric scooters, human-powered bikes, or just stumbling along on foot, barely awake, trying to stick to a straight line. Apparently 7am is very early here.

I went to the beach and I saw workers setting up a stage for a music festival... a barefoot woman walking her dog in the sand... and an old couple, tossing a large ball at each other in some kind of aggressive exercise. As I headed back to my apartment, little kids with oversized backpacks started to appear everywhere.

Now let me ask you:

Could you see any of that in your mind right now?

As you might have heard, a picture is worth a thousand and one words.

I don't know if that's an exact exchange rate. But it's definitely true that, if you're looking to persuade or influence, you should use all your skill to create a vision in your prospect's mind. As one of the greatest copywriters of the 20th century, Robert Collier, put it:

"Thousands of sales have been lost, millions of dollars worth of business have failed to materialize, solely because so few letter-writers have that knack of

visualizing a proposition – of painting it in words so the reader can see it as they see it."

Of course, rather than painting a picture in words, you can literally give somebody a real picture and cut out a lot of the work you and they have to do. They will see exactly the image you want them to see, instead of having to translate your words into mental images.

And with that, let me get to my offer:

Instead of me constantly sending you word postcards in email format, would you like it if I sent you a real postcard? With a real picture on the front? From Barcelona? Or from somewhere else?

Like I mentioned yesterday, I've been moving around for the past two years. I've lived in Thessaloniki, Greece... in Medellin, Colombia... today I'm in Barcelona, tomorrow who knows. You could get a postcard from me from any of my future destinations.

You might wonder what I'm on with this postcard stuff, or if I'm being serious.

I'm being absolutely serious. And as for what I'm talking about:

A few months ago, I had an idea for a new offer. It's stuck with me and it's become more insistent. Today it's time to try it out.

I call this offer the Word's Most Valuable Postcard. For the full details, along with word pictures that might convince you or dissuade you from taking me up on this offer, take a look here:

[link]

9. Open with yourself: KZ Clicks woman

Starting in 2021, I managed two large email lists of buyers of ecommerce gadgets. The first list was of household gadget buyers (this email); the second was dog owners (next email).

When I say “managed,” I mean I did everything related to email marketing with these two lists – I decided which offers to promote, I wrote up the emails, I designed them and scheduled them, I figured out what worked and what didn’t.

To date, managing these two email lists has been the most money I have made from copywriting, and really the most money I’ve made in my life.

Unfortunately, the company I was working with – a team of American guys living in Thailand and doing dropshipping on a massive scale – disintegrated, taking my cash cow along with it. Still, I learned a ton about making money with email during the 1+ years of managing these two lists.

For most of the emails I wrote for these two lists, I found the hook or the idea or the opening, almost word-for-word, on Reddit. The following email was a good example of that. It was a long-running success that never failed to bring in thousands of dollars worth of sales. It was also the best performing of the emails I wrote up to promote this particular offer.

By the way, the “teaching” I do in this email, about why saran wrap doesn’t work like it used to, also came from Reddit – from the comments of the same post that gave me the opening idea.

SUBJECT: Saran wrap alternative that works better and saves money

Here's a personal confession:

For years, I've been mystified by plastic cling wraps like saran and Glad.

Growing up in the nineties, I saw adults using saran wrap to neatly keep food inside bowls and plates.

But I couldn't manage to get a sheet off the roll without it wadding up into a sticky lump of plastic. So I brushed it off as something that only adults could do.

Fast forward to my being an adult, and I always have saran wrap in my house.

Thing is, it never seems to stick like it used to, and I could never use it to 100% secure my food, the way I remember adults doing when I was a kid.

Well, now I know why.

I was reading an article online just now.

Turns out, plastic wrap used to contain a toxic chemical called PVDC. Because of the risk of PVDC, the companies that make plastic wraps switched to a different material a while ago.

It's definitely been better for the environment... but the new plastic wraps just don't work as well.

Plus you've got to wonder, if people are using three times as much because the new saran wrap simply doesn't work well... is this really better for environment? I don't know, but it's definitely not better for the pocketbook.

Anyways, I found this whole topic interesting. But it's not really a big deal in my life because I practically never use saran wrap any more.

Not because of how it doesn't stick any more... or even because of the cost of always having to buy it.

I've simply found a solution that works much better in every single way.

It keeps my food 100% sealed and fresh...

It helps me organize my fridge and keep it neat and manageable...

And it's 100% reusable, meaning I bought it once, and I don't have to keep buying it over and over, unlike saran wrap.

It has replaced 95% of the saran wrap I used to use, and I couldn't be happier.

If you want to find out more about this clever kitchen solution, take a look here:

[link]

Have a great day,

Tina Konrad, BambooFresh

PS. Do you have a good money-saving tip around the house? Write in and let me know, and I'll feature it in an upcoming email.

10. Current news open: Lady Gaga's dogs

The second of the two ecommerce lists I managed for over a year was made up of dog owners. The emails I wrote to this list followed the same structure every day – a curious or funny or infuriating dog story I found on Reddit, broken up with a cut dog GIF, leading into a new dog

related offer. This was one that made a bunch of sales of a GPS tracking tag we were selling as affiliates.

SUBJECT: Lady Gaga's two dogs returned safely, LAPD says

Today's PawSafe Story is all over the news:

Lady Gaga, the Grammy-award-winning singer and the star of A Star Is Born, had her two French bulldogs, Koji and Gustav, kidnapped last Wednesday.

What was shocking is how planned the whole thing was:



A dog walker was taking Koji and Gustav down the street.

Suddenly, a van pulled up. Two men got out and got into a fight with the dog walker. One of the kidnappers even pulled out a gun and fired.

In the end, they wrested away the two Frenchies, threw them into the van, and sped off while the dog walker lay on the sidewalk.

It's a really dramatic and horrible story.

The main thing is the dog walker appears to be ok. He is recovering and in stable condition.

Following the incident, Lady Gaga offered a giant reward to anyone who could bring Koji and Gustav back.

And on Friday, somebody did.

A woman reportedly found the two bulldogs tied to a pole in an alley, miles away from where they were kidnapped.

She recognized them from media reports, and brought them into the LAPD. The dogs are fine, and were returned to Lady Gaga.

I'm happy this story turned out without a tragic end, both for the dog walker and for Lady Gaga's dogs. But it's a crazy world though.

Fortunately, dognapping is not a daily concern for most of us, who aren't as rich and famous as Lady Gaga.

But who knows? Dogs do get stolen, and more likely, they do get lost or run away.

The good news is, there's much you can do to protect yourself and your pup. Simply clip one of these gizmos onto your dog's collar, and you will know exactly where they are, even if they aren't right next to you:

[link]

Have a great day,

John Kantor, PawSafe

PS. What's your favorite story about your dog? Write in and let me know, and I will feature it in an upcoming email.

11. Current news open: Corona fears

I wrote this email in the first months of the corona crisis. The paper soap offer in this email was cheap, but this email sold an incredible amount of it. I kept checking sales numbers throughout the day and each time I would refresh the sales results several dozen more orders had come in.

I was getting a percentage of sales for each packet of paper soap we sold. This email is still the most profitable bit of copy I've written, word-for-word. And it took me a grand total of 10 minutes to write, since it was really just a restatement of the lead I had already written in the advertorial that the email linked to.

SUBJECT: Use "paper soap" to get your hands germ-free wherever you are

Today's email is about an important topic for 2020:

And that's clean hands.

As we all know thanks to this ongoing crisis, it's important to wash your hands thoroughly and regularly. In case you cannot do that for any reason, the suggested solution is hand sanitizer.

I'm taking these guidelines very seriously. But I saw something a few days ago that made me do a double-take.

I read a report, which showed UV light photos of somebody's hand.

The UV light lit up where the microbes are... and it didn't light up where there's normal, clean human skin. Now here's the interesting part:

The photos showed three types of hands.

One was unwashed hands. As you can imagine, the whole hand lit up with various microbes. Not good.

The second was the same hand treated with hand sanitizer. It was an improvement. But there were still plenty of areas that showed various germs. Not great either.

Finally, the third photo showed the hand after washing with soap and water. It was by far the best, and seemed to eradicate almost all the germs.

Maybe this isn't news to you... but it was surprising to me. I expected hand sanitizer does a more thorough job of killing bacteria. But according to this report I read, there are still plenty of microbes that hand sanitizer cannot touch.

Which brings us back to the need to wash your hands with water and soap.

Trouble is of course, it makes no sense to carry around a big bar of wet soap wherever you go. And a bottle of liquid soap isn't practical either.

That's why I want to share today's recommendation with you.

It's not hand sanitizer... it's not liquid soap... and it's not your usual bar of soap...

But it allows you to wash your hands with real soap whenever and wherever you are.

It's something called One Time soap or "paper soap." It comes in a dispenser that looks like dental floss. I've bought several packets for myself and my family.

I feel like it's a super clever invention, and I don't know why we had to wait until now for somebody to invent it.

Anyways, here's the link to find out more about it – including those UV light photos I mention above. If you or anybody in your family is going out of the house at present, this paper soap is something to consider:

[link]

Have a great day,

Tina Konrad, BambooFresh

PS. Do you have a good money-saving tip around the house (or outside the house)? Write in and let me know, and I'll feature it in an upcoming email.

12. Current news open: Pharma bro in contempt

SUBJECT: "Pharma Bro in contempt": Everything going to plan

My subject line yesterday, "Be grateful you read my newsletter," drew some response. For example, one reader with a pseudonymous email account seemed ready to start a fight. He or she wrote:

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Who the fuck do you think you are?

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I maintained eye contact with my laptop and backed away slowly out of the room. I've heard that's the right procedure in these kinds of cases.

On the other hand, reader Esat Akan wrote in with:

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Hey John!

I am very grateful for reading your newsletter.

It's chock full of value, fun, and interesting.

Thanks a lot

===

I'm telling you about these responses because they tie into the valuable, fun, and interesting topic of today's newsletter. Be grateful I'll share it with you.

It goes like this:

I'm signed up for the Federal Trade Commission newsletter, because I like to get news of marketing scams, pyramid schemes, and other skulduggery that can be useful for business. So a few days ago, I got a press release with the unlikely but highly satisfying headline:

"FTC Asks Federal Court to Hold 'Pharma Bro' Martin Shkreli in Contempt"

You probably know Shkreli. He's a young guy who caused mass outrage a few years back. He bought a pharma company that sold a lifesaving drug, and then raised the price of that drug 55x, from \$13.50 to \$750 per pill.

Shkreli then schemed to suppress competition, to make sure desperate patients were forced to pay the new 55x price for his drug.

When this became international news, Shkreli smirked at cameras, and said the one mistake he made was that he didn't raise the price even higher. He said it was normal business.

"Why are people coming after you?" asked one interviewer.

"It might have something to do with me being very handsome," Shkreli answered with a smile.

People were fuming.

"Martini Shkreli," said one irritated TV announcer, doing what he does best: looking like a real slappable prick."

So the FTC headline is very clever and very fitting.

The new news, by the way, is not that Shkreli is officially contemptible – which is what the headline makes you think, and which is what most people feel. Instead, he disobeyed court orders and started another pharma-like company. He is therefore himself "in contempt of court."

Whatever. Point is:

Maybe Shkreli is a natural-born "slappable prick." Or maybe it's an act he's putting on for reasons of his own.

Either way, I think Shkreli's behavior is worth studying – and even emulating.

"Whoa whoa hold on there," you say. "John, you don't want to go down that road! There are many better ways to get attention than to become contemptible. It's not worth it!"

No doubt. And I'm not actually planning on getting into the pharma business, or doing anything to taunt the FTC, or playing around with people's lives.

But that doesn't change the fact that specific strategies Shkreli is using – whether instinctively or consciously – can be very valuable if you run a completely above-board, highly moral, or even noble business.

That's something I will write more about in a future book on positioning, which I'm working on now.

But to twist the advice of James Altucher:

"The best way to promote your next book? Get people to read your current book."

And so let me remind you of my 10 Commandments of A-List Copywriters.

Get it now if you want. Because tomorrow I will raise the price of this baby to \$200 for the ebook and \$250 for the paperback – the highest prices Amazon will allow me to charge. You can watch the price increase at the page below:

<https://bejakovic.com/10commandments>

13. Industry news open: Sex report

SUBJECT: Why less agreeable men make better sexual partners

Men who have great sex in committed relationships tend to share one key personality trait.

The good news is, anyone can develop this trait as well. To find out how, check out the following:

[link]

Once upon a time, I was talking to a girl, and we hit upon an interesting topic.

