

NAME

9 Deadly Email Sins

DATE

September 15, 2026

DURATION

1h 56m 19s

5 SPEAKERS

Speaker 1

Speaker 2

Speaker 3

Speaker 4

Speaker 5

START OF TRANSCRIPT**Speaker 1**

Hello, everyone. Hello. Hi. How are you doing?

Speaker 2

Great, John, how are you?

Speaker 1

Good.

Speaker 2

Good, good.

Speaker 1

Very nice background you have there. Is that your office?

Speaker 2

Virtual.

Speaker 1

Okay. All right. That makes sense. Let's wait.

Speaker 2

It's not that bad, but.

Speaker 1

Okay. I mean, the forest outside looks very nice.

Speaker 3

Hey, John. How are you doing?

Speaker 1

What's that John?

Speaker 3

I said, how are you doing?

Speaker 1

I'm good. I'm visiting home in Croatia and I'm staying at some odd Airbnb.

Speaker 3

That's cool. Yeah. You know, I was just on the phone to my son. He's in Doha. He volunteered in Tanzania this summer. It's only 17, so that's kind of cool. And he's somebody. So I'm pretty proud of him, as you can tell. But I was telling him about your training. Nine deadly email sins. And he's like, why do you call it that? He said he should have called it the Seven Deadly Sins plus four bonus, because when we sin, we go to 11.

Speaker 1

Wait, you cut out for a second. He said. You should have called.

Speaker 3

He said he should have called it the seven Deadly sins plus four bonus sins. Because when we sin, we go to 11.

Speaker 1

That's very clever. That's very clever.

Speaker 3

He's Spinal Tap fan.

Speaker 1

Oh, okay. That's that's. I wish I'd thought of that. Now making me feel bad.

Speaker 3

Anyway, I'm just kidding. I just thought it was funny.

Speaker 1

Yeah. It was, it was very good. Guys, I'm going to wait one more minute and then we'll kick this off just to see if a few more people join in. We had a lot of people sign up for this, but I'm not sure how many people are going to show up live. Hello to everyone else. Carlo. Angie, how are you guys doing?

Speaker 4

Hi, John. How are you?

Speaker 1

Good, good. Okay, guys, I'm gonna get going. And thank you again, everybody, for being here. It's very nice of you. I'm glad to see, you know, repeat faces on these presentations. It's it's encouraging. Let me just launch straight into this training. So as you know, since you've been reading my emails, this Training is the distillation of of feedback I've given to people through private one on one coaching, through group coaching and through earlier courses that I've, that I've put on some of this feedback I've given to people was, you know, I've charged four figures per month to do it for some people. I've charged a few hundred dollars in the cases of courses, but this is stuff that people have paid me good money to learn or to hear from me and the people who have paid me to, to learn this stuff have been business owners and marketers and copywriters. And the reason that I'm building all of this up in this way, by telling you about how much money these people have paid me and how successful they are, is because a lot of what I will be telling you is fundamental, and there's a chance that you might want to shrug it off, and I hope you won't shrug it off for three reasons. And the first is that these nine sins that I'm going to talk to you about. I still make them. And I, I've written, I don't know, hundreds or thousands of sales emails, and I still make these mistakes regularly.

Speaker 1

And I'll show you throughout this presentation, examples of my own emails where I'm committing these sins. Second reason is that if you fix one of these one or more of these in your copy, then you will start to see results. You'll start to see more engagement. You'll start to see people reading your emails, more replying more engaging with you, more promoting you more. One coaching client that I've had, I gave her a tip on one of these specific sins, specifically on number three that we'll cover today. And the day after that, she implemented that in her emails, and she got her first response from one of the big ticket prospects on her email list. So these things work to get more engagement. The third reason is that they work to make more sales. So somebody who paid me for consulting last year, I looked at their their email list at the stuff that they had been sending out. I told them a bunch of really basic stuff that they hadn't been doing. And within about a month, their sales from emails tripled. So again, this stuff is very easy to miss. I miss it myself. If you don't miss it, then you get higher engagement and you get more sales. The way I've organized this training is, again, nine mistakes I've seen over and over. I'm going to show you examples from actual people and myself.

Speaker 1

I've anonymized everybody's examples. That said, I don't think there's any shame in being critiqued, even though it might feel very uncomfortable to do it. I think if you get your stuff critiqued, it's the only way to get better. It's or it's certainly the only way to get better after a point after you've been learning and after you've been practicing yourself, then you need somebody else to point it out to you. And I think that the people who have sent me their emails to be critiqued, I, you know, I commend everybody who's done it. And I commend everybody who's looking to get better via coaching or feedback or critiques. That said, I'm going to show you examples, but having examples of copy is tricky. It's tricky and it's I'm going to be showing you sometimes entire emails where there's something wrong. And and that's a problem because I don't want you reading for 2 or 3 or four minutes to figure out what's wrong, right. So I'm going to show you examples, but I'm going to also have to tell you what's wrong. And I'm going to have to basically guide you through this. So sometimes you'll just have to take my take my word for what's wrong. Okay, in these coming in these upcoming emails. And then you know, I'm going to have to straddle the line between giving you specifics and also gliding over some things.

Speaker 1

And and basically, again, you'll have to take my word, but I'll give you all of the examples in the end if you want to revisit them. Although again, these are examples of things not to do. So I'm not sure that these are things that you necessarily want to copy. All right. So let's launch in and I will share my screen with you just now to show you. These examples. And what I'll do is so now you should be able to see this nine deadly emails sins examples. Can you guys see that? Just nod to me if you can, just so that I know that it's there. Yeah. Okay, great. So first let me give you an example of a problematic email and then I'll tell you exactly what is wrong with it. So this was an email from December 29th, 2022. And this email is in the wake of ChatGPT being released. And it's saying marketers everywhere are freaking out about a new AI tool. It's going into this stuff. Talking about AI, how AI is getting better, how Netflix has gotten better, how Microsoft is getting better, how ChatGPT is taking off really, really quickly, how this is something that you need to be aware of. And then what does it all mean for you? And I do agree with the pundits saying it's nowhere near the quality of experience copywriters yet. However, I have hired and coached junior copywriters in the past and so on and so on.

Speaker 1

Okay, so this email would be a perfectly fine email if this were going out to copywriters, if this were going out to email marketers, right. Unfortunately, this email went out to the dentist's, right? And this email was talking about copywriting and marketing and artificial intelligence to dentists. In December of 2022, when dentists had never heard of ChatGPT. And they couldn't care less about ChatGPT. Right. And so this brings me to the first of these nine deadly email sins. And that's simply that you're writing in your world and not in theirs, right? So the person who wrote this dentist emailed, you know, this email to dentists, she herself is a copywriter and she's now transitioning into being a marketer who is helping out dentists. So she actually is a marketer who helps dentists, but her world is reading about marketing and copywriting, and then she writes her own daily email and she goes and she writes it about AI, about something that's interesting. That's relevant to these people, right? And the root cause of all of this is the same root cause. If you guys have gone through you know, some of the emails that I've been writing recently for Steve Rogers client stuff. So we all see the world from our own. Even though we've been told 100,000 times that that you have to, you know, get into your prospects world and you have to actually help people and you talk about stuff that's relevant to them and not stuff that's not relevant to them, which seems very, very obvious.