"You know how some women always fall for the bad boy?" she asked me. "Do you think there is a guy equivalent of that?"

We batted around a few different ideas, and in the end, we came up with a conclusion we were both satisfied with.

We agreed that, yes, there is a type of girl that many guys tend to get hung up on.

It's not the nice, innocent girl.

It's not the difficult or demanding girl.

Instead, we thought it's the "crazy girl" who blows hot and cold every quarter hour.

That conversation stuck in my head for a long time – but until now, I thought it was just a fun theory.

Well, a study just published in the Journal of Sex Research gives some solid support of this theory.

Using a survey of close to 1000 couples, scientists found that men do indeed have better sex with women who are emotionally unstable.

The study had some other interesting findings.

For one thing, relationship duration was not linked to sexual satisfaction.

"This finding implies that a healthy sexual life is possible even in long relationships," the researchers said.

But maybe the most interesting finding was that women responded better sexually to partners who were "less agreeable."

Did you catch that? LESS agreeable men made better sexual partners.

This flies in the face of much Cosmo and Men's Health advice on how to be a better lover.

But it's right in line with something I wrote about a few days ago.

And that's the common thread between such famous seducers as Christian Grey (50 Shades of Dull), James Bond, and even "Quagmire" from Family Guy.

Anyways, sex ed expert Alex Allman has a lot to say on the topic of how guys can be more assertive, less agreeable, and much more attractive to their long-term partners. And how they can have much better relationships – and much better sex – as a result.

If this is something you want to know more about, check out this page that Alex has written up:

[link]

Talk soon,

Jack

PS – This "less agreeable" thing is a fundamental truth about attracting women.

It works on all kinds of women – single, in a relationship, nice, difficult, emotionally stable, or flat-out crazy.

Check out the link above to see how this one personality change can make you more attractive in all these cases.

14. Industry news open: Justin Goff "sold out"

I've found success in my copywriting career by thinking up different ways to create urgency, beyond just "deadline to buy is tomorrow." This email was an effective case of that. It started out with a bit of industry news, then created urgency without any kind of deadline, to drive a nice number of sales.

SUBJECT: "Sold out"

Yesterday, marketer Justin Goff sent out an email with the subject line "sold out". The body copy immediately explained what was sold out:

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Just a heads up, nearly half of the 250 swipe files that are available in the special sale going on today have already been taken...

So they will be sold out soon.

===

Here are a three facts I, and probably many other people who are on Justin's list, know after this email:

1. Justin has been promoting this affiliate offer for a few days.
2. So have several other marketers with large lists, including some with the largest lists in the copywriting/IM niche.
3. After several days of steady emailing by all those marketers, going out to tens of thousands of people in total, fewer than 125 sales of the affiliate offer have been made. That probably translates to a less than 0.1% conversion rate – and maybe as low as 0.025%.

I don't know how many sales, and more importantly, how much money, Justin made with this "sold out" email. Maybe he did great. And maybe I will look like a fool for sticking my nose into things that I don't know anything about.

With that in mind, let me say that Justin's email is a violation of a fundamental rule of copywriting.

Perhaps the most fundamental rule of them all.

It's a rule I was exposed to in the mythical webinar training that A-list copywriter Parris Lampropoulos put on back in 2018. Parris repeated this rule, over and over, while talking about how he evaluates his own copy, and while critiquing many pieces of student-submitted copy. The rule is this:

"Does it help your case, hurt your case, or is it neutral? Only keep it in if it helps your case."

This rule might seem blindingly obvious. But as Justin's email above shows, even smart and successful marketers will break this rule – because they get rushed, careless, or greedy.

When I read Justin's email, my first impression was, "Fewer than 125 copies sold? This must not be a very attractive offer." My second impression was, "Even if it's a fine offer, I've got plenty of time to get it, since at this rate it won't sell out soon – in spite of Justin's alarmist subject line."

Again, I might be sticking my hoof in my snout by talking about a promotion where I don't know the actual sales numbers, and one which is still going on.

But the bigger point stands. Does it help your case, hurt your case, or is it neutral?

Anyways, on to my own promotion:

Nearly half of the infinity+ digital copies of my Most Valuable Email course have already been sold.

The remaining copies are sure to sell out soon. So starting tomorrow, I will turn my great eye elsewhere, and start promoting my twice-born Copy Riddles program.

That means you might not hear from me about my Most Valuable Email program for a while, even though it will continue to be available for sale.

But hold on—

Is this any kind of way to do urgency? Should the fact that I won't be pitching MVE for a while make you want to buy it today?

No. Not if you're the type to get activated by "sold out" subject lines and other transparent scarcity tactics.

On the other hand, if you like the basic promise of Most Valuable Email – *"turn ordinary and rather boring emails into something clever and cool"* – then today is as good of a day as any to start down that path. And maybe even better than any other day – because you can get going now, and can start seeing the benefits of this little trick in action sooner.

Whatever the case, if you are interested, here's the link:

<http://bejakovic.com/mve/>

15. Industry news open: Obesity and inflammation

Fun story – ok maybe not fun, maybe I am just gloating, but bear with me:

I once talked to a couple of very successful copywriters who had started their own supplement business. This was in the earlier days of my career, and I was talking to them about coming on to write emails. They weren't willing to pay very much, but they offered to critique my emails regularly as a kind of added payment.

To show the depth of their copywriting insight and knowledge, they asked me to send in a sample email I had written. I sent in this one. They got back to me quickly with their critique. *"Your email violates a fundamental rule of copywriting, 'The Rule of One.'"*

Fair enough. And yet...

This email was part of a three-email sequence that tripled sales in the main back-end funnel for RealDose Nutrition, and 8-figure supplement

company. In fact, this email was the email that made most of those 3x sales.

Perhaps this email breaks a “rule,” but it sure worked. Like I wrote in the “12 Rules of Simple Money Emails,” all the rules are really there as guidelines to make your job easier. You can break many of them on occasion and still have success – often great success.

SUBJECT: The evil twins blocking your path to good health

Here's an interesting bit of recent research:

Inflammation (caused by obesity) reduces the number of taste buds on the tongue.

When you think about it, this is really perverse.

It means food will taste more bland...

Driving up appetite and reducing the feeling of satiety...

Contributing to more obesity, more inflammation, and fewer taste receptors on the tongue, repeating the cycle one level down.

This downward health spiral illustrates an important point:

Extra weight and inflammation are very tightly linked. In fact, they are mutually reinforcing, in dozens of separate ways. The list of problems this vicious cycle creates goes on and on: hormonal changes, cardiovascular effects, problems with the immune system, additional weight gain.

So what can you do to deal with the evil twins of inflammation and weight gain?

Well, you've already taken the first step by getting Weight Loss Formula No. 1, which will help you lose fat.

What about the other problem child, inflammation?

RealReds to the rescue, thanks to its 8 polyphenol-packed ingredients and a healthy dose of digestive fiber.

Not only will RealReds help with its high polyphenol content (which reduces your inflammatory response), but it contains practically no sugar, unlike whole fruits. This makes RealReds the perfect complement to Weight Loss Formula No. 1 in helping you along on the path to good health.

Oh, one more important thing.

RealReds taste great, even though it's almost entirely free of sugar. You can just mix RealReds with water, or add it to smoothies, or even make popsicles.

After all, if inflammation is going to play tricks with your taste buds, you have to fight back somehow.

When you're ready to give RealReds a try, here's where to start:

[link]

Dr. Steve Siskind
Founder, RealDose Nutrition

16. Open with news about you: Marina Santos pregnancy

SUBJECT: A very special Valentine's Day (read to see why)

Hi John,

First off, happy Valentine's Day!

It's such an amazing and beautiful day, and I'm so grateful you're here with me and all the other Rad Girls.

Seeing all the progress you girls are making over the past weeks... and the community we are creating together... well, it really inspires me. I want to thank you for that.

Also... like I mentioned yesterday, I have a big announcement I want to make today.

In fact, you're one of the first people I'm making this known to.

Sooo, my big announcement:

We will soon be getting a new little member in the Rad Me Community... because I'm now officially 14 weeks pregnant!



The last few weeks have been a blur of doctors visits and checkups. I've had minor complications in the beginning but I'll share more of that in a video. Thankfully the baby and I are both doing great and we are excited like never before!

I'm so grateful for this little miracle and I definitely don't take it for granted... Now I have so much to learn and to do. I will need help and advice from all the amazing RadMoms in our community!

One thing I know for sure...It's so important to eat healthy and exercise before you're pregnant... and while you're pregnant... and of course after.

I'll be giving you more updates in the coming months. But for today, I just wanted to let you know about my big news. So happy!!!

Also, like I wrote yesterday, I want everybody to have access to the tools to live your best, healthiest life ever.

That's why, until this Sunday, to celebrate you can grab both Radiant Clean and Body Sculpting Series for way off their regular price.

It's my way of saying thank you... and a way to celebrate this very special Valentine's Day. If you want to find out more, here are the links:

[link]

and also

[link]

17. Open with news about you: My record month

SUBJECT: A record month

Up until today, my best-ever month in terms of income was November 2020. At that time, I was chest-deep in freelance work, plus I was getting a sizeable profit share on two big email lists I was managing.

As this email goes out, 28 days into March 2023, I'm about \$200 over what I made in November 2020. And there are still a few days to go this month.

I sat down this morning and made a list of possible explanations for this new record in income.

Was it inflation?

Some part, yes. According to the U.S. Bureau of Labor, inflation has risen like smoke between then and now, 16%. But I still have one more new offer to make to my list this month. With it, I might have a record month in inflation-adjusted terms also.

Was it client work?

I've largely escaped from client work over the past couple years, and that's why it's taken me so long to get to a new record month. If I was chest-deep in client work in 2020, I'm ankle deep in it now. I have one client – easy work, good money, and exposure to what's happening in the industry. It's nice to have but not a major part of my total income.

Was it sales I made to new subscribers from the classified ad I ran early this month?

So far I've made \$4k in sales to new subscribers who came from that \$1k ad, a 3x return. That's a nice result and definitely good to have. But again, it's not a major part of my total income this month.

So what was it then?

Well, I will just deny any rumors you may have heard:

I did not walk through Barcelona's Gothic district late one night this past December, and I did not come upon a crossroads, where a man in a fedora was leaning against a door and smoking a cigarette.

Furthermore, I did not engage in conversation or debate or deal-making with this man, and I was not as a result offered any occult or supernatural knowledge regarding persuasion or influence, nor did I strike a fearful bargain with said man, up to and including the sale of my soul or that of any firstborn child I might one day have.

No, none of that. If I do have any secret, it's not supernatural or occult.

I won't lie and say my big secret, if there is one, is out there for all to see, and available simply by reverse engineering.

But as Tony Robbins likes to say, success leaves clues. And secrets leave footprints, especially on the written page.

And with that, I'd like to recommend to you my 10 Commandments of A-List Copywriters. It's based on this very idea – success leaves clues, so why not collect them and put them into quick and easy little Kindle book. As one highly critical (4-star) reviewer wrote:

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excellent book

Short and very pertinent. Loaded with the names of hugely successful giants of the copywriting world and the titles of their successful books. I read the book on Kindle and highlighted many great bits of advice and the names of the great writers sharing advice. If you write ad copy for a living or hope to do so, buy this book.

===

You're now at a crossroads. If you decide to take the path that leads to reading this book, here's where you can buy it:

<https://bejakovic.com/10commandments>

18. Open with news about you: Abdul's WAGMI challenge

SUBJECT: WAGMI Challenge Update #1

Like I wrote you a few days ago, I am doing a challenge this year:

I'm taking \$1M of my own money... and working to turn it into \$10M.

Well, the challenge is under way.

I will update you on it as the year progresses. I'll tell you the different strategies I'm using, and the results I'm getting.

Before we get into the meat of it, let me say up front:

Not all the strategies I'll be sharing as part of this challenge might be relevant to you right now.

Because as I said in an earlier email, there are three phases to WAGMI:

Phase 1. Income generation

Phase 2. Income diversification

Phase 3. Wealth expansion

You might still be in phase 1. If so, no worries.

I have been sharing and I will be sharing good ideas to get over that first hurdle... so you can start collecting a regular income, outside of a traditional job, and get control of your time.

But I promised to share the exact, honest details of my 1M->10M challenge. And I will do that.

It might be interesting or even inspiring to you, regardless of which stage you're at right now.

So let me tell you one thing I've done as part of this challenge.

I've bought \$200k worth of Strong Nodes.

Strong Nodes are a blue chip investment as far as crypto goes.

I won't get into the technical innards here, but basically, Strong Nodes return about 1% every day, and those returns compound.

It's a pretty incredible passive income play right now.

I found out about Strong Nodes through a friend who's been in the crypto space for a while.

I'll be interviewing him in a few weeks' time. Maybe I'll even put together an offer with him because he has stuff to teach others.

I will share more about that with you as it develops.

For now, let me just say Strong Nodes is one of the main things I've done so far as part of my 2022 challenge. If all goes well, this will be a 10x opportunity this year.

Also, keep in mind:

I'm doing this on the advice of a friend and based on my own research. I'm not a pro investment advisor (not yet at least!)

In other words, if you are thinking of putting money into Strong Nodes... do your own research and make your own decision. Don't just jump in because I told you about it.

And again, if you're not yet at a place where you can put aside money to work for you... then look into the following Amazon Digital opportunity.

For a small group of people, it's been a ticket to quickly get to \$5k in almost passive monthly income. And really, \$5k is just the start – many people are making much more with this system.

Of course, this Amazon Digital opportunity won't be right for everyone.

But if you're still in WAGMI Phase 1, it might be just what you need to get to phase 2.

And if you're already in Phase 2, it might be a great way to get more income... so you have ready cash to deploy when a new investing opportunity pops up.

I'll talk more about passive income, Do Nothing strategies in future issues of the WAGMI Letter.

I'll also give you more updates on how my 1M->10M challenge is progressing

For now, if you are interested, here's where to find out more about the Amazon Digital opportunity:

[link]

- Abdul

19. Pop culture open: "The Opposite" from Seinfeld

This email subject line comes from the free issue of Email Players that Ben Settle gives away on his site. Once I subscribed to Ben's Email Players in 2017, I finally went back to this issue, and actually applied the info inside. I first did it with a client who had a digestive supplement, then with my own aromatherapy list (below). And as I wrote above in SME Swipe #6, other copywriters have written me to say they've also used this same hook repeatedly and with success.

SUBJECT: The George Costanza school of aromatherapy

There's an old episode of Seinfeld where unlovable loser George Costanza has a painful realization:

Every choice he's ever made has resulted in failure.

From now on, George decides, he will do the exact opposite of what he's done up to then.

He starts with his order at the diner – not a tuna on toast as usual – but a chicken salad on rye.

As he puts in this order, a pretty girl across the restaurant turns and looks at him.

The old George would just sit there and let the opportunity slip by. But the new George marches over and says, "Excuse me miss, I noticed you were looking at me."

"Yes," she smiles over her shoulder, "you ordered the exact same thing as I did."

This "opposite" thing is going great guns, George realizes. What should he say next to impress the girl? Should he say he's an architect, a marine biologist, a latex salesman...

No. He decides to risk it all on the new "opposite" strategy.

"My name is George," he says. "I'm unemployed and I live with my parents."

The girl turns to face him, leans back, and beams, "Hi... my name is Victoria."

Here's why I'm bringing up this long-lost scene.

This entire weekend, I'm touting my new book, Essential Oil Quick Start Guide.

In many ways, this book is the equivalent of the George Costanza school of aromatherapy.

In other words, it's the opposite of much of what you will find in other places.

For example, it will not make you an expert professional aromatherapist (far from it).

It will not cover hundreds or even dozens of essential oils.

It won't promote a specific brand.

It won't talk about vibrations, the "life blood" of plants, or detoxing.

Instead, it will just cover three topics:

1. The basics of safe essential oil use

2. The scientifically proven uses for 5 popular and widely available oils

3. How to start using oils in your own life

And please understand:

I'm not saying that other ways of learning about aromatherapy are wrong, or that they will result in Costanza-like failure.

Also, I certainly can't promise that this "opposite" approach will have the same miraculous results for you as it did for old George.

But if you are new to essential oils, and you're looking for a no-fluff way to learn more, then this book might be right for you. Plus if you get it before the end of the weekend (Sunday 12 midnight PST), it's 50% off.

For the full details, do like George – put your shirt back on, get your glasses, and head on over to:

[link]

John Bejakovic

20. Pop culture open: Groundhog Day

SUBJECT: The day after the Groundhog Day of business failure

This past Wednesday, February 2nd, was real-world Groundhog day.

The only reason I know this is the old Bill Murray movie. That's what made me realize Groundhog Day is even a thing.

Maybe you know the movie:

Bill Murray plays a cold-hearted, pretty nasty TV weatherman.

He gets stuck in a time loop. The same day keeps repeating over and over – and it happens to be Groundhog Day.

After a while, living the same day over and over, Bill becomes obsessed with making one specific woman love him.

So day after day, he tries different approaches, tricks, and lines to get into her heart.

And day after day, she rejects him, and usually slaps him across the face.

But in spite of the failure and humiliation, Bill is picking up invisible assets along the way.

He's learning about himself. He's making connections with the people of the town. He's developing skills. He's changing and growing as a person.

And by the end of the movie, after he's grown enough, he finally gets what he wants:

The woman he's in love with falls in love with him also. And Bill wakes up the next morning...

... to find that it's the day after Groundhog Day. The rest of his life has begun, and it's fantastic.

I'm telling you this because of a sensitive issue in my own life.

I've had success starting and running an 8-figure online business.

And these days, I spend much of my time teaching and helping others to succeed as well.

The thing is, the people who come to me to learn how to succeed... well, I'm often not the first person they've come to.

They've tried stuff before.

Maybe they paid for a course. Maybe they bought a book. Maybe they joined some kind of training program.

They tried... but they didn't succeed.

Perhaps that's how it's been for you.

If so, I can tell you I know first-hand each failure is painful. And I know it can feel like a slap across the face.

But, in my experience, everything in life makes you grow as a person.

And just like with Bill Murray in Groundhog Day, it brings you closer to your goal.

Perhaps you don't believe me. Or perhaps you think I'm full of it.

That's fine. I'm not trying to prove anything to you.

I just want to point out that today, you have ideas, skills, and a mindset that you didn't have even just a few months ago.

And maybe that can make all the difference in your ability to succeed, and succeed today. So that tomorrow you wake up...

... and realize it's not Groundhog Day anymore. Instead, it's the first day of the rest of your life, and it's fantastic.

Anyways, on to the practical stuff.

Over the past few days, I've been telling you about a special business opportunity.

I personally find it amazing, and that's why I've been sharing it.

Perhaps it can be the final piece of the puzzle that allows all the pieces to click in your life. To find out more:

[link]

- Abdul

21. Pop culture open: T2 Judgment Day

This was the email I sent out to announce the launch of my Most Valuable Email course, which was based on a live training I had done several months earlier.

In a way, this email straddles a couple of categories – it talks about me, it's about news, and it also works in a pop culture reference. The point as always is the same – send out an email that helps you make the sale – and that helps you get readers reading tomorrow.

Also note the CTA in this email. Since the sales page was incomplete, I had to call that out ahead of time in the email.

SUBJECT: **Announcing MVE 2: Judgment Day**

Today I am opening the cage and unleashing upon the world my new Most Valuable Email training.

I expect this beast to set things on fire, crush kids' bikes, and maybe have the SWAT Team called in against it.

I will have more to say about this training over the next few days. Such as, for example, answering the question:

"But Bejako, didn't you already release something called Most Valuable Email? It sounds familiar."

It should sound familiar. And I will deal with that question in more detail soon.

For now, you can think of this training as the impossibly shiny, hyper-intelligent, and unstoppable T-1000 from Terminator 2: Judgment Day... as opposed to the dumb and brutish T-800 from the first Terminator film.

Also, here are a few organic facts you might like to know:

1. I will be promoting the Most Valuable Email until this Sunday, October 2
2. Well, really, I will be promoting it pretty regularly even after this Sunday, but—
3. If you do decide to buy this training before the clock chimes at 12 midnight PST on Sunday, you will get a 25% discount off the not-too-cheap, not-too-expensive regular price which will kick in after this launch period ends
4. You can get more detail about this offer at the page below, but—

5. This sales page is incomplete.

Yep, it's incomplete. I will be filling it out over the coming days. Frankly, I don't read sales pages even when I buy, and I suspect a lot of other people don't either.

So if you trust me and you already know you want this training... or if you're curious what an incomplete sales page looks like, and want to spy on how I will develop it over the next few days... then you have one reasonable course of action. And that's to take a look here:

<http://bejakovic.com/mve/>

PS. If you took me up on my Most Valuable Email Swipes offer back in June... then check your inbox. You will find a second email from me with a special offer in case you want this new Most Valuable Email training.

22. Personal story open: Marina Santos carpet shop

SUBJECT: My "carpet shop" approach to ongoing fitness

I was organizing my photos recently and it reminded me of a story I wanted to share with you:

Last summer, my husband and I were traveling to celebrate his 40th birthday.

The last stop was Cappadocia in Turkey.

Honestly, I thought it would be a bit of a tourist trap, but it turned out to be incredible. I'm so grateful we wound up going.

Anyways, one morning we decided to go for a hike. We wandered around valleys, got lost multiple times, and eventually found our way to the city of Goreme.

And we randomly came across this crazy carpet shop that had multiple rooms covered from floor to ceiling in carpets and pillows.

This sweet salesman offered to take our photos in the "photo/video" area of the store.



Of course we had no idea that it existed, but apparently this store is quite Instagram famous and people from all over the world come here and PAY just to take photos lol.

Anyways, I thought we could just take some photos of the place and would leave after... NOPE.

The nice sales man grabbed my phone and started giving directions to my husband and me about where to stand, where to look, and where to put my hand. It was quite a photoshoot and we were in shock and laughing that this had happened.

I mean, here we were, sweaty and tired after a hike, I had no makeup, I was wearing my husband's long sleeve shirt (we ran out of sunscreen)...

And yet we end up getting a mini professional photo shoot for free!

If we had planned this, it probably wouldn't have worked out better. And as cheesy as these photos are, I love them so much and will always be reminded to the story behind it ❤️

I bring this up because it's the same goal with Radiant Me Monthly.

Even if you're not crazy motivated and planning to work out, I pop up on your screen with a new workout... guiding you through every step... while you do your best and don't stress.

And the next thing you know, you're finished with the workout, you feel energized, and your life is a bit better. It's something you can look back on at the end of the day and say, "I'm glad I did that."

Anyways, if you're curious about Radiant Me Monthly and want to find out more about how it works, I hope you'll check this out:

[link]

Stay Radiant ❤️

Marina

23. Personal story open: My essential oil "aha" moment

SUBJECT: My essential oil "aha" moment

Do essential oils actually do anything?

Sure, there's research that says EOs can in fact help with issues like infections, inflammation, and pain.

And while that's nice to hear, it's not really convincing on a personal level.

Instead, everybody who uses oils has to have an "aha" moment at some point, when they use oils to fix a specific health problem, and get convinced that EOs actually can be powerful.

For example, when I got my first batch of oils, I tried inhaling lavender when I was feeling stressed and anxious.

I didn't really notice much.

I later inhaled peppermint. It didn't make me any more alert or awake.

However, I next tried a simple blend of oils with a cream base.

And I used this "salve" on some red and puffy skin around my eyes.

This eyelid inflammation is something that comes around regularly for me. It can be brought on by stress, lack of sleep, exposure to sunlight, exposure to wind, exposure to cold weather, drinking, you name it.

It makes my eyelids and the skin around my eyes inflamed and painful. It also makes me look like a sleepy raccoon.

I've tried treating it using creams, making diet changes, going to the doctor for a prescription for corticosteroids, and avoiding the things that were causing it.

Nothing helped, or at least was not a permanent solution (I'm looking at you corticosteroids).

That is, until the EO salve.

When I made my little blend and tried it on my swollen and puffy eyes, I felt a bit better.

Within a day, the inflammation significantly reduced, and the skin started to heal.

Within 2-3 days, the redness and the itching and the peeling were completely gone, and my eyes were back to normal.

I couldn't really believe it at first. I had looked for a solution to this skin inflammation for just around 10 years.

Nothing worked. Then EOs did. And they continue to work – I use them whenever I feel my eyes are starting to flare up.

I'm not sure whether my patented eye cream will work in the same way for you, and whether it will also prove to be your "aha" moment with EOs.

But I hope it will, and that's why I am sharing it as part of the skincare recipes lesson in my new EO Pioneers course. You can get more info about the course [here](#):

[link]

John Bejakovic

24. Personal story open: "Too many single moms"

SUBJECT: "Too many single moms" in my Facebook DMs

Due to some client work I've been doing lately, I've been forced to go back into the cobweb-laced haunted house that is my Facebook account.