Speaker 1

But you know, this is still something that's very foreign to us, right? It's foreign to us and it's something that takes a lot of effort. And as soon as that effort drops, we forget about it. Right. And it's very natural to get back to writing about stuff that we care about rather than what's natural. That's what's actually interesting to our prospects. As another example of this, here's an email I got to critique when I was actually putting together this course. And this is a business owner who has his own marketing list that he's been writing to for years. And he says, this morning, still half asleep, I began writing this email. It doesn't happen often. Or rather, it has never happened yet. So I'm writing to tell you about it. But basically he this entire email after this entire introductory paragraph is him recounting his dream. Right? So he had a dream that was interesting to him. And then he spent about two pages recounting his dream. And I don't know if you've ever had this experience and I'm sure that you have. But if anybody ever tells you their dream, it's immensely not interesting, right? It's very interesting to them. It's not interesting to anybody else. And it's certainly not something to recount in an email. Right. And yet this guy who really should know better because his livelihood is on the line, he spent an entire email recounting his dream, which was somehow he tied it into his offer.

Speaker 1

But really, the dream didn't make any kind of sense. Right? Again, writing in your own world rather than their own world. And then, as I promised you, my own, you know, mistakes, applying this same stuff. So again, the title of this training, nine deadly emails since this popped into my head once I had this idea and then I put it into an email and when it was time to create an upsell for this offer, I ran with this name for this training. And here underneath this, you can see somebody you know, somebody who's a very successful copywriter and marketer saying that. Valuable stuff to share. But I just wanted to let you know that this appeal doesn't sound interesting. It's just not something that I wanted to learn about. Right. And that's because I had this idea in my head, and I put it out there without actually thinking about, well, what's actually interesting to my own market. What sells to them, right. And so again, the problem, the core problem is that we all tend to think like this. The easy fix for this is, you know, research. So researching what your market is already buying, feeding their stories back to them. Looking at the comments that they're sending you, using that to inform the marketing that you do, the offers that you create, create.

Speaker 1

That said, sometimes that, you know, if you're writing daily emails, if you're writing personal daily emails, then yeah, to some extent you do research and you might have an idea of who your market is, but for every email that you write, for every offer that you create, if it's a small offer, it's not going to necessarily be an in-depth research process. So one thing that you can do, and one thing that I always encourage myself to do is just to generate more ideas, right? So don't settle with the first idea that comes to mind, because that idea is almost certainly going to be very, very fixed in your own world. What I like to do is force myself to generate ten ideas, whether that's for a name or for a subject line, or for an opening for an email. And if I do that, there's a much greater chance that one of those ten ideas is going to be much more relevant to my audience than the first thing that popped up in my mind. That first thing is going to be. Sound perfect to me. It's going to be an idea that sounds really, really great to me. But if I force myself to write out ten ideas, then I'll realize that idea number six or number seven is actually much, much better. And though I had convinced myself that what I had was brilliant, it really wasn't right, and I should go with something else.

Speaker 1

So that's kind of a cheat for coming up with better ideas that are more in your prospects world without actually going into the market and doing research. Although in the ideal case, do research because there's really no replacement for it. All right, moving on. Number two, and again, let me give you an example here. So here is a story. A while back, my four year old daughter was zooming with her grandparents. She said something that made me red with embarrassment and goes on. And basically, the story was that the granddaughter ended the call by saying to grandma, bad news, I don't like you. And then just before saying bye, she told her, grandpa, I want to tell you something. I don't like your voice. Right. So kids are terrible, right? And this is what this little girl said to her grandparents. So this, I think, is a great story to open up an email with. And then this guy who wrote this email leads into an inspiring and authoritative quote from Doctor Hilary Mantel. And the quote was basically saying, it's never the kid's fault. There's always a reason for kids bad behavior. And then this email went on to say, join our webinar to find out which behaviors are attention seeking and which behaviors are control seeking. Right. And here's the problem. So we have this great story about the kid being rude to her grandparents.

Speaker 1

Then it leads into kind of a fair conclusion from that. It's never the kid's fault. There's always a reason. And then there's a webinar that really has nothing to do with either of those things, which is that find out which behaviors are attention seeking, which behaviors are control seeking. Right. And the core problem here, the sin here is having an interesting or fun story that doesn't lead to a clear point that helps you make the sale. So this is a very lengthy way of, you know, putting that sin. But basically the sin condensed is that it's interesting but not relevant to the sale, right? The root cause for this is not following the golden rule of simple money emails in the way that I described it in that course that I just created and that I gave away for free. Right. So the fix for this, the very natural fix is just to ask yourself for anything that you're thinking of opening the email with. Does this help me make the sale? Right? Can I naturally tie this in to the sale? And if not, you need to find another story, right? And again, the root cause is not asking yourself this question. The root cause is also that people don't you know, people who haven't gone through my brilliant course, they just don't think of it because they look at what other people are doing.

Speaker 1

They look at what other marketers are doing, and they look at people who are successful, you know, somebody who's like somebody like Dan Kennedy or like Ben Settle, people who are sharing interesting or fun stories and they think that's the key, right? They think that being interesting or fun is the key. And it's half of the key. It's part of what's necessary, right? But without being relevant to the sale, you don't you don't have an effective email, right? So again, ask yourself, does this help you make the sale. All right. Moving on. Sin number three. So here we have. I didn't copy this entire email. The beginning of the email starts talking about starts with the story about bikes. This guy had something. Somehow he has a personal story about bikes. Then he talks about having the right tools for success or for the job. And then he concludes with, this is the end of the email. So take a moment to consider your own profession or the path you want to pursue. What tools do you need to succeed? Make a list and then go out and acquire them. Don't let the lack of proper tools hold you back from achieving your full potential. Remember, success is not just about working hard. It's about having the right tools in to help you achieve your goals. Don't overlook the importance of this crucial step in your journey towards success.

Speaker 1

And that's it. Okay, so the problem here is very, very basic and it's not having an offer. Right? And again. But so many people like to end their emails in some sort of, you know, inspirational, positive way without making any kind of an offer. So here's another one. Here's an inspirational story based email that announced a new offer that will launch soon, and then ended with by saying, yeah, we're going to have an offer. It's going to be some time in the world sometime happening, and we'll make sure you can attend. I'm still putting on the detail and have a good night. You know, I hope you had a nice Christmas and that's the end of it, right? Just again, make it clear that this isn't just me picking on people. Here is an example of me writing an email where I didn't make an offer myself. Right? So here I this was an email where I had a quote from screenwriter William Goldman talking about not raping your audience, about kind of serenading your audience. And then I finished in some sort of way where again, it was inspiring and educational and it didn't make any kind of an offer. And the reason I picked this email specifically, because this was the last email that I sent out before reading the phenomenon, which was a Dan Kennedy book, a really slapped together Dan Kennedy book, which isn't necessarily worth reading, except that in the first chapter, Dan says there will always be an offer.

Speaker 1

And after reading that the next day, I said, you know what? I'm going to start doing that. And I started putting an offer of some type in every one of my emails. And in the years since, I've made more money in that year than in the previous four years combined. Right. Because there was always some sort of an offer, right. And by putting in an offer, you force yourself to come up with offers, right. So. When I when that first email that I. Post from now on is going to have an offer. I didn't actually have an offer. I didn't have anything there to put in. And so what I did was I said, I'm, I'm putting in a consulting offer, right. Consulting is a terrible offer. I even wrote a subsequent email about that to say that I realized consulting is a terrible offer, but I decided to put it in just as a way of having something at the end of my emails to send people to. And it turned out that even though consulting was a terrible offer, some people did take me up on it. I got experience, I made some money, and actually, some of the stuff I'm telling you in this training resulted out of that consulting offer. So again, you can always create an offer on the fly even if you have nothing else.