Each time I tip-toe my way along the creaky floorboards there, I see dozens of new friend requests pasted on the walls, all from people I don't know from Adam's off ox.

Occasionally, I go on binges of approving those friend requests.

Last week, I logged in and saw a message from a guy with an Italian name, whose friend request I must have approved some time earlier. My new friend wrote:

"Thanks for accepting my request man, I appreciate that! I noticed you're into personal development. I have a quick question if you don't mind."

Personal development? I replied to say, sure. And I went about my day.

Since I don't have any notifications enabled anywhere, I forgot all about it until I logged in to Facebook a few days later. And there was my friend's quick question:

"Are you currently using online dating apps?"

That escalated quickly. With just 7 words, this Italian stallion was quickly nearing "unwelcome pest" territory.

I replied with a professional and elegant "no."

I thought that would be the end of it. But I was wrong. The next time I logged in, a follow-up was waiting for me:

"Too many single moms or not matching with the type of women you truly desire?"

At this point, like a hot 24-year-old girl who has lost interest in a boring Tinder chat, I stopped replying. But I did check his profile. It turns out he sells some kind of service to get you matching with the type of women you truly desire.

This got me wondering. Even if this guy's presumptuous marketing approach is successful in hooking somebody, who is he gonna get?

A long-term, devoted customer or client?

Or somebody who will ghost him at the very first turn in the road?

My guess is the second.

That's not a game I ever want to play, and not one I advise to you either.

A sale is never just a sale, and a client is never just a client.

My advice is to think actively about the relationships you build, the long-term potential of those relationships, or if you like, the lifetime value. That's really my biggest and most valuable conclusion after having worked

with hundreds of clients, many of who paid me \$100, a few of who paid me \$100k or more.

And on that note:

Until this Wednesday, I am promoting Steve Raju's ClientRaker training.

ClientRaker is all about finding high-quality, long-term, devoted clients. Without sliding into anybody's DMs, without embarrassing yourself, and without offending or annoying people who are no prospects of yours to begin with.

In case you're interested:

[link]

25. Third person story open: Cutting dog nails with two slices of cheese

SUBJECT: Cutting dog nails with two slices of cheese

Hi John,

Today's PawSafe Story covers a sensitive dog topic that many owners can relate to:

Dog nail cutting.

The star of our story is a Shiba named Jiro.

Each time Jiro had his nails cut, he screamed bloody murder.

And yet his owner knew:

Jiro needed his nails trimmed, either at home or at the groomers. Otherwise the nails would grow too long, and could split down to the quick.

But how to keep the nail cutting from sounding like an exorcism?

Jiro's owner figured out a way...



It turns out Jiro looves cheese.

And all it really took was positive reinforcement, using just two slices of American cheese.

First, it was a matter of getting comfortable. As Jiro's owner puts it:

Flip... cheese, cheese... let him see clippers... cheese, cheese.

Whenever Jiro started fussing, his owner would wait for the pup to calm down... and give him more cheese.

Soon enough, Jiro got comfortable with the clippers.

And now, Jiro's owner can flip him on his back on and trim all 20 nails in one run... as long as Jiro got two slices of American cheese. Small pieces at the start and during the cutting... and one big piece to celebrate when all four paws are finished.

It's a smart system.

And it shows that even the most dramatic dogs can be trained to have their nails trimmed safely at home.

In fact, the bigger problem is the owners. Many owners are afraid of cutting too deep, and cutting into the quick.

When the owners are hesitant, of course the dog picks up on that, and then there's drama.

If you are worried about cutting your dog's nails, then I want to reassure you:

You can do this. Safely. At home.

In fact, you should know about these special nail clippers.

They are specifically designed for dogs... and they have a clever mechanism that ensures you never cut into the quick.

That makes you more relaxed and comfy, it's something your pup will appreciate, allowing you to cut his or her nails more easily.

If you want more info, check out the following:

[link]

Have a great day,

John Kantor, PawSafe

PS. What's your favorite story about your dog? Write in and let me know, and I will feature it in an upcoming email.

26. Third person story open: Rude women in clothing stories

SUBJECT: Rude women in clothing stores

Do you remember this famous scene from Pretty Woman?

Julia Roberts is on a shopping spree, thanks to a high-limit credit card, courtesy of Richard Gere.

So she goes into a fancy Rodeo Drive clothing store, looking for "something conservative."

But as soon as she comes in, the snobby saleswoman looks her up and down. She concludes Julia looks too cheap to shop there so she says flatly, "I don't think we have anything for you." And she kicks Julia out the door.

Well, as rude and crazy as it might sound, this doesn't happen in movies only.

I recently read the real-life story of a woman from Australia. She popped into a little boutique because she was looking for a gift for her friend's birthday.

The saleswoman met her at the door. And after just one quick look, she said, very bluntly, "Our idea of large is size 12. We don't stock plus sizes."

Our heroine is a size 18. And you can imagine how shocked and humiliated she felt.

You know what I would advise her to do in this situation?

I'd tell her to plot a little harmless revenge, Julia Roberts style.

After all, it can be great motivation.

Imagine if she could drop down to, say, a size 8, and then go back into the store. And then, just as the saleswoman is approaching her with a big professional smile, she could smile back and say, "You work on commission, right? Big mistake. Big. Huge." And then walk out, with an equally big smile and a bounce in her step.

Sounds like fun, right?

Sure.

But going from a size 18 to a size 8 is a tall order.

You might think it's too much to ask.

On the other hand, here's Maryanne Mazure, who started using Weight Loss Formula No. 1 several years ago:

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"[I went] from a tight 18 to an 8 in 10 months. I have never gotten so many compliments, people don't recognize me. I feel so good, I want to stand on top of the world and shout about it. I'm not going to change ever again. RealDose Weight Loss Formula No.1 gives you everything you need to know for the best results. I love how I feel!"

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So here's an extra tip I have for anyone who's serious about losing weight:

Take a look at Weight Loss Formula No. 1. It has helped tens of thousands of women drop dress sizes and get back into their old clothes. Even when everything else failed.

For more information, here's a video with the whole story:

[link]

Dr. Steve Siskind
Founder, RealDose Nutrition

27. Third person story open: Train bathroom seduction

I'll just say that the story in this story was actually told to me second-hand... by a family member. I do believe that it's true.

SUBJECT: Train bathroom seduction

Don't consider yourself a "smooth talker?"

It doesn't matter. There's another, more powerful way to attract women:

[link]

I once asked a girl I knew to tell me a sexual adventure from her past.

She did, and I found it pretty enlightening:

One summer, she was traveling through Europe by herself, taking a train between two cities (I forget which ones).

There were two other people in the compartment with her.

One was an old, sleeping woman.

The other was a guy reading a book in French.

The train kept rumbling along and this girl sat there, bored, staring out the window.

Then she felt something.

It seemed like somebody had lightly touched her calf, but she wasn't sure.

So she went back to staring out the window.

Then it happened again.

This time she was sure it was the French guy, who was still reading his book.

Eventually, they locked eyes for a second.

The train kept rumbling along.

The guy put his book down and stared at her for a moment. He then reached across and touched her in a very specific way.

Finally he stood up, held out his hand, and led her to the dingy toilet at the end of the wagon. They proceeded to have sex.

No words were spoken at any point.

Silence. From beginning to sweaty end.

Now, I have no reason to doubt this girl's story.

You see, I know words can be powerful at attracting women.

But the right kind of touch, that can be even more powerful.

And it can mean you cut through the chit-chat, the back-and-forth, and the endless games that most guys have to go through.

In fact, the right kind of touch can lead you straight to sex.

If you want to find out more about how this works, check out the following:

[link]

Talk soon,

Jack

PS – It doesn't matter if you just met a girl moments ago.

Or if you've known her for a while, but she's been unresponsive so far.

Or if it's your own wife, and you're looking to spice things up.

This kind of silent seduction can work with any woman.

Check out the link above to find out the full story.

28. Blind close: Pawsafe

SUBJECT: A safe fort for anxious dogs who hate thunder

Hi John,

Today's PawSafe Story is about thunder and the dogs who can't stand it:

A young man named Chris reports that his golden retriever Finn is afraid of thunder, always has been.

Whenever it gets loud and noisy outside, Finn gets super anxious.

She starts running back and forth, panting, barking, and crying after each thunder clap.

Chris tried comforting Finn in all sorts of ways.

But nothing, nothing has worked as well as this:



Yep, each time there's thunder, Chris builds his pup Finn a fort made out of cushions and pillows.

Chris says it works like magic to calm Finn and get her to stop shaking.

That makes sense. Dogs like dens. it's where they feel most comfortable.

This kind of protective setup can help your dog feel secure when there's thunder... or fireworks... or even when your dog gets anxious at being left alone.

Thing is, you might not always feel like ransacking your couch to build your dog a little warm and cozy anti-thunder fort.

That would be a hassle. Besides, where will you sit if your pup commandeers the couch each time it rains?

That's why I want to tell you about a better way to have a 24/7 comfort den for your dog... so he or she can relax during those noisy, stressful, or fearful times.

If you want to find out more about it, take a look here:

[link]

Have a great day,

John Kantor, PawSafe

PS. What's your favorite story about your dog? Write in and let me know, and I will feature it in an upcoming email.

29. Blind close: David Messent

SUBJECT: Why women don't initiate conversations

Most women will NEVER approach a guy...

But that doesn't mean they won't chase him – if he knows how to get in their head.

To find out how to do this, check out the following:

[link]

By the way, have you heard of the dating app Bumble?

It's pretty much like Tinder, but with a little twist.

Once there's a match on Bumble, only the girl can initiate conversation.

Female empowerment, right?

Except, it doesn't seem to be working too well.

The Internet is full of stories of guys who match with good-looking girls on Bumble...

And then wait...

And wait...

And yet nothing ever happens. Most of the girls never initiate anything. Just like in real life.

Why is this?

Maybe it's all just social conditioning.

Maybe good-looking girls just have too many options.

But honestly, I think it mostly comes down to hard-wired female psychology.

Women simply don't approach guys, because somewhere deep inside, they prefer to wait and hope for a guy to approach them.

In a way, that sucks. In a way, though, it's also great.

Because it means you can use that same deep-seated female psychology to drastically stack the odds in your favor.

I'm talking about taking advantage of the hidden "triggers" that will actually make women want to chase you.

No, it won't work on Bumble, because you'll need to have at least a bit of contact with a girl to make it work.

However, if you've seen a girl in real life... If you've matched with her on Tinder... Or even better, if you've already had some kind of interaction...

Then these "chase triggers" can effectively get her to make it as easy as possible for you, and even to initiate some things.

If you want to know what these "chase triggers" are, you can find out here:

[link]

Talk soon,

Jack

PS – One thing that's great about these "chase triggers" is that you can feel good about using them.

They are not "manipulative" or "creepy." Instead, they are just about giving women what they actually want.

Check out the link above if you want to see how this works in practice.

30. Blind close: John Bejakovic newsletter

This email starts off by referring to the previous day's email, which you can find here if you are curious:

<https://bejakovic.com/please-pick-one-and-only-one-of-these-two-puzzles/>

I really could have skipped referring to the previous email. I could have cut out the beginning, and I could have just started this email in the fourth paragraph. But there's value in having a little chain of emails like this.

I don't ever count on people having read my previous emails, and I make each email self-standing. Still, making a show of continuing a thread from an earlier email has the benefit of making your newsletter feel alive – that you are really writing it daily and adjusting in the moment. That's something readers respond to.

SUBJECT: Magical incantations to make people laugh, fail, buy, or unzip their pants

Yesterday, I shared two puzzles, two incomplete stories of two hypnotists, Mike Mandel and Derren Brown.

I asked people to choose which puzzle they wanted the answer to. The requests came pouring in, and the results were clear, two to one. People wanted to know the answer to the Derren Brown puzzle twice as much as to the Mike Mandel puzzle.

My "two puzzles" offer is now over. I replied to everyone privately with the answers to the puzzle they chose. I'll save the Derren Brown puzzle answer for a book I've decided to put together. But if you'd like to know the answer to the Mike Mandel puzzle, here it is:

Mike did his induction in his hypnosis subject... then planted his suggestion to remove the phobia. And then, hypnosis over, he asked the person to try to bring back the feelings of fear they had before.

There are two reasons Mike did this. One was straightforward – to test if he had done his job.

"Why don't people test their work?" Mike asks. "Because they are afraid it hasn't worked. But if it hasn't worked, isn't it better to know when they're still in your office than when they phone you two weeks later and they've had a nervous breakdown?"

The second reason was more subtle. It's that the word "try" sets people up to fail – or so Mike claims.