Speaker 1

Actually, Dan Kennedy, speaking of him, he had this email, which was very interesting or inspiring a few days ago, and he was saying how at some point they or the people that he was working with were selling real estate. They were selling real estate to people who were coming on vacation from, I guess, the north to Florida, and they would come and visit one of these sites. Right. So this is kind of a classic example of not being able to sell anything at that moment. So it would be very natural to show these people the lot or the house and then to say, all right, well, you know, if you're ever in back in town, you're ready to buy, come by and, you know, let us know. And instead of letting it go, they sold things. They sold first a hold on a particular lot location, and then they sold a first notification option. Then they sold a price lock. Right. So basically what I'm telling you is that there's always, if you think a little bit, even if you currently don't have an offer because you're preparing for an offer in the future, right? If there's nothing that you can do right now, there's always something you can do where you can carve out a little bit of that offer. You can pre-sell that offer in some way. Or you can, again, like what Dan is doing here, which was very, you know, very, very creative.

Speaker 1

You can, you know, guarantee people certain things and you can get them to pay you something to put some sort of money down. Right. So there is always some way to carve out an offer. And, and usually that's the best thing that you can do because that way you can actually make money. And the goal of all of these emails, ultimately, yes, it is to get people reading. Yes, it is to keep people reading for the long term. But at the same time, you want to make money. You can't make money if you're not making offers, right? So think of different offers that you can make, even if it's a stupid. Ways get creative with hey, Dan Kennedy did. That said, if you absolutely cannot create an offer where you can get paid, you can still at least create offers where you're not getting paid, but they can be valuable to you in different ways, right? So you can pitch ideas to your list. So if right now you don't have an offer, you can come up with ideas for 5 or 10 different offers, and you can throw that out to your list and say, well, which one would you like to do? Justin Goff just sent out an email that was exactly this. He said, I've been thinking about which offers to create for you guys. Here I've created a survey. Here's eight different options.

Speaker 1

Please let me know which ones you would buy or which ones you wouldn't buy. Right. And that way you know which offer to create, right? Without getting into the whole of of spending time without knowing which offers are going to actually sell. Right. And then finally, if you don't even want to do that, you can still make people a free offer just to get them used to actually clicking on links from you and doing what you tell them to do. And so that you have something easier to end your email with. Because actually, it's very hard to end an email well without having an offer at the end, right? I know this because there were periods of time where I didn't have offers, and it's very hard to end an email in a way that keeps that emotional momentum going in the same way, right? So an easy way to do that is just to send people to a relevant link or to take out, for example, the teaching part of your email. And just to keep the teasing interesting story part of your email and get people to interact with you, right? This is something that I do all the time where instead of giving away the teaching part of my email, I'll take that out. And then I'll tell people like, okay, well, tell me something that I actually want to know. So I'll tell, I'll ask people which books you're reading, which courses you bought recently.

Speaker 1

What problems are you having? I'm getting feedback from the market that will help me create offers in the, in the future. And in exchange for that, I'm giving them something that might be relevant to them. Right? All right, so now we've covered the first three of these sins, the first being writing in your world, not theirs, the second being telling interesting but not relevant stories. And the third not having an offer. Any questions so far? If you have questions, type away. If you don't have questions, I will come back to asking questions later. But I wanted to take a short break to give everyone a chance to wake up if you in case you fall in love. Can you please repeat the last bit about the teaching? I guess if you mean about taking out the teaching, then What I mean is a lot of, you know, the typical email will go, you have an opening story, then you draw some sort of a conclusion from that story, right? You teach people the point of that story and maybe you even tell them a little bit of high level. How to or what to do. And that's the teaching that you do. And then at the end of that, you have an offer, right? In case you don't have an offer, then your email is reduced to being the story and the teaching, right? And so what I'm telling you is that you can have the story and then take out the teaching or most of that teaching, pull it out of your email, just have a story and a little bit of teasing, and then have an offer where people can, where you tell people to respond, they reply and they tell you something, right? So give them an incentive.

Speaker 1

Give them an incentive where you tell them like, okay, if you reply, I'll tell you the point of this story, but I'd like to know this in exchange for what you're, you know, in exchange for I'm giving you and Sean is saying, is this like the reply to get video or PDF about something? It can be that as well. I mean, if you have a PDF or a video that you're giving away, that can be it. Or it could just be the teaching that you would normally write in your email. Right. So I've done both. And this is just a different way, a different offer that you can create to engage with your list to get them to do something, even if you don't have a paid offer that day. Right. Okay. Then moving on, keep going. All right, so back to the examples. So number four. So here we have a, an email which says did you see this? The workshop was fantastic. The children were engaged throughout the session. That was just the open thing. So that was the subject line.

Speaker 1

Let's say the actual opening of the email runs like this. First name. Have you ever looked into the eyes of one of those rowdy kids in your class? The ones who can't sit still seem cranky. More often than not, the kids who fidget and squirm struggle to stay in their seats, whose eyes wander when they should be reading, who lash out when they should be listening. The kids who seem to be in a constant battle with the world around them and often with you. But what if those rowdy kids are not just troublemakers? What if they're desperately trying to stay afloat in a sea of emotions that they don't understand? Right. So what's wrong here? What is the fundamental bit of influence or persuasion that's missing here? Okay. And what is missing here is concreteness, right? So what we have here is a vague and fluffy opening, right? So it's kind of what I call this is kind of empathy copy where you're throwing out things, hoping that some of this will sound familiar. Rowdy kids, cranky kids, kids who fidget and squirm and so on. Right. So all of this is very vague and it's kind of a list of symptoms that you hope are going to be relevant. This might actually be okay if you do enough research. It might be okay in a sales letter, right? So this is kind of a classic way to open up a sales letter.

Speaker 1

In general, it's a bad way, I think, to open up an email. And I don't have specific proof for this other than referring to, you know, a lot of the emails that I've read, a lot of the emails that I've seen to be effective and the research in that book made to stick. If you guys have read that book, they analyze what makes, what makes emails effective and not emails, but what makes messages sticky and what makes them. It makes them get get into people's heads. And one of those things is concreteness, right? So rather than having this kind of a list of symptoms and trying to, you know, fluff, fluff into people and get into a situation where maybe you resonate with them. This is where you get concrete. You get specific, right? So this is where you tell people a story. You give them a specific bit of current events or news. You talk about a specific person, right? You get hard, right? And the root cause why people don't do this is because it's kind of the path of least resistance, because you think you know the symptoms, you know, the problems that your product is meant to solve. And you just kind of throw that stuff in there and you hope that people are going to resist your people. People are going to respond to that, right? So effectively, you're not doing the work that you should be doing as a marketer, right? And again, the fix is to put in something hard and clear at the beginning of your email instead of something that's vague and fluffy.

Speaker 1

Be concrete instead of being abstract and vague. Right? Okay. Moving on. Number five, here we are. That this was an email where the copywriter who wrote this, he told me that this failed to make a lot of sales, and he said it might be because they did not typically send a lot of story based emails to their list. So maybe the list in response to the story in this email. And here's the story I parent of the child. The story starts. Alicia used to feel exhausted all the time. She had to juggle chores, a full time job, and make sure her her son did his homework. But with the product, the roles have swapped. Now her son nags at her every day. Mommy, it's my. The product's name time. No more complaints. So that's the story, right? The problem here is that there is zero drama or intrigue or fun, right? So yes, this is a story, but it's not much of a story, right? So it's kind of like she had a problem and now she doesn't have a problem, right? That is not how stories work. Stories need some dragging out. They need some high stakes. They need some tension. They need some. Near misses where you think that the problem is going to get solved, but instead there's disappointment and things get only worse.

Speaker 1

Write a story at the essence is a little bit of tension. And here there's no tension, right? So again, the root cause for this is just not putting in the work, right? So not digging in to the material deeply enough to basically say, okay, well, this is a story, but it's kind of a lame story. This is kind of a testimonial probably that I imagine that this copywriter pulled up and he said, okay, this is a nice testimonial for our product, but as a testimonial to put into your email, it's kind of weak. It's not very exciting, right? You want to have some drama, you want to have some conflict, some excitement, some intrigue. And the solution to that is to dig in deeper is to go and say, okay, well we have to look at more stories. We have to go on Reddit. We have to look at our case studies and our testimonials. We have to interview our clients, our customers, and somewhere in there, by doing all of that research, we're going to dig up an interesting story that's exciting as well as a story that actually helps make helps us make the sale, right? But this in a way helps you make the sale. It's kind of the inverse of that number two sin, which was, you know, a relevant or which was a, an interesting story that's not relevant.

Speaker 1

This is a relevant story. That's not really interesting. Right? So you need both. And again, this is something that doesn't just happen in the opening, right? So here what happens is that this was an email by a copywriter where he kind of launched straight into the how to. So rather than having an interesting story, he launched straight into the teaching part of the email. So, you know, Instagram released a detailed breakdown of how their algorithm works. And here's what you need to know about it, and here's how to get it done right. This can be fine from time to time to have these kind of hard teaching emails, but ultimately you want to have some drama and excitement. And even if you do have hard teaching email, which I would advise you against doing regularly, but even if you do that, you want to sneak in something exciting, something interesting in there, right? Something that gets people emotionally aroused rather than just telling them stuff. And again, if you have gone through that course that I've just released, I have the story of the magician who was performing a magic trick, but then he squeezed in this very dramatic story about his wife and his baby and how the baby was born while the wife had cancer and she was undergoing chemo, and they thought the baby wouldn't make it. And the baby did make it.

Speaker 1

And then he worked her into this magic trick. Right? So the magic trick was, you know what this guy is doing here with his email, right? So he was delivering a routine piece of work, right? If he had just delivered that piece of work, odds are he wouldn't get a very good result. And he and this was from the story that I'm talking about is from Britain's Got Talent. Right. And he ended up getting the Golden Buzzer, which is some sort of Britain's Got Talent big result. And the reason that he got it is because he emotionally stimulated people. So that's what's missing in, you know, the first email here. And that's what's missing in the second email as well. And then, you know, this is something that actually going back to a consulting email that I told you about at the start. So when I decided to have an offer in every email I put in the consulting offer, somebody took me up on that. It was a business. I was actually doing very well. They had a, an offer where they were selling a subscription service to whatever. It doesn't matter. But they were sending out lots of emails to lots of people, and they were basically promoting these videos that they were selling. Right. And these were the kinds of subject lines that they were putting out. Brasilia a modernist experiment. Wallace Lake House truly bespoke architecture by the ocean Nishizawa house.

Speaker 1

Right. So there's zero intrigue in here. And again, I told you. To go in and make their stuff a little bit more intriguing, right? To put in some drama, some mystery, some exotic stuff in there. And again, within a month of making these changes, they were making three times the sales from from their emails because again, the they were actually getting decent open rates with, with their emails, just because I guess they had, you know, very high, they had a very high quality list, but they weren't making a lot of sales and they weren't making a lot of people actually watching, watching the videos that they were promoting. Right. And that's because there was very little to intrigue people. Right. So you know, again, this goes back to simply not putting in enough work and the fix is, yeah, you have to work a little bit harder than simply saying like, okay, well, what's the first immediate thing that comes to my mind? Right? And the way to fix this is again, doing more research to say like, okay, well, if the first story that I found wasn't good enough, then I have to dig in more and I have to research more. The second thing that you can do is also mixing up your emails. So sometimes I see people who have good dramatic stories about, for example, marketing, right? If they are marketers in some specific niche and then they have a dramatic story about marketing then they.

Speaker 1

Keep going back to that same world, day after day after day. Right? And if there was an interesting angle in the first email and the second email, the fifth time you've repeated the same angle about a dramatic marketing story starts to get boring, right? And it's something that in general, if you want to keep people reading, you want to have them always a little bit surprised and a little bit worried that they're going to miss something interesting in your emails, right? So so one thing that I always advise people who have been in my coaching group is, you know, it's great to have a horror story about what happens if people don't take your advice, but you want to mix it up a little bit as well. You don't want to have the same kind of story in every email, right? Because that gets predictable. And after the fifth or 10th email, people will stop reading. And you might need more than 5 or 10 emails to actually make the sale. Stuart is writing, how would you change the subject lines to make them more emotionally compelling. Well, actually, I'm glad you asked, because I had actually told these people exactly what to do. I don't remember in this specific case, but what I told them to do is to go and look at the BBC website, because I think the BBC does a great job of having intriguing headlines for their stories, which are almost clickbaity, except that they really managed to pay them off.

Speaker 1

Right. So if you go and look at those, you get kind of a Reader's Digest class of how to write effective headlines. But for example, having if you look at what the BBC is doing and you break it down, you'll see things that I was teaching in that copywriters course that I'm not selling anymore, but basically things like paradox, right? Having paradox in the subject line where you're like, how does how is that possible? Or having ancient or exotic lands or having high stakes or having the one thing right. So I don't know what these subject lines we're selling, right. But I'm sure that if you were to go in and look at these videos or whatever these things were, right, then you could find that there was something about high stakes be like, okay, well, how they built a, how they built a 400 room. How they built a 400 room mansion entirely out of bamboo. Right. So something where it's inconceivable you could build a massive structure entirely out of bamboo. I'm just making this stuff up. That, for example, might be paradox, right? Or you might say truly bespoke house in the jungles of Cambodia. Right. So again, that's kind of like an exotic location. This is again, going back to stuff that you see being done in on the BBC again.

Speaker 1

But I mean, these are just kind of copywriting fundamentals of like, you know, paradox things that can happen or exotic, ancient or exotic lands or, or in this case, it might be architecture from 10,000 years ago by the Ocean Nishizawa house or architecture inspired by a find from 10,000 years ago. You know, something like that. So again, referring to things that happened thousands of years ago, or things that are happening in very exotic locations to your market, or a final thing might be the one thing, which is again, kind of the extreme. So the, the biggest house ever built by the ocean, the smallest house ever built out of plastic or something like that. So going to the extreme, having the one thing, right? So those are ways that you could make these subject lines better. But in general, look at what tabloids are doing. Or if you're writing to a market where you feel, oh, I could never write the way a tabloid writes. I can't use those sleazy direct response tactics. Then go and look at the BBC, because the BBC is very classy and yet they manage to write very, very intriguing headlines and very intriguing subject lines that they manage to pay off completely. Right. And the key is again, not going overboard by squeezing in 2 or 3 or 4 or 5 of these direct response fundamentals, but maybe just using one right.

Speaker 1

And one here there's zero. And putting in one will make a drastic difference. Right. So again, you need some intrigue. You need some reason to suck people in to give them cure, to make them curious to actually open your email and then to take you up on your, on your offer. Again, I don't know how many guys are reading my emails religiously, but I had an email a few days ago, which was really a big revelation for me. And I want to share it with you now that I was looking at feedback that I've gotten from people who have been taking me up on different offers I've been putting out over the past few weeks. And I really boiled it down to why are people buying from me? And it's two things. One is trust that I've just built up trust by emailing regularly, by delivering good offers, by being transparent about what I'm selling about. To an extent about my life. Sharing some personal stuff, having some story. The other thing is curiosity, right? So I get people curious about something that's inside of the product. I get people curious about my emails. I'm leaving a little bit out from the stuff that I'm talking about, and eventually that gets people to say like, okay, I got to know I'm going to, I'm willing to pay him just to find out what's happening there. Right? So again, this is that second part of building up curiosity, which you absolutely need.