I've tested it out on myself, and I agree. Whenever I say, "I will try..." I've found that what I really mean is, "It won't happen but let me make a show of it."

Mike claims you can subtly do this to other people too. Whenever you want to get somebody to fail at something, simply tell them to try to do it. *"Try to bring back those feelings of fear."*

Now try to ignore the bigger point, which is that individual words have real power.

This is true in hypnosis ("try")... in copywriting ("secret")... in confidence games ("opportunity")... in comedy ("moose")... and in pickup. In the words of pick up artist Nick Krauser:

"I tell my students that Game is not a series of magical incantations to get into an unsuspecting woman's pants, but that's only half true. It sort of is."

Now try to tell yourself you didn't read anything new here. And try not to be interested in what I promise on the following page:

<https://bejakovic.com/mve/>

31. Reason why close: No-pull dog harness

SUBJECT: No-pull harness for dogs who like to slip out

Hi John,

Today's PawSafe Story comes from a puzzled owner named Garreth:

Garreth has a 6-month-old old Shih Tzu pup named Mole.

Thing is, Mole is not your typical puppy. In fact, she's more like a cat.

She doesn't like to be petted or carried...

She doesn't come to Garreth when he calls her name...

She doesn't play fetch, and she only approaches Garreth on her own terms.

So far, nothing to really worry about. However, there is an area where Mole's cat-like behavior became a problem...

One day, during a walk, Mole slipped out of her harness and just took off.

Garreth called after her, but she wouldn't come. And when he tried to grab her, she thought it was a game and just kept on running.

Garreth chased after Mole for 20 minutes all around the neighborhood without being able to catch her.

At one point, Mole nearly ran onto a highway and was almost hit by a few cars.

Fortunately, in this case everything worked out fine. Garreth cornered Mole, and managed to get her back home.

But now he's wondering... what's wrong with his cat-like dog... and how can he keep her safe during walks?

First of all, there's nothing wrong if a dog doesn't like to play fetch.

Also, some pups take a bit longer to learn basic commands like recall.

However, during early puppy days – in fact, at all times during a dog's life – it's important to have a harness that fits properly.

The example of Mole slipping out and running away is not uncommon. And as Mole's story shows, it can be dangerous.

What's more, even dogs who don't slip out of their harnesses can suffer if the harness is loose, particularly if they have a tendency to pull. They can get squeezed or choked unless the harness fits properly.

Anyways, if you're looking for a great harness, here's one I can recommend.

It's lightweight and doesn't chafe or cut into the skin.

It securely hugs your dog's body and keeps you in complete control on outings.

And best of all?

it's good for curing pulling, because of two strategically placed clips.

In case you want to take a look, here's the link:

[link]

Have a great day,

John Kantor, PawSafe

PS. What's your favorite story about your dog? Write in and let me know, and I will feature it in an upcoming email.

32. Reason why close: Bamboo towels

This email and offer consistently made a lot of money. Along with the reason why close, it's worth pointing out the very straightforward, benefit-oriented subject line.

SUBJECT: Kick your paper towel addiction, save money, and feel good

Hi John,

This is another email in my new series about clever ways to reduce household waste and save money at the same time. Not interested in getting these emails? No problem. Simply [click here](#) to unsubscribe.

A friend recently confided in me.

"I have a paper towel addiction," she said. "I can blow through three or four rolls each week, easy."

Sopping up messes... drying off lettuce,... soak up the grease after fried chicken emerges from the skillet...

Each time, she pulls off a sheet (or two or three) of paper towels. Of course, with the job done, the used paper towels go in the trash.

I understand where she's coming from because I was in the same boat not so long ago.

Sure, I knew paper towels are wasteful and not cheap either, if you use up multiple rolls each week.

The trouble is, while paper towels are wasteful, there's nothing that works as well... that's as convenient... multi purpose... and hygienic.

Cloths, microfiber towels, and kitchen rags all have their uses. But nothing replaces actual paper towels.

Or so I thought.

As I wrote in an email recently, I found an incredible alternative to paper towels.

In a nutshell, the best way I can describe it is by saying these are reusable paper towels.

I know that might sound strange or even contradictory, but the truth is:

My kitchen has been transformed... I'm not wasting paper towels any more... I'm saving money... and I'm feeling great about it.

If you've got a paper towel addiction (or even just a moderate habit), then this reusable paper towel alternative might be a revelation to you too:

[link]

Have a great day,

Tina Konrad, BambooFresh

PS. Do you have a good money-saving tip around the house? Write in and let me know, and I'll feature it in an upcoming email.

33. Reason why close: Plan Horse

SUBJECT: Plan Horse: Text-based opportunities

News item one:

A few days ago, I got a text message that said, "You're off the waitlist! You can now download Artifact." So I did.

As you might know:

Artifact is a new service built by Kevin Systrom and Mike Krieger, who founded Instagram before selling it to Facebook for \$715 million. Their new project, Artifact, is something like TikTok, except not with video, but with text content.

News item two:

Just this morning I read that Meta, aka Mark Zuckerberg, is developing a new decentralized social network. Details are scarce, but what is known is that the new network will also be text-based.

Not-a-news item:

If you've been reading this newsletter for more than a few days, then you know I am wary of late-breaking internet opportunities. I like to get my late-breaking opportunities from books, preferably books that have been aged and cured for at least a few hundred years.

At the same time, even I find it undeniable that tectonic plates have been shifting for the past few years, with surface effects becoming visible maybe today, and for sure tomorrow.

Facebook is aging. Google search is terrible. AI now produces filler content better than 90% of professional content writers.

That's what's been rumbling underground for years. What will the surface effects be?

"Sovereign Man" Simon Black has this concept of a "Plan B" – a strategy for when shit hits the fan, which also benefits you if things just keep inching along as they always have.

I'd like to suggest to you a kind of inverse of Simon Black's Plan B. We can call it Bejakovic's "Plan Horse."

Plan Horse is to find a new opportunity to latch onto, but in a way that you will come out ahead whether the opportunity drops dead or delivers as hoped.

Because you will eventually get to the inn if you just keep taking step after step along the highway. But you will get to the inn much faster and easier if somewhere along the way, while you're walking, you "find yourself a horse to ride," as Jack Ries and Al Trout put it in their book Positioning.

So keep reading this newsletter, because if I come across any interesting text-based opportunities, I might let you know about them.

Meanwhile, I continue to promote my Most Valuable Email. This course is really about taking those step-by-steps along the highway, while keeping an eye out for the galloping horse you can jump on the back of, Legolas-style.

Most Valuable Email is based on a fundamental of human communication and persuasion, one that's been around for millennia. And yet, to many people in the Internet world, Most Valuable Email is a revelation. As freelance copywriter Van Chow said after going through MVE:

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I love this course, I bet some money to see if it still talks about boring stuff like AIDA or PAS. But I was surprised, I had never heard of this concept before.

===

For a persuasion technique that will work both today and tomorrow, check out MVE here:

<https://bejakovic.com/mve/>

34. Social proof close: Cindy Suzuki

SUBJECT: Have we reached "peak storytelling"?

This week's New Yorker features a cartoon of a puzzled couple in front of an apartment door.

The man is holding a bottle of wine, so the couple are probably guests coming for a party. But they are hesitating, because the welcome mat in front of the door doesn't say "Welcome". Instead, it says,

"Welcome?"

This cartoon connected in my mind to a "law" I found out about a few days ago, Betteridge's law, which states:

"If a headline asks a yes or no question, the answer is always no."

Ian Betteridge is a technology journalist. And his argument was, if the answer to that yes/no question were yes, the writer would definitely tell you so, right away, as a matter of shocking fact.

Instead, the writer didn't have enough proof to support his claim. But he decided to make it anyhow, as a question, in order to say something more dramatic than he could otherwise, and to suck you into reading. Like this:

"Will AI and Transhumanism Lead to the Next Evolution of Mankind, or Doom It?"

No. And no.

Betteridge's law is an instance of the *persuasion knowledge model*.

That's a fancy, academic term for the fact that people become aware of manipulative advertising and media techniques. And after people become aware, they also start resisting – *"Don't even bother reading this article, because the answer is sure to be no."*

That's how in time, people become dismissive of intriguing headlines ("clickbait"), of being told something new about themselves (r/StupidInternetQuizzes/), even of effective stories (the entire TV Tropes website).

That's not to say that curiosity, categorization, or stories no longer work or will not work as ways to persuade or influence.

But it does say that the effort and skill required to make them work today is a bit greater than it was yesterday – and it will be a bit greater still tomorrow.

And so it is with what I've been calling the Most Valuable Email trick.

Like stories, categorization, or curiosity, my MVE trick is based on fundamental human psychology.

It will continue to work forever – just how a well-told or fascinating story continues to work today, in spite of the fact that you probably have 20 story-based daily emails sitting in your inbox right now.

The thing is, if you act today, you get bonus points for using the MVE trick.

The day may come when the persuasion knowledge of the market becomes aware of this trick, and maybe even takes evasive measures. But today, practically nobody is aware of the MVE trick, especially in emails. As copywriter Cindy Suzuki wrote me after going through the Most Valuable Email course:

===

I'm looking back at your old emails with new eyes. You know that moment people get epiphanies and the entire world looks different? I'm feeling that way about your writing now. You've helped me unlock something I didn't know existed. So incredible.

===

In case you'd like to take advantage of this opportunity while it's still early days:

<http://bejakovic.com/mve/>

35. Social proof close: Esat Akan

SUBJECT: My secret admirer tries to emotionally blackmail me

This past Monday, I woke up to find a love letter at the top of my inbox. It wasn't signed, and it came from a pseudonymous email account. It started:

"Firstly, I want to tell you I love you."

"I knew it!" I said to myself. "I always had a suspicion that I'm lovable." I greedily jumped on the next sentence:

"And a very Big thanks to you for sending me daily emails. Those emails are inspiring and motivating. I've learnt a lot from them, from copywriting down to productivity and lot more."

"Of course," I thought, "those are all topics I write about often. No wonder my secret admirer loves me."

I continued to read. More expressions of admiration followed. My ego blossomed and bloomed. But then, I got to the kicker:

"That's why I decided to ask you this questions and I need your honest answers. Here are my questions..."

What followed was a series of five very broad "business of copywriting" questions, which it would take me about 175 pages to answer properly.

The fact is, I am a sucker for praise and admiration and inbox-based love. And I appreciated my reader's message, even though it bordered on emotional blackmail.

But how to answer those very, very broad questions?

I pointed my secret admirer to my blog, which is the archive of these daily emails I send. The fact is, my best answers to all those big questions all out there on my blog, spread out across many pages. But I assume not one person in a thousand will go to my site and read through the 1,490+ emails I have archived there.

That's not any kind of criticism. Most people have stuff to do and are not irrationally obsessive.

So my marketing takeaway for you is there's value in simply packaging up what you already have, and organizing it neatly for other people to consume. People will pay good money for a sealed and bow-tied bag of figs at the market, even if those figs come from trees on public land two hills distant.

Which brings me to my Copy Riddles program. One day after I got the above declaration of love from my secret admirer, I got an email from copywriter Esat Akan. Esat wrote:

== =

I just wanted to let you know I'm having a BLASTTTT with copy riddles. It's so fun and I'm feeling like I'm becoming a better copywriter with each lesson I do. I'm only at lesson 3A I think (intrigue bullets) but I look forward to EVERY lesson hahaha.

== =

As I say on the sales page for Copy Riddles, much of what's inside Copy Riddles is available for free on the Internet.

You can find most of the A-list sales letters I reference inside various free swipe files. And as for the books those sales letters sold, you can find many of them online in free online depositories with a bit of digging.

Once you have both the sales letters and the books they sold, you can compare the two, to find out the hidden tricks and secrets of A-list copywriters – tricks and secrets they might not even be consciously aware of using. Rinse and repeat, rinse and repeat, and in time you will get an incredible copywriting education.

I'm an irrationally obsessive person, so I did this exact thing. It took me about three months of my life and maybe 100 hours of work.

It was very much worth it to me, because I discovered copywriting ideas I hadn't heard of anywhere else, in spite of having previously spent thousands of hours and tens of thousands of dollars sharpening my copywriting chops.

Doing the same might be equally worth it to you.

On the other hand, if you don't feel like spending 100 hours digging up these copywriting secrets, I've packaged them up and bow-tied them for you inside Copy Riddles.

Looked at one way, Copy Riddles is expensive. It costs \$400 right now.