Speaker 1

All right, moving on to number six. So here we have Here. I don't have the entire email. I'm just going to give you the outline of this email. So in this email we have the most important factor in persuasion is money. And to get to this point, it took 80 words. And then it turns out that actually, no. I was just kidding. It's not really money, it's empathy. And then he tells me what empathy is, and then he tells me why empathy. Empathy is important. And then the email tells me why or how you can make people, you can get people to feel like they are empathizing with you. Sorry. Okay. You can make people feel that they that you're empathizing, empathizing with them by getting them to empathize with you. So if you can have some sort of a story where people are like, oh no, poor John can't believe that he got into that bad situation, then actually, in a way, you can kind of like switch that around and make them feel that you're empathizing with them. Then the email goes on to tell you how there are many different ways to create empathy, but it also tells you it won't talk about those ways because they're too educational. Then there's a motivational section. And finally, it goes into an offer that is set up with a little bit of future pacing, right? So the problem here, if I didn't make it clear enough by kind of rambling explanation, is that there's way too much going on here, right? There's way too much going on, way too many tangents, way too much build up, way too many diversions happening here.

Speaker 1

Right. And I've highlighted them in bold. So I think this email could have been why empathy is important. And here we could have half of a sentence for that. And then maybe a story and then telling them this interesting thing, which is really the value of this email is to tell you that, oh yeah, how do you get people to feel that you've empathized with them or that you have empathy for them? Actually, there's this trick where you can, you know, get them to empathize with you first, right? And that's interesting. And that's new. And this entire email could have been, you know, done in a way where you maybe, you know, tell a story that illustrates that and tell that point and then go into the sales. So all of this other stuff was extraneous, right? Another example here. So here's one email that people that somebody sent me actually when I was preparing for this course. So this was the outline here is Peter Attia is Thor's doctor. That's kind of the opening of this email. Then it goes on to explain the Peter Attia as a doctor and he.

Speaker 1

Or in TV or in a movie they were on together on a TV show. Then it goes into zone two training, which is one of the keys to living to 100, according to Peter Attia. It's explained what zone two training is, what other zones besides zone two are, why zone two is important. How to do it? Peter Attia says that you can get zone two training by jogging, but jogging isn't good for you because of your joints. Then there's a personal story about accidentally discovering that qigong is good for zone two, and then it goes into the upper right. So again, all of this stuff that I've bolded is really stuff that you can take out right here. In the beginning, we have both Peter Attia and Chris Hemsworth. And I would say that we could do with one. We don't need both, right? So if we're writing to a market where people are very health conscious, there's a very good chance that they know who he is because he's kind of a big, big name podcaster and an influencer. And if they don't know who Peter Attia is, then we can throw out Peter Attia altogether. And we can talk about Chris Hemsworth because he's a big movie star who can say, oh yeah, he was on this TV show. And you know what he found out? They told him that the key to living to 100 is zone two training. Right? And then at that point, we can throw out what other zones are.

Speaker 1

We can throw out what Peter Attia says about jogging. And we can just basically say, and the best way to get your zone two training is qigong, which is very low impact, right? Third example here, I won't, you know, get into this thing too much. But again, personal story about a guy who's passed out or might be dead. He's not actually dead. He's just passed out from drinking. Guys angry because his friends left him. He's wearing a sweatshirt, but it's hot outside. Then the point of the email is that it takes a long time to make a sale, and most people quit too soon. Then there's extensive statistics to back up that point that most people quit their sales message too soon, then goes back to the guy and how he's going back to drinking. And the point is that you can sell without selling, without with the new offer that the guy's putting out, right? So again, there's way too much happening in this email. And if you wanted to, you could basically reduce it to saying, I saw this guy was passed out from drinking and that actually, you know, you might think that he's crazy and he is, but, you know, it actually ties into something that a lot of salespeople could learn from. And that's that most people quit too soon. And then you could explain how most people, you know, quit after four tries and take seven tries and blah, blah, blah, and they quit because they gave up.

Speaker 1

Well, the guy on the street actually dusted himself off, went back to drinking. And, you know, then you lead into your offer. But all of this other stuff is extraneous, right? So too much stuff. And the reason that this happens is again, going back to kind of the, one of the core things I've been talking about is that we all have blinders on, right? So we all have an idea of the story that we want to tell, and we can't imagine the story that other people are going to hear, right? And they're not Hearing the same stuff that we hear, and they're not finding all the same stuff. Interesting. That's the reason, again, why retelling your dreams is not interesting to anybody. Right. So in the same way, having a lot of tangential detours that are interesting to you isn't going to be interesting to your audience. It's just going to be confusing. Right. And again, another root cause for why this happens is that a lot of people are imitating what they see other marketers do. So in that simple money email course, I had an example of a Ben Suttle email, which was 1700 words long. Right. And if you actually look at that email, that entire email was making a very simple point, which is that there is zero security in life besides your own ability to create.

Speaker 1

Right. But it was 1700 words because Ben had, you know, 15 different examples to illustrate that single point. So the fix for this problem of too much going on is basically to have that one plus one plus one structure that I talked about inside of the simple money emails course, right? So give people one opening, one story, one person that you're talking about, one news item, and use that as your opening and then have one closing item that you're going to use, whether that's your teaching or simply pre-selling your offer and then make your offer one plus one plus one, right? Don't go on tangents. Don't use multiple opens. On the other hand, if you do actually absolutely need to do that, and if you're feeling creative or you think it's going to help you sale, make the sale, then do the same thing that Ben Suttle did, right? Use extra illustrations to support your core idea, right? Don't have conflicting ideas ideas that don't contribute to your sale. Instead, use extra illustrations or develop your point further, but make sure it's all leading in the single funnel towards your sale, right towards the offer, and that it's convincing people rather than drawing them away and confusing them and giving them reasons to say, I don't, I don't, I'm not going to take you up on this offer because I'm, I'm uncertain.

Speaker 3

Okay.

Speaker 1

All right. Now we're six out of the nine emails through. One is saying miss a lot. Do we get the Google doc? Yep. I will share the Google doc with examples. And I'll also share kind of a Google doc with the highlights of what I've talked about. And Stewart says feels disconnected. I'm not sure what you're referring to, Stewart, but okay. Any other questions here about any of the stuff that I've talked about in these three things? So lack of drama or intrigue, too much going on in emails and vague and fluffy openings. These were four, five and six. If not, I will press on. We're actually making good time here. All right, moving on. So Stuart says disconnected comment was about the drunk guy story. Yeah. Exactly. Right. So if you if you have a okay before I move on. So let me address that. So yeah, this, this is the result of having an email where there's too much stuff going on, right? If you have a very basic email with one opening story, which naturally leads into the point that you want to make, which naturally leads into your offer. This flows very, very smoothly. But if you allow yourself to have a story which jumps all around the place because you haven't, you haven't done the work to whittle it down to just what's what's essential, then your reader doesn't know what is what is key here, right? And if that happens, then they feel it's disconnected and they have and they have a way out.

Speaker 1

They have a door where they can say, this is not an offer that I need to take up right now. Right. All right. Moving on to sin number seven. So here we have an example that somebody sent in for this specific training. And in general, I think this was a very good email. The way that I wrote to this person who wrote it in, we sent it in and the email starts out by basically saying why blurb, right? This is about book blurbs or book summaries or book descriptions, and it's about why that's hard to do for authors, which is actually a good point, because it's interesting why people who are writers might have a hard time writing their own blurb. And then this email goes into the interesting story of Phineas Gage, who had a steel rod shot through his head and who lived to tell the tale. Tell the tale. But something was wrong with Phineas Gage, and he basically. Sorry, I'm skipping ahead. So Phineas Gage, he could make decisions for other people, but he couldn't make decisions for himself. Right. And the email concludes with, you know, it's something similar happens for people who are authors. It's very easy to make. Training. But whenever you're trying to make that decision for yourself, then it's much harder to do because it's basically a different part of your brain.

Speaker 1

Right? And that was the point of that Phineas Gage story, is that the guy had a part of his brain blown out. He could still make good decisions for other people, but he couldn't make good decisions for himself. And that's why writing your own book blurb is so difficult, because marketing yourself is hard. And that's why it's good to have an extra pair of eyes. The problem in this case is that this email sends by making that point and then saying, if you want help with your book description, whether you've got a new release coming up or you'd like to improve an existing one hit reply. I promise I'm quite reasonable, unlike Mr. Gage. Right. So in this case, what we have here is a failure to communicate authority. Right. So basically this was a very nice email and it made the point it needed to make. And then in the very last minute, I kind of dropped the ball basically didn't give me any kind of reason to, to say, okay, well, why should I hit reply and get you to write my book description rather than asking anybody else to do it right? Why you specifically, there needs to be a little bit of some sort of authority, right? In this case, the person who wrote this actually has been writing book descriptions. She has authority. She just didn't communicate it Communicated in this particular email.

Speaker 1

And actually, that's the specific sin I'm talking about here. It's not necessarily not having authority. It's not communicating the authority that you have in your own emails. Right. Let me give you an another example of that. So this is this is somebody that I coached and this is somebody who I actually featured an email from earlier in the training, right? This is part of an email in which she was writing this email. She talked about whatever, you know, something that's happening to dentists. And eventually she gets to this one sentence here. But from all the raging comments from our Das dental assistants on our Facebook ads, it seems it's fairly common for dentists to pay the bare minimum possible. Right. So I didn't copy this entire email. The highlight that I want to make here is that this was an email which is talking about some news items, some current situation that's relevant to dentists. And then it varies this thing, all the raging comments from dental assistants on our Facebook ads. And then it immediately jumps across that and it gets back to talking to dentists right about the news. The situation here is that this person who was running this was, you know, getting Facebook ads that were very, very successful. They were reaching a big, big audience of dental assistants. She was in touch with a lot of these people. She basically had the ear of hundreds of people who were kind of the target audience for dentists who were looking to hire dental assistants.

Speaker 1

And in this one sentence, this wasn't featured at all. Right. Again, the problem is not having the problem is not not having authority, not a lack of authority. The problem is that this person simply didn't communicate all of the status and all of the experience that she had in her own image. So as an example, here's how I rewrote this, right? So the same lead up stuff here. And then I expanded this one sentence, but from all the rage and comments from dental assistants in our Facebook ads, I said, basically I spelled it out for the reader. I've been running Facebook ads to promote my whatever special report. I've reached thousands of working prospective dental assistants across Australia. I know because they post comments on the ads and you know what's an ugly or common comment I keep seeing from good dental assistants all around the country. So again, these three little sentences, they're very subtle, right? They're not saying I'm amazing, but they are making it clear that this person is actually not just running ads. And that's who knows what those ads are, whether they're running for \$5 a day, whether they're not effective at all. It's sneaking a little, sneaking in a little bit of authority. Right. And this is, this is one of the ways of fixing this problem of insufficient authority.

Speaker 1

Demonstrated is basically communicating everything that you're already doing, that using yourself as kind of a case study, right? And communicating all of the stuff that you do and writing up what you do when it's relevant in your own emails and expanding that to people because there's no way for them to know, right? If somebody just joined this person's list, they're not going to know her background, that she's spending hundreds or thousands of dollars a month, that she has hundreds of comments on her Facebook ads, unless she basically tells them that kind of stuff. Right. And here's a third example of this. So here's again a simple and solid email from somebody that I'm coaching, somebody who is selling basketball courses, right? Basketball coaching courses. And he opens up his email by saying four step defensive checklist from a basketball legend. Email opens up the creator of the pack line defense, Dick Bennett, has a simple four step checklist. That's it right? So that's as much authority as we've given to this guy, Dick Bennett. Right. Here's the way I rewrote that email. So I said the creator of the Pack Line defense, Dick Bennett, has a simple four step, same sentence as above, except that now I have this little paragraph here, which actually I got ChatGPT to write, and then I rewrote it a little bit, which is basically selling Dick Bennett. So right now, right before in this email, all we have is that he was a legend and that he was the creator of the pack line defense.

Speaker 1

But here's what I'm saying is how Bennett's teams were famous or more infamous, that stifling defense. The results were undeniable that he repeatedly turned around teams, that he had teams that went to the Final four. All of this stuff is basically selling Dick Bennett. It's selling him as an authority. And by association, it's selling my email and everything else that I'm going to talk about as authority. So if you don't have your own authority, which you probably do, you can always get it by association, right? And if you do have associations, you have to sell those people in your emails, right? So this is something that I do very consciously, right? And this is something that I see people missing a lot in their in their emails where they will basically have a testimonial or a comment from somebody and they don't sell that person, they don't have any explanation of who that person is. Right. So very recently actually in promoting this Stuart course here on the call, he wrote me to basically say like, oh, I'm very excited about this training. And I'm very excited about this training. And you know, you always create valuable courses and thank you for that. Right? So that was Stuart's message. And I could have said, oh yeah, I got a message from reader Stuart Marmorstein and Stuart wrote.

Speaker 1

Right. That's not what I did. I don't have the exact copy here, but Stuart actually wrote me about a specific type of treatment that he's invented about the kinds of trainings that he does. He has a thriving chiropractic clinic that I know from before. I included all of this stuff in the actual email. And it built Stuart up into a successful business owner who writes emails to make sales for his own business. And then everything that Stuart says about me has that much more weight, right? And that's kind of what I'm telling you to do as well. In many situations, you have to build people up, right? You have to explain to your market why they should care. You have to sell these people because there's no way for your audience to know unless you're talking about Elon Musk, right? If you're just talking about somebody who doesn't have that kind of authority and status, then you have to explain that you have to sell it to people. Right. A few other things that I have used to increase my own status or authority or make it more obvious in emails. I've shared this before, but I want to remind you of it is status documents. You know, I've created a Google doc and every day I ask myself over the past 24 hours what things have happened that are worth increasing my that are worth putting into this document because they, they increase my status.

Speaker 1

Right. And these can be tiny and trivial things, right? They can be that somebody gave me a testimonial. It can be that I, I got an invitation to something by, got an invitation to a podcast. It can be that some email that I wrote got good results, anything that could potentially boost my status. I put it into this document and this serves two purposes. One purpose is that I first of all read over this stuff and I say, you know what? I'm actually much more qualified than I give myself credit for. And the other thing is that this becomes fodder. This becomes stuff that you can drop straight into your email, right? So I see that Ilya is asking how would you change the ending of the book description email? And Angie is saying like, yeah, you'd add results or testimonial or maybe name drop or mention a recent article or relevant chapter in the book she's writing, you know, so you can do lots of things, but you can basically also just give, you know, go back into your status document and pull something up. If you have a dozen things in there, you will have reason why. You will have testimonials, you will have past case studies and all of that stuff. You can have ready to go in your status document, and you can pull it into your email.

Speaker 1

Right. The other way to boost your authority is again, to use yourself as a case study. Whenever possible in your own marketing. Right. So over the past week I was promoting that simple money emails course, right? At the same time I was promoting this course. And that was the offer that I had in every one of my emails. And then during that entire week, for some reason, I made a bunch of sales of my most valuable email course, which I did not promote at all. Right. That almost never happens. It almost never happens that I'm promoting other stuff. But people remember like, oh yeah, there's this other stuff that he promoted two weeks ago. Let me go back and buy that, right? Sometimes it happens, but it never happens with any frequency, right? It's not that I'll make three or 5 or 10 sales in a week of stuff that I haven't been promoting. It happened last week. Why? Because throughout that A simple money email cause I, I refer I used my own marketing as examples. I talked about emails that I had written. I talked about courses that I promoted, I talked about reasons why. And then while people were going through that course, they saw that stuff and then basically served as additional marketing for that course. Right? In the same way in your own emails, right? So while you're going through your own emails and you're writing your content in the email.