Looked at another way, Copy Riddles is not so expensive. For one thing, Copy Riddles is sure to go up in price, and maybe soon. Plus, if you think of it as some 80 hours of your life saved, it comes to \$5/hr, which is less than the minimum wage in the Czech Republic.

Of course, the question is whether you would want these copywriting secrets in the first place. My best argument is that it took dozens of top copywriters years of experimentation, and hundreds of millions of dollars

worth of tested advertising, to invent the tricks and techniques that are inside Copy Riddles.

Plus, as Esat says above, the experience of going through Copy Riddles won't just make you into a better copywriter... but is actually fun.

Is fun self-improvement and education worth paying for? Well, that's for you to decide. For help making that decision, here's the full info on Copy Riddles:

<https://bejakovic.com/cr/>

36. Social proof close: Nathan (who asked me not to share his last name)

SUBJECT: How to bombard copywriting clients with extra value at no extra effort

A Copy Riddles member named Nathan, who asked me not to share his last name for (I'm supposing) financial reasons that may become obvious if you read on, once told me his recipe for pleasing and impressing clients:

===

I love what Harry said. I do something similar:

- I familiarise with the content I'm promoting eg. eBook*
- Develop the big idea*
- Write as many bullets as I can - as quick as I can*
- connect them all to the big idea and edit based on your training*
- Sprinkle them throughout my copy*

Then, as a bonus to my client... I hand them the best bullets and tell them they're free "Twitter" posts. Sometimes it's around 30-40 bullets I end up handing over.

Clients love it as they feel like they've been bombarded with extra value. And it took no extra effort.

===

About a month ago, I wrote about how I survived the first few years of my freelance copywriting career. I had work on and off, I made enough money to survive, but it was hardly the promised "barefoot writer" lifestyle.

All that stuff about business owners being desperate to find good copywriters – and being desperate to throw good money at good copywriters – well, I realized that was just hype.

Except it's not.

I experienced first hand it really is true. There are successful business owners who are desperate to find a good copywriter, and to pay him or her well – if only they could locate the underground holes where such good copywriters burrow.

As I've written before, I got into this lucky position of being sought out and hunted a few years ago; Nathan discovered it earlier this year. He wrote me to say:

===

As you know, I went into a full-time copywriter role around six months back (as with a mortgage and kids, I can appreciate the reliable income). I'm excited to share that I've been headhunted to a more prominent company

and will start the new copywriting role at the end of this month -- with a hefty pay rise.

But it's not just the "head hunting" and "pay rise" that is the exciting part...

Is that my old job don't want to lose me, so they're going to contract me to keep writing for them... And...

The marketing manager (who also recently moved to another organisation) is contracting me to write for her as well.

All of this means I'm more than doubling my income.

Why this success? I don't think it's because I'm better than any other copywriter. Honestly, I think it's because I read what you, Daniel and Ben say... I trust it... And I put it to practice.

You already know how important your bullet course has been for my journey, but the value you share in every email (just like this one) I treat with as much respect as any piece of information I've paid for.

===

I'm not sure if you got the kind of value from this free email that Nathan is talking about. Perhaps you didn't.

But perhaps you did. And perhaps you even want the information I charge for, so you can go through it, put it to practice, and even profit from it.

If that's the case, then you might want to act now, because my Copy Riddles program (the bullet course Nathan is referring to above) will go up in price tomorrow night. To avoid paying more:

37. Scarcity or urgency close: RealDose deadline

Whenever I write the final email of a launch or promotion, I don't dance around with an indirect subject line or opener. Instead, I make it clear in the subject line and the opening that the deadline is nearing. In that sense, emails like this are 100% "close" – though I always make sure to still work in something extra into it, some emotion, curiosity, humor, or even teaching.

SUBJECT: A discount that will disappear like a late-night snack

I wanted to get one last email in before the clock strikes 12 because...

The 20% discount that I've been mentioning for the past 3 days will end at midnight, on the dot.

And it will disappear, just like an irresistible late-night snack. Which reminds me of something one of our customers, Vince Black, wrote a while ago:

~~~

*I was eating anything and everything and had the bad habit of snacking at night. I craved sweet drinks like cranberry juice and ate processed junk foods. I would eat something even if I wasn't hungry. It was a craving I couldn't control.*

*With RealDose, I don't have those late night cravings anymore. If I do get hungry, I eat healthy stuff like almonds, or veggies with hummus.*

~~~

Altogether, Vince lost 17 pounds in the first few months of using our Weight Loss Formula No. 1.

I really believe in this product, because of the scientific research that supports the ingredients inside, and because of the care and quality we've put into producing it.

Plus, I've read hundreds of stories like Vince's, from satisfied customers who have seen results.

That said, I cannot promise you any specific results, because that will depend on many factors outside my control. But I can tell you that Weight Loss Formula No. 1 is backed by a 365-day guarantee. So if you try it, and if you don't see results that make you say "Wow," you can get all your money back.

We also include a Fat Loss Fast Start guide, which lays out the lifestyle changes I recommend for optimal fat loss.

Plus you get free access to the Healthy Life Program, which includes unlimited phone and email support from our trained dietitians.

And like I said, if you act now, you get a 20% discount.

To take me up on this offer, before it turns into a pumpkin, simply follow the link below:

[link]

Dr. Steve Siskind
Founder, RealDose Nutrition

38. Scarcity or urgency close: Tantric sex secrets

SUBJECT: The truth about tantric sex

Do you want to find out the secrets of intimate, hours-long tantric sex?

Then check out the following video:

[link]

On this topic, we finally have some closure:

Sting, the former Police frontman and rock-and-roll legend, clarified some sex comments he made almost 30 years ago.

Back then, Sting claimed off-handedly that he used tantric techniques that allowed him to have continuous sex for seven hours at a time.

That snowballed, and for a long time, Sting's name became synonymous with the idea of tantric sex.

Speaking on TV a while ago, Sting was asked to clarify. And he said:

"If we had seven hours, I would demonstrate. [Laughter in the studio.] But there is some truth to it. Besides, seven hours includes movie and dinner."

In the same interview, Sting also said that "the idea of tantric sex is a spiritual act," and that he doesn't know any purer and better way of expressing love for another individual.

Now, it's good that Sting clarified this a bit, but I'm honestly still not sure whether the guy ever actually engaged in real tantric sex.

In any case, it's definitely true that this set of sexual practices can unlock completely new vistas of sexual pleasure for you and your woman.

Like Sting says, it can be incredibly intimate.

And yes, it can also lead a woman to experience sexual pleasure unlike any she's felt before.

Here's why I bring all this up:

Gabrielle Moore's Naked University deals in detail with tantric sex secrets.

Gabrielle's program is a unique video instructional course. Each sexual topic and technique is first described by an experienced sex educator (who also undresses in the process), and then demonstrated by 3 separate couples.

And like I said, Episode 3 (the final section of the entire course) is all about tantra.

For anyone who is looking for rock-star-like levels of sexual performance, it's worth a look.

In case you're interested, here's where to go:

[link]

Talk soon,

Jack

PS – Registration for Gabrielle's course is shutting down soon.

If you're interested in her treatment of tantric sex, check it out before it goes off-limits.

More info at the link above.

39. Scarcity or urgency close: Copy Riddles

SUBJECT: How living next to train tracks can transform your copywriting skills

A few days ago, I came across a trending science article with the headline:

"These cancer cells wake up when people sleep"

From what my zero-biology-classes-in-college brain could understand, researchers have made an important new discovery.

Cancer cells in one part of the body are most likely to spread to other parts of the body – a dangerous process called metastasis – while we sleep.

In other words, sleep – usually a good thing – suddenly becomes threatening and dangerous if you have cancer.

I guess this is big news in the science community and might lead to new ways to stop cancer from metastasizing.

But I'm not part of the science community. I'm part of the direct response copywriting community.

And so I mused that, were I in the business of selling important new health information, like Boardroom used to do, I might sell this breakthrough research with a provocative headline:

"How living next to train tracks can stop cancer"

The reason I thought this immediately was because the above science story reminded me of what I think is the greatest bullet of all time:

"How a pickpocket can cure your back pain"

That bullet was written by A-list copywriter David Deutsch in control package for Boardroom, back in the 2000s. David's brilliant bullet has a clever underlying structure, which I modeled for my would-be headline/bullet above.

Perhaps you can parse exactly what I did with my bullet above. Or perhaps you know the story behind David's bullet and therefore don't need to parse what I did.

But if not, you can find the background of David's bullet, including a breakdown of his clever technique, in Round 10A of my Copy Riddles program.

But let me put it this way:

Living next to train tracks can transform your copywriting skills.

Because enrollment for Copy Riddles closes later today, at 12 midnight PST.

If you haven't signed up yet, and if you're sleeping fitfully when the deadline hits, you will miss the enrollment window, and you will have to wait who-knows-how-long to enroll and find out the secret (and more importantly, the copywriting lesson) behind David's bullet.

So trains rumbling outside your window might actually be a good thing in this case.

On the other hand, if you got no rumbling trains to count on, then you can always sign up now, while you're still awake and while your mind is fresh and on it. Here's the link:

<https://copyriddles.com/>

40. High-level teaching close: Free bonuses for affiliate offers

SUBJECT: The world's most handsome email marketer gives me some unsolicited advice

Two days ago, I started promoting Steve Raju's ClientRaker training, about getting richer, nicer, classier clients using AI and LinkedIn.

Reader Fotis Chatz, who writes for Ning Li and positions himself as the "World's Most Handsome Email Marketer" on LinkedIn, bought ClientRaker yesterday.

But being excessively handsome is not enough for Fotis. So he wrote in to give me some unsolicited advice about my launch:

===

Just bought it.

Your story about him using A.I. is what "got" me. I'm already using FB with a lil bit of success, curious to see what I can do on LinkedIn.

Btw, have you considered creating a bonus specifically for this offer? We did it a lot when I was working with Igor (Kheifets). We'd promote an affiliate offer

and either give a product of ours that would cover something missing from the offer, or create something from scratch. Great way to make way more sales and win some affiliate leaderboards.

==

What Fotis wrote might be unsolicited advice but it's welcome advice – because I happen to agree 100%. I'm all for creating valuable bonuses, whether for my own offers or for affiliate offers.

I didn't do it in this case because 1) I'm swamped with other work and 2) because I believe ClientRaker is so attractive that it will sell on its own.

That said, I might create a bonus in the future if Steve ever offers ClientRaker again and if I promote it again. I've had several ideas for what I could do, including a training based on the Authority Audits I've been doing this week, or another on how to feel comfortable asking for more money.

If that stirs you a bit, I can guarantee you this:

Every time I've offered a bonus for an offer, I made sure to also send it to everyone who bought that offer before I did the bonus.

I want to make it a brain-dead simple certainty in your mind that won't ever be harmed by taking me up on any of my offer early. But you can certainly be harmed by taking me up on an offer late.

In the current situation, if you wait to take me up on this offer, you can miss the current launch window. You may scoff – but life has a way of getting in the way.

And if life does do that, it might mean you won't be able to get ClientRaker ever – there's no guarantee Steve will offer it again since he also has lots of things going on and doesn't need this extra bit of money.

Or you might have to pay more. Because if Steve does run ClientRaker again, I will use all my persuasive skill to get him to double or triple the price.

And most importantly, you will miss out on any new clients you could very conceivably get just by following the simple, paint-by-number instructions Steve lays out inside this training.

If you actually do what Steve tells you to do, and you win yourself a new client or two in the next month that you wouldn't have otherwise, that can legitimately be worth thousands or tens of thousands of dollars to you – depending on who you work with and what you deliver.

Point being, if you're considering ClientRaker, it can make sense to get it now rather than wait. The following page has the full details if you want some help making that decision:

[link]

41. High-level teaching close: Stay cool when cutting dog nails

SUBJECT: An expert's opinion on overcutting dog nails

Hi John,

Today's Pawsafe Story is about the words of an expert.

It comes from an article I was reading today in a fine canine publication called Dogster.

The article was all about one owner's fear and struggle when it came to cutting her dog's nails.

So for advice, this owner consulted an expert on the matter:

A dog groomer who has trimmed thousands, or perhaps tens of thousands, of overgrown dog nails.

And here's what the expert said...

[gif]

"Dogs have this amazing ability to pick up on their owner's anxiety," said the groomer.

He added that a lot of the stress (to the dog) comes from the reaction of the owner at the "sight of blood and yelp of their dog."

In other words, this expert was saying that it sometimes happens that you cut into the quick... and you just have to stay cool so your dog doesn't suffer even more.

I can certainly agree that all dogs will get nervous if they see their owners (or groomers) nervous.

But I don't accept that cutting your dog's nails needs to lead to regular yelping in pain and the sight of blood.

We now have ways to prevent overcutting altogether.

Perhaps you've heard me talking about these clever dog clippers.

They have a unique mechanism that allows you to see where your pup's nail stops... and where the quick begins.

That way, you never cut too much.

Which means you never have to get fearful... your dog never has to get nervous... and there's never any need for yelping or blood. At home – or at the groomer's.

For more information, take a look here:

[link]

Have a great day,

John Kantor, PawSafe

PS. What's your favorite story about your dog? Write in and let me know, and I will feature it in an upcoming email.

42. High-level teaching close: Dryer sheets can cause acne

SUBJECT: Dryer sheets can cause acne, use this instead

Hi John,

This is another email in my new series, covering clever new solutions for everyday family and household problems. If you're not interested in getting these emails, no problem. Simply [click here](#) to unsubscribe.

My 15-year old son started battling acne last year.

Of course, it could be just hormones in his age, but it came on pretty suddenly.

So I started eliminating suspicious products from our household to see if there's something that's breaking him out.

One idea I had is there could be irritants or triggers in my laundry.

Before my son's acne situation, I used three things: a hypoallergenic laundry detergent, fabric softener, and dryer sheets.

Finally several month ago, I cut out everything from my except the detergent and white vinegar as softener.

My son's skin recovery has been dramatic since then. Our dermatologist confirmed that dryer sheets can be a huge trigger for some people.

And no wonder. Dryer sheets coat fabric (including your pillowcases) in a thin layer of wax and grease, which can leech into your pores at night while you sweat. This is why they're so greasy when you put them in but so dry when you take them out.

The good news is, you don't need dryer sheets to get your clothes soft and to reduce static. Like I said, I started out simply using white wine vinegar, and I think that worked really well.

But I've found something even better since. It gets my clothes soft and static-free... but it cuts my drying time down by a third, so I save money on the electricity bill.

If you want to find out more about it, check out the following:

[link]

Have a great day,

Tina Konrad, BambooFresh

PS. Do you have a good money-saving tip around the house? Write in and let me know, and I'll feature it in an upcoming email.

43. Motivation close: Seduction

SUBJECT: Ordinary guy seduces gorgeous Hollywood star

You think you could seduce Jessica Alba?

It might seem like a pipe dream. But with a few carefully selected words, even blazing-hot stars like Jessica Alba can fall for an ordinary man they've just met.

If you want to find out how to do this yourself, check out the following:

[link]

I didn't just pull Jessica Alba out of thin air.

You see, there's a famous video where a guy called Neil Strauss went on the Jimmy Kimmel show.

Neil is the author of *The Game*, the first book that talked about the "pick-up" community.

And the same night that Neil went on the show, Jessica was also there.

(If you haven't seen this interview, it's worth looking up on YouTube.)

Within a few seconds of getting introduced to Jessica, Neil already had her interested.

Her eyes got big and wide, her breathing got deeper.

She was laughing at his jokes, and playing with her hair.

She was even looking to prove herself to him, calling him smart and intelligent, and trying to join in the conversation between Neil and Jimmy.

And all it took were a few clever phrases, delivered at the right time, in the right tone.

The thing is, Neil wrote *The Game* in 2005.

His appearance on the Jimmy Kimmel show wasn't long after that.

Back then, the knowledge of how ordinary guys can attract beautiful women was pretty basic.

Today, this knowledge is much more profound.

It now works regardless of how much money you make.

What kind of car you drive.

How old you are.

And it allows you to attract – and sleep with – beautiful, hot, sexy girls.

Could this possibly work for you?

It might.

If you want to get more info, here's where to go:

[link]

Talk soon,

Jack

[NOTE for SME: Were I writing this email today, I would introduce the following bit into the body of the email, highlight it all before I talk about the effect that Neil Strauss's words had on Jessica Alba. In general, you want to diffuse an objection before it even forms. In this case, people who don't know Neil Strauss are sure to say, "Oh, I bet it's because he's rich/famous/good looking, but that's not me!"]

PS – Jessica certainly wasn't attracted by Neil's looks, which are below average.

And as for status, that wasn't it either.

Nope. It was just the power of words.

Check out the link above if you want to find out more.

44. Motivation close: RadiantMe

SUBJECT: Body insecurities – mine, yours, every woman's

"There is no freedom like the freedom that comes from accepting yourself" -
Camilla Cabello

A short while ago I was talking to two of my girlfriends. The topic of "body image" came up.

Specifically how we see ourselves differently than other people see us.

My friend mentioned how a lot of times she looks at photos of herself and thinks she's too *this* or too *that* – there's always something to pick on. Whereas we see her and think she looks healthy, in shape, and beautiful.

Fact is, we (women) are so critical of ourselves and how we look on a daily basis.

I have never met a woman who has never had some sort of body image issue at some point in her life... which honestly makes me sad to think about.

I'd be lying if I said I didn't have my own insecurities at times. I used to hate my crazy curly hair. To this day I don't live without the Brazilian Blowout (I've been doing it since I was 16).

Cellulite is another big one. Would the world be a better place if there was no cellulite? I honestly don't think so. I know it's natural... still it bothers me.

All I'm trying to tell you is that we should all work on this on a daily basis... reminding ourselves of how worthy we are... and how we are all truly beautiful and unique in our own ways.

There are many people who would DREAM of being as healthy as you or me... being able to get out of bed, move freely, without pain. It's a reality check of what's truly important and how lucky we are.

In my experience, there's not a lot of happiness in comparing yourself to others. It's much more valuable to get strong, fit, and healthy on your own terms, for your own reasons.

And if you want some motivation, support, and good vibes along the way, know that I and all the other Rad Girls are here for you. If you haven't done so yet, come and join us in our Facebook community:

[link]

45. Motivation close: Best time to start a newsletter is today

SUBJECT: Become a snowflake newsletter owner

I'll tell you what a snowflake newsletter is in a moment. But let me set it up first, with something surprising that happened to me last night:

I got in a taxi last night. I'm in Croatia, and my driver was local, and very white.

"Good evening," he said. "Where are we going?" In just those few words, it was obvious he was from the coast town of Split, one of the strongholds of Croatian national identity.

I told the man where to drive. As he took off, he put on some music – that was the surprise.

It was some kind of solo stringed instrument. The only way my western ears could describe it was "oriental." After a few moments, I leaned forward and asked the driver what music he was playing.

"It's Persian," he said. "If you'd prefer, I can put on some jazz."

I'm visiting family for a few days and jumping around town all day long. I've taken a cab probably 15 times in the past 5 days. Each cab ride I've taken has featured an entirely different kind of soundtrack:

Romantic 1960s crooners from Yugoslavia... James Brown humping and groaning... Croatian folk music with little mandolins and bass fiddles... generic 2023 pop music... techno.

Last December, a guy unsubscribed from my list. I often check the "unsubscribe reason," hoping to find something good. This time I was rewarded. The guy wrote as he unsubscribed:

"I'm getting too many emails overall... I get 50+ per day so I'm only going to stay on the lists that I want to read daily"

Too many emails today, right? Too crowded? Too late to get in?

I'll make the exact opposite claim. Right now is the best time to get in.

Previously, I've called this snowflake positioning.

The classic marketing book Positioning is all about how great it is to be unique, how great to be first. But you don't need to be either, not globally. You just need to be unique and first to a small number of people. And that's very doable.

The fact is, there's an unimaginable tonnage of humans in the world today. They are all easy to reach. What's more, all of them have slightly quirky and unique tastes, even if, for example, they all fall into the broad category of taxi drivers. Or direct marketers. Or online business owners.

Here's what I've found:

With a little bit of luck, and simply by showing up today, tomorrow, and the day after, some of the 8+ billion people in the world will join my newsletter. And of those, some will become customers, for a long time, worth hundreds of dollars, or maybe thousands of dollars, or maybe even tens of thousands of dollars. That's started adding up to a nice sum of money for me each month.

The same can be true for you. Assuming you can muster a little bit of luck, and you can manage to show up today, tomorrow, and the day after.

The sooner you get started, the sooner you can turn this into a nice living. That's why I say right now is the best time to get in.

Anyways, since you are on my email list, there's a good chance you are interested in marketing and copywriting topics.

Maybe you'd also like to write about those topics, and not just read about them. In that case, let me remind you of my Most Valuable Email training.

I only recommend you get Most Valuable Email if you are writing, or want to write, about marketing and copywriting.

By the way, I wouldn't necessarily suggest you write to an audience of copywriters, but that's a topic for another day.

Still, if you do want to write about marketing and copywriting for an audience of marketers, business owners, or maybe curious taxi drivers – then this course can show you one type of email that has been most valuable to me.

Most Valuable Emails have given me all kinds of hard benefits – including sales and list growth and valuable endorsements. But the greatest benefits of writing these Most Valuable Emails have been soft – the fact that they make me better each time I write them, and that they make it fun and easy for me to stay motivated today, tomorrow, and the day after.

My Most Valuable Email is available today, and will be available tomorrow, and the day after. But you'll get most value out of it if you get it today, and if you start applying it today.

In case you'd like to get started:

<https://bejakovic.com/mve/>

46. Dispelling wrong beliefs close: Dog harnesses don't encourage pulling

SUBJECT: Professional dog walker's secret to stop dogs from pulling
Hi John,

Today's PawSafe Story comes from a desperate dog owner named Niko:

Niko's 3-year-old lab Maggie who pulls like crazy.

In Niko's words, "Maggie doesn't really care, she'll pull as long as she gets where she's going."

Niko has tried lots of things to get Maggie to work with him on their walks.

Stop-and-go method...

A martingale collar...

A gentle lead...

Nothing has worked. Niko's desperate, and he's wondering if there's anything other than a prong collar he could try...

Well, here's my advice.

It's something I got from a professional who wrote:

"I am a dog walker. I walk dogs that pull on front clip harnesses and dogs that don't on back clip harnesses. I walk 2-4 large dogs at a time. I would basically be just a giant road rash if it was true that harnesses encouraged dogs to pull."

So in short, this dog walker's secret are front-clip harnesses.

As you may know, this kind of harness will basically spin your dog around as soon as he or she starts pulling, stopping the bad behavior without stress or struggle.

To be fair, it doesn't work for every dog.

But many owners find it stops their dog from pulling almost immediately.

If you too are desperate about your dog's pulling, I encourage you to give it a try.

And if you want to see the front-clip harness I personally recommend, check out the following:

[link]

Have a great day,

John Kantor, PawSafe

PS. What's your favorite story about your dog? Write in and let me know, and I will feature it in an upcoming email.

47. Dispelling wrong beliefs close: Girls are after your money

SUBJECT: How to ruin small talk with a woman you've just met

There's a smart way and a dumb way to talk to a woman you've just met.

The smart way is to ask one of 36 specific questions, which quickly build a connection and completely do away with the awkwardness of small talk. You can find out more about them here:

[link]

And now, here's how NOT to handle small talk:

A while back, a guy and a girl matched on the dating app Bumble.

As per Bumble rules, the girl contacted the guy first with a "Hello how are you?"

The guy responded with a "Good how are you?"

To which the girl wrote the fateful line, "Pretty slow at work. What do you do?"

At this point, the guy quickly and surely blew up.

He sent the girl multiple messages, accusing her of "prying into his career," "not wanting to get to know him as a person," and being on a "gold-digging endeavor."

He also managed to drop in the fact that he has a finance degree from Notre Dame University and a \$300K job, "none of which will be of any use" to the girl.

I guess they never went out on a first date, but she did write up her experience on her blog, after which it went viral.

So what to say about this example of modern courtship? Here's my take:

Maybe this guy really does have a history of meeting shallow women who were only after his money. And maybe the girl on Bumble was actually one of these.

But ultimately, I've always lived in the belief that if I make myself into an interesting and attractive man, I will also attract interesting and attractive women.

And vice versa.

If a guy, like the Bumble Romeo above, believes his main value is his high-paying job and his finance degree, then he will in fact attract only girls who are interested in that – and he will repel all the rest.

Not that I'm trying to pour blame on the guy.

I'm just saying I would have handled things differently.

For example, if a girl asked me, right off the bat, what I do for a job...

I would say something like, "I'll tell you in a second. But let me ask you an important question first..."

And at this point, I would ask her one of the open-ended questions from the Deck of Destiny.

These are a bunch of questions that a psychology professor came up with back in the 1980s.

He used them to build intimacy between perfect strangers within just minutes.

So I'd ask the girl one of these questions, which would 1) convey that I'm interesting 2) give me a chance to see whether she is interesting as well.