Speaker 5

John. You're muted.

Speaker 1

All right. Starting again. So my internet cut out. I'm sorry guys. I'm glad you're still on the call. Point being back, back to the back to the training. So again if you, if you find yourself not communicating your authority regularly enough, right, an easy fix to do that, an easy fix to avoid that is to start a status document, drop everything that's relevant into that status document, and then keep going back reminding yourself of that stuff that you do so that you can work in very naturally into your content as you're writing about, you know, whatever it is that you're writing about. And again, as you do write your content, then keep bringing it back to yourself. Use yourself as a case study, refer it to your own, refer to your own products, to your own successes, failures, experiences. Keep talking about stuff that you've done rather than always referring to others you know that you look to as an authority. And then final point is that associate with high status people, whether that's directly people who you've actually been in contact with, who people who have given you endorsements. Or if it's, you know, even just remotely. Right. So if you are, you still get a little bit of authority even just by referring to people that you might not know. But again, in both of those cases, you will frequently have to sell those people, right? Unless somebody is an absolute A-list celebrity in your market, right? Then you still have to go in and sell that person a little bit.

Speaker 1

And you'll see that you'll see me doing in my own emails where I will even explain who Gary Bencivenga is. And I'm writing to a bunch of direct marketers and copywriters who know who Gary Bencivengo is, but there's still people on my list who might be new or who might be business owners who don't know all that much about copywriting. And therefore, I build up Gary events as the greatest of all great copywriters, somebody who never lost split test and going up others, somebody who's revered by other copywriters. And I give them this little introduction so that when I talk about something, when I make a point, it gives him that extra bit of status and it gives that authority to what I'm saying as well. Right. Okay. Then plowing on, I will go back to sharing my screen. 2.8 now almost in this home stretch here. So this is the close of that AI email that we saw in point one. Point one. I'm not picking on this person. I think her emails are good. It's just that the first problem was that she was basically writing this AI email to dentists who at that point absolutely didn't care about AI. And then she ends this email by saying, and if you're currently paying thousands of dollars a month for content that's not truly customized to your practice, you know, the general posts about dental health and things like that, then there's a.

Speaker 1

And there seriously might be scope for you to handle more of your marketing in-house and create that same level of content by having someone on your team figure out how to drive ChatGPT. Well, not sure it's a good idea. I'll let you be the judge of that. Tomorrow, I'll share more about why they ignored AI until this point, and what I plan to change going forward in my own business. Okay, so again, I have to highlight what I find problematic in this email, right? So I've told you that I think writing about AI two dentists at this point was a mistake. And also, I think the other thing that we've already talked about here is that there's no call to action. But the specific problem I have here is this bit here. Not sure it's a good idea. I'll let you be the judge of that. Right? In general, as a marketer, writing to people and trying to make a sale, don't give them any wiggle room and don't let them be the judge of anything, right? So you have to tell people what to do. Right. And you have to tell them what to do at every step of the way. So the reason that people don't do this, the kind of the root cause of this is a, they're inexperienced and they're kind of scared of selling and they're new at this.

Speaker 1

And they feel that again, maybe they don't have the authority to have a strong stance and to tell people what to do. And maybe they're afraid of taking a strong position because they don't have the experience and then being told off. So they make this kind of waffling stuff and they're, you know, leaving it up to the market. Right. Or there may be too nice. They may think that saying something like, I'm not sure it's a good idea because they generally aren't sure if it's a good idea. So they leave it up to, to the audience because they're thinking that it's being kind of respectful, respectful, and they don't realize that people actually like being told what to do. Right. This might sound contrary, but we. We do like being told what to do by somebody that we respect and that we trust. Right. Or you know, there's this quote by Prince, you know, that I like a lot. I think it's from Purple Rain. It says you, you say you want a leader, but you can't seem to make up your mind. Right. You have to be the one who's going to give people the opportunity to make up their mind for them. Right? So let me give you a couple of examples of how to do that. So this is this is an email by that same basketball coaching guy. And in this case, he's telling the story of Of a dentist who was coaching his kids in basketball and who spent 50 hours fruitlessly searching for stuff online.

Speaker 1

And now this guy who's selling the basketball coaching, he actually does this cool thing where he's basically saying, well, that's so much money that he wasted because if he's a dentist, then his usual salary is \$93 an hour. That means so much money. And that's why people buy my course is to save time and money, right? So in this case, he does do a little bit of telling people what to think, but he doesn't do enough. Right? And again, the way that I would rewrite this is to have this extra paragraph in here. So what he does is simply say, people buy my stuff to save time and money. What's missing here? What's missing is kind of what Dan Kennedy calls man or mouse copy, where you don't simply say to people, people buy my products to save time and money. You make that into a value judgment, right? So you can say something like, look, if you have all the free time in the world and nothing you'd rather be doing than digging through random blogs and dusty forums and suspicious Facebook groups, all peddling unproven, ineffective, and sometimes harmful coaching info, then have it. Have at it, right? It's a proven way to waste both time and money and to get mediocre results, right? So basically I'm telling them, Yeah, it's kind of like going back to this thing and saying, not sure if it's a good idea.

Speaker 1

I'll let you be the judge of that. Right? So I'm telling them, yeah, you can make your own decision, except I'm not really allowing them to make their own decision. I'm telling them, if you don't do what I'm suggesting you do, you are. You know, I have no hope for you, right? You are a lost cause, right? You don't realize how bad your life is and how fearful you are and how ineffective you are. Right? So all of those, those are value judgments that I'm making. On the other hand, if you value your time, both because you're busy and because you know what your time is actually worth, and you value getting your hands on effective strategies that whatever, give you some stuff, then get my course right. So again, this is making people decide whether they are in the good camp or the bad camp. But again, you have to be the one who tells them that stuff. You have to be the one who tells them there is the good camp and the bad camp. Do you want to. You have to make the decision of which one you want to be in. Of course, people will want to be in the in the good camp, or if they don't, that's fine. But you're the one who's kind of making that decision for them or that's giving them. You're the one who's putting that choice in black and white terms.

Speaker 1

And that's ultimately what this is about. You want to tell people things in black and white terms, right? Another example here from the dental practice. All three were these were dental examples. So this was about asking will your practice stagnate, shrink or grow in 2023? This email opened up by sharing lots of scary news items that the sky is falling in dental practices. And then it led into its main point. And the point was the biggest factor for whether your dental practice will stagnate or grow in 2023 is your ability to hire the talent you need for your team. And this was the extent of this marketer making that point in that email, right? This is again, insufficient kind of selling, right? So being afraid of making that point of telling people what they need to believe, right? Beyond just saying like, okay, well, make up your mind or go out there and do your own research and you'll believe maybe like you need to tell people what they need to think, right? At every step of the way, you need to tell them what choice to make. You need to tell them what conclusion to make from the story you've given them. You need to tell them which decision is good, which decision is bad. You need to you need to make value judgments for them, right? Sometimes you will repel people. Some people will say, I don't agree with that.