If she is, it's a win-win.

If she is not, then I would simply move on, without blowing up or letting the girl's problems rub off on me.

Just the way I would handle it.

Anyways, if you want to find out what those open-ended Deck of Destiny questions are all about, you're in luck.

That's because you can actually pick up the whole deck (it's a physical deck of cards, with a question printed on each card) for free.

All you have to do is head over to the following link:

[link]

Talk soon,

Jack

PS – These open-ended questions don't just work with a woman you've just met.

They can deepen intimacy with a woman you know but wish you were closer with – or even with your partner of many years.

Find out more at the link above.

48. Dispelling wrong beliefs close: You don't have to work out every day

SUBJECT: You DON'T have to work out every day...

I know in the current situation there's only one thing on everybody's mind, at least when it comes to health.

The worst part is the uncertainty and not knowing what's really going on. In a way, I find this the most unsettling.

The thing is, I was in a similar headspace a few months ago.

As you might know, I've had hormonal problems throughout my life.

I have Hashimoto's, which results in hypothyroidism.

When it comes on, it slows down my metabolism... causes dry skin and dry hair... and makes me more tired than normal.

And here's the thing:

Before I got pregnant last year, I got off birth control, which I was on for 13 years. When I got off it, my body and my hormones went out of whack. My Hashimoto's came back, which hadn't happened since my early 20s.

And right when it turned out my Hashimoto's was back, I found out I was pregnant.

Now, back in my 20s, I was able to manage my hormones through a healthy lifestyle, healthy eating, and exercise.

But when you're pregnant, you cannot give yourself time to bring your hormones back to normal naturally. Because if your body is not producing enough hormones for you and your baby, then your baby is actually going to try to overproduce hormones for you and him or her.

It's pretty crazy.

So I had to start taking medicine for thyroid right away... just to help my body produce the hormones it was not producing.

It was a good wake-up call.

I was feeling really tired. Because the first one-two weeks when I found out I was pregnant, I could not keep my eyes open. I was taking literally two-hour naps in the middle of the day, every day. My body was trying to overcompensate because of the lack of hormones.

And that's the lesson I drew from all this, and that I want to share with you:

It's so important to listen to your body. In the situation with my hormones, listening to my body allowed me to get the help I needed.

But this is something that applies to everyday situations, too. These days, if I feel really really tired, I listen to my body. I go and rest. Even if it's just to lay down for 15 minutes.

And if you ever find yourself feeling like this, then I want to remind you that you DON'T have to work out every day. You never have to feel guilty if you're tired and achy and you don't feel like doing a high intensity workout.

Maybe you can just do a stretching routine, or a cooldown, or a 15-20-minute slow yoga sequence. Even this kind of gentle activity can make your body feel good – and can give you a feeling of control and during an otherwise unpleasant moment.

Anyways, I hope you're staying strong in these uncertain times. And if you need a bunch of proven at-home workouts, including warmups, cooldowns, and soon, yoga sequences, then Radiant Me Monthly might be something to check out. For more information:

[link]

49. Non-trivial CTA: Coaching Arnold Schwarzenegger

I'm including this email for three reasons:

1. Because it illustrates a non-trivial CTA

2. Because I had fun writing it, and based on my reader's reactions, people had fun reading it

3. Because it produced results – specifically, a guy who runs a sports blog and has an email list of 130k people replied to this offer and became 4-figure/month coaching client

SUBJECT: I've decided to let Arnold Schwarzenegger shortcut his way into my coaching program

Two days ago I was told that The Austrian Oak, Arnold Schwarzenegger, has started sending out daily emails.

I was curious so I signed up for his list. A fun thank-you page popped up:

"Come with me if you want to subscribe! Check your email! DO IT NOW!"

Good job, big guy. But I wondered about the actual content – will Arnie write it? He's already had an A-list career as a competitive athlete, a business man, a movie star, and a top-level politician. So why not an email copywriter?

But no. It turns out Arnold employs two editors-in-chief who write the actual emails. Inspiration + diet + health advice. The content feels correct but a bit bland, a bit too earnest, a bit too how-to.

I skimmed the first day's email. I skipped the second day's. I'm not looking forward to the third day's.

The point is unavoidable:

Arnold Schwarzenegger has figured out the importance of daily email, even at this stage of his enormously successful career. Some kinds of influence you just can't shortcut or replace.

Unfortunately, he's delegating the writing of the emails to these two editors-in-chief. That's already a huge minus, because what his audience really wants is something that feels like real, one-on-one contact with Arnie.

To top it off, the content is lacking spice.

For all these reasons, and as a way of saying thanks to the entertainment that Arnold Schwarzenegger provided early on in my life, I've decided to take the following dramatic and unprecedented step.

I offer coaching on writing daily emails. My goal is to get business owners writing daily emails effectively and efficiently. That means:

1. People should enjoy reading your emails.
2. People should do what you tell them to do as a result of your daily emails (Arnold is promoting his Pump Club and preselling his new book, set to be published in October).
3. Writing these daily emails should be manageable, so it fits it into your otherwise busy schedule – in between shooting your new Netflix action show, pumping iron, and trying to mediate the war in Ukraine, for example.

I don't often advertise this coaching program. I don't often take on new students. I also don't accept most people who express interest in this coaching.

But since Arnold has shown so much promise in so many other fields, I've decided to accept him into my email coaching program, without the usual screening call I make everyone else go through.

I'm just waiting for word of this uniquely good news to reach him. Once this happens, I will probably get an email from Arnold, and we will coordinate our busy schedules and find a regular time to talk that works for both of us.

I have little doubt that his daily emails will improve dramatically very soon after, and we will make that October book launch a huge success.

And while Arnie and I work to get our schedules synced, I might take on another coaching student.

In case you are interested, reply to this email. Tell me a bit about yourself – who you are, what you do, who you do it for.

I'll tell you if I think you're in a place to benefit from the coaching. And if I think you are, we will get on a call to see if it really is a fit. Except Arnold, nobody gets to skip this step.

If it is a fit, then we can start working together towards the goal. As someone asked Arnold once, "What is best in life?"

I don't have his exact quote in front of me. But he responded with something like:

"Crush your readers' indifference... see money driven to your bank account... and hear the lamentation of your competitors." With daily emails, of course.

50. Non-trivial CTA: Bud Light boycott

I've done several of these "disappearing bonus" offers when promoting my Most Valuable Email course. Some only got responses from existing customers, some made a modest number of new sales, and then there was this one. It was a big hit, and produced a lot of sales, almost a year of constantly selling this Most Valuable Email course.

SUBJECT: Bud Light boycott keeps getting worse, but I can fix it

Bud Light is in a tailspin. You may have heard the news.

On April 1, transgender TikTok star Dylan Mulvaney announced that Bud Light had sent her personalized cans to celebrate her one-year anniversary living as a trans woman.

A boycott of Bud Light started as a result. In the weeks and months since, sales of Bud Light have plummeted close to 30%. The stock price of Anheuser-Busch is down by almost 20% compared to April 1. This fiasco has erased over \$22 billion worth of market value.

Brand boycotts normally blow over in a couple weeks. The Bud Light boycott is getting stronger after 3 months. Sales of Bud Light are trending lower and lower each week. Data out in June showed Mexican lager Modelo replacing Bud Light as America's best-selling beer.

Anheuser-Busch CEO Brendan Whitworth issued a peacemaking statement, saying the company never meant to be "part of a discussion that divides people."

Bud Light continues to sponsor Major League Baseball and has a new summer campaign, "easy to drink and easy to enjoy."

None of this is making an impact.

At this point, I'd like to step in. Anheuser-Busch is an American institution, as is Bud Light. Also, some 18,000 people's jobs are directly on the line.

At the same time, it's clear that this is not an issue of beer or jobs only, but really about values and identity.

Where Brendan Whitworth and the billion-dollar marketing agencies that Anheuser-Busch employs have failed, I will succeed.

Using the almost mystical influence powers I have gained through repeated use of my Most Valuable Email Trick trick, I will realign Bud Light's public positioning so it once again fits its core market's values and identity. At the same time, I will do so in a way that leaves the progressive community impressed and content.

If I were to start now, I could have Bud Light back on top, ahead of Modelo, getting more Americans slightly buzzed without feeling bloated, well before Labor Day. All Anheuser-Busch has to do is get Whitworth to write me and ask. My email address is publicly available.

In other news, I have a disappearing bonus for you for today.

This morning I came across an incredible resource, filled with insightful and proven marketing and positioning advice.

It comes from a man I've actually written about once in this newsletter, but who has influenced my thinking about marketing and human psychology more deeply than I may let on – maybe more deeply than anybody else over the past few years.

Among a dozen or more great ideas in that resource I found today, one stood out to me.

So here are the details of my disappearing bonus offer:

1. Get a copy of my Most Valuable Email training at

<https://bejakovic.com/mve/>

2. Then reply to this email and say you want the disappearing bonus offer.

3. I will write you back and tell you 1) That resource I found this morning, and where you can get it for free 2) the particular idea that struck me, and how you can apply it in your own marketing and 3) why the man behind this resource has been so influential to me personally.

4. This disappearing bonus offer is good until tomorrow, Tuesday July 11, at 8:31pm CET.

5. And of course, if you've bought MVE already, this is open to you as well. Write in and ask away, and I will tell you. But the same deadline applies.

51. 15-minute email: More dog nail clippers

As a farewell email for this swipe file, here's one last dog-themed email. In spite of being almost 500 words, it took me just 15 minutes to put together. The opening came from a Reddit story, and the "teaching" in the close came from my knowledge of writing earlier emails selling the same product (SME Swipes #25 and #41 above). But even though this email was quick and easy to write, it regularly brought in thousands of dollars worth of sales, each time I sent it out. And that's pretty much the point of this entire course.

SUBJECT: Anxious dog won't let groomer cut his nails

Hi John,

Today's PawSafe Story is about the power of "counter conditioning":

It's my response to a question I saw by a dog owner we will call Irene.

Irene recently adopted a stray named Max.

Things have been going great, except for one thing:

Max's experience at the groomer's.

Irene took him there once. And this first time, they managed to trim Max's nails.

However, the next time...



In spite of the groomer's best attempts, they couldn't cut Max's nails the next time.

The poor pup was simply too anxious.

Another few days passed by, and Irene took Max to the groomer for a second attempt.

Things were even worse. Max got more stressed than before.

Now Max's nails are getting long. Irene realizes she will have to cut Max's nails at home... but she's worried and wondering what to do.

She says she's "too much of a sisssy." And besides, Max seems so anxious about the whole experience.

Here's what I would say to Irene and to anyone else in a similar situation:

You can cut your dog's nails. Safely. At home. And without stressing your baby out.

In fact, doing it at home is the ONLY way you'll have control over your dog's experience with nail trims. And the training will help to strengthen your bond.

As I mentioned before, there's a powerful technique called counter conditioning.

It means training your pup to realize the things he's afraid of are not really a problem.

For example, let's say your dog has a problem with you touching his or feet. Counter conditioning simply says, touch a paw, treat. Touch a paw, treat. Keep this up until your pup gets comfortable.

Same thing if they fear seeing the clippers. Counter conditioning again. Have a clipper near by, treat. Move it closer, treat.

Don't trim the nails until your dog is comfortable with the device and with you being near the paws.

Counter conditioning is a simple but powerful technique. And with a bit of patience, it will work to ease the anxiety of any dog.

But there's a second ingredient.

Like Irene mentions above, dogs are often not the only anxious ones in this situation.

Many owners also get stressed about cutting their dog's nails because they worry they will cut into the quick.

The owner's fear is obvious to any dog... and will make them anxious as well.

Counter conditioning won't help your own anxiety about nail cutting... but there is hope.

I want to tell you about special nail clippers that can help.

They are specifically designed for dogs... and they have a clever mechanism that ensures you never cut into the quick.

That makes you more relaxed and comfy, it's something your pup will appreciate, allowing you to cut his or her nails more easily.

If you want more info, check out the following:

[link]

Have a great day,

John Kantor, PawSafe

PS. What's your favorite story about your dog? Write in and let me know, and I will feature it in an upcoming email.

And with that, we've reached the end of this swipe file. I hope these emails have shown you for real the ideas I was describing in the course, and made it more concrete.

More importantly, I hope these money-making examples have inspired you to sit down and start writing (or keep writing) your own simple emails that bring in the bacon, the cheddar, the dough.

When that starts to happen, write to me at john@bejakovic.com and tell me all about it. I'd love to hear from you, and I hope that will be soon.

- John