Speaker 1

I don't think that that's true. And they will leave and they won't buy what you're selling. But that's fine because you weren't going to sell those people anyhow. Because at the core of what you're selling is some value judgment, and you want to make that value judgment explicit. You want to make what is implicit in what you're selling sending explicit so that people can make up their mind very clearly, whether they want to buy from you or whether they want to buy from somebody else. So again, the way that I would rewrite this specific thing is the biggest factor for your dental practice is your ability to hire. The talent is again, making that sale for them, you know, explaining that and telling people in more detail why this is true. So they have to believe it. Over the past 14 months, I've been talking to the most successful practice owners across the country, and I keep hearing the most frustrating message. We can't hire enough good staff if this problem hasn't hit your practice yet, I'd like to suggest you brace yourself, because based on what I'm seeing from the current recession, blah, blah, blah, it's only going to get worse. Much, much worse, right? So again, don't hold your punches. Tell people what you believe and tell them what to think and what to do, right? And again, you need to do this at every step of the way in your offer, about your market, who's good or bad, and any loose ends between the story that you tell and the point that you're making, you need to again, tie that up.

Speaker 1

You don't want to leave it to people where you tell the story and you allow them to make their own conclusions, right? Because unless you tell people what conclusions to make, they'll draw their own conclusion, which probably won't serve your purpose. There's a million ways for people to interpret stuff, to look at stats, to look at data, to look at stories, and to make a conclusion. And most of those will not serve the purpose of you making your sale or being of a bigger authority. Right? All right. And then getting to the final point here. Here is an email that I got during a training that I put on a couple of years ago. This was actually written to be as kind of a cold email to drum up business, but it was written in a very long style and I'll read a part of it. Read a part of it here. So it opens up by saying turnstile up ahead. You're in. You made it. Congrats. Getting through turnstile is a good thing. More often than not, right? It means you'll be seeing your favorite band again. It means you'll be cheering on your home team with your favorite brewski in one hand, and a dog spilling mustard relish and red goop all over your vintage chucks in the other again.

Speaker 1

Or it could just mean that you're headed home via subway from work, where you'll finally be on your own damn time. And that's always a really good period thing. Period. But for small business owners, hearing the sound of a turnstile or cash register, or the warm and fuzzy ding of an order notification if you operate online means so many other crucial and vitally important things like a sale. Okay, what's the problem here? What's wrong here? Right. In two words. Being clever. Being too damn clever. Right. So flowery language. Trying to be clever. Trying to write poetry. You know, some sort of, like, Madison Avenue advertising instead of relying on the point that you're making the story that you're sharing. Getting to the sale that you want to make in a very direct way. Right. An example here, this is from somebody that I coached as well. This is from an e-commerce email. It's going to a list of people who bought vape pens. Right. And this is the actual email here. I'm not going to reread the entire thing, but just I'll highlight a few parts here. So one part here is that while that, again, it's not 100% relevant what the actual email was, just focus on the sentence which says while that email did get some crazy hi replies, not one of those replies was a nomination for some prestigious public health award. I still don't really know what that means, right? It's it's something that meant something in that copywriter's head at that moment, right? But it came out in this very clever way that practically nobody's going to be able to understand that email to get some crazy, crazy high replies.

Speaker 1

A few examples, that's all you need to say, right? You don't need to get too clever, not too flowery. Again, sometimes it's simply a matter of punctuation. Breaking up sentences, of making sure you don't have run on sentences so that things that are interesting and fun and cute and clever sentences in your own head come out readable, right? So this sentence here is really hard to parse. I won't publish publicly bash these replies. I think there's no beef here. Although I'd rather be chilling on a Sunday afternoon. Right? I'm not publicly bashing these replies, period. I have no beef with these readers, period. I think they should be chilling on a Sunday afternoon instead of getting riled up by an email. Right. So again, rather than being clever, flowery, poetic, break it up. Make it simple. Make it so that people will understand what you mean rather than being confused by your poetry. Right. Final example here. You know, using again, metaphors in a way that is going to be hard to parse, right in the cul de sac of every one of these emails, there is an unsubscribe button. I mean, yeah, cul de sac. It is a metaphor here, but I'm not sure it's really doing anything.

Speaker 1

And there's a good chance it's just going to confuse people. And again, what's happening here in part, it's, you know, wanting to write in a way that's clever and because you want to be liked and you want to be thought funny. And the only cure for that is beating that out of yourself. And I am, you know, I'm victim to this as well, right? So I had this email that I wrote, right? So I want to end this training by showing you a very flowery email that I wrote, which was announcing I created an entire made up course and I created bullets for that entire made up course. And it was all very clever and there was no point to it. Right. I wasn't selling anything. I wasn't illustrating anything. I mean, there was some point that I was making, right? But again, this was an email that I had written just to be clever. Right. And what happened? I don't know, I wrote it, I didn't even get any replies from people because people were so confused about what the hell I was doing. I created again, bullets To illustrate how clever I am and. The only thing that I can say is that if you are looking to be clever and you put that out in an email, there's a very good chance you're going to be disappointed in the sense that you won't get the responses that you're looking for.

Speaker 1

You won't get that feedback from people saying like, wow, this was so clever. You're much more likely to get positive encouragement if you write super basic, simple, clear, inspirational emails that everybody can parse. And on the other hand, if you write these kinds of emails, you won't make sales, right? Because you're putting in so much effort into the language that you're using into being clever, and you're not relying on the core of choosing a good story, which is clear, which helps you make a point that naturally gets people to want to buy what you're selling, right? So rather than being clever and using made up scenery descriptions using very unusual turns of phrase and things like that, relying on the source material, having a good story, having an interesting news item, telling people something new and relevant and having that naturally lead into this, into the sale that you want to make. Right? So relying on that rather than being tricky with your language, right. And that is you know, that's, that's a lesson that I need to keep working on myself. And the conclusion is basically focus on simple, you know, that's in many ways why I created that simple money email course is to remind myself as well as anybody else who's reading it is again if you write simply, it's going to be much more passable, much more understandable, and much more insightful for your audience as well.

Speaker 1

Right. And that we've now remember Sean says he remembers that email. It was quite funny. Well thank you, thank you. Now you've saved you've saved my ego a little bit after I guess it was about a year after that. All right. So now to wrap up. Right. So the nine deadly email sins and I will deliver this to you as a Google doc. So writing in your world and not theirs, that was number one. Number two was interesting or fun stories that are not relevant to making the sale. Number three is not making an offer at the end of your email. Number four was a vague and fluffy opening. Number five was too much going on. Oh no. Sorry, number five was not too much going on. Number five was no drama or intrigue or fun. Number six was too much going on. Number seven was not having or more likely not communicating your own authority. Number eight was not telling people what to think, whether that's beliefs or why they should buy your offer or which camp they should be in, or anything else inside of your email. And number nine was being clever. Being too clever. Okay. Any questions guys? Okay, then I am finished here. What? Sin number ten. Be too many CTAs. Okay, now we have questions. All right. So. All right, so let me take these one piece by piece. So Shawn says with ten be too many CTS. Yes, ten would be too many.

Speaker 1

Nine would still be okay. But ten is definitely too many. One says, how do you flow? I don't know what that means. If you want to expand on that question, then let me know and I will answer it. I guess I think this is Valentina. Who is this? Hello. So, John, you mentioned some swipe file for simple many emails that were not ready. How about now? It is still not ready. I've been working on it, and it turned out to be much more work than I expected. Because whatever. It doesn't matter why I'm working on it and I'll put it out. I don't want to say when because I already broke a deadline once. I will put it out and I will get it out to you guys and I'll send an email out so that so that you don't need to keep checking the course. Hello. So you don't need to keep checking the course. And I'll, I'll notify you when it's out. Suzanne is asking what is a way to communicate expertise when you're not publicly seen as an expert via blogs, Facebook, etc.. I think we covered that a little bit earlier, but you can always talk about stuff that you've done, right? You can talk about your previous experience. You can talk about failures that you've had, you can talk about stuff that you've written, you can use yourself as a case study, right? And again, if you're writing emails, you can refer to previous emails that you've written, you can refer to courses that you've put together all of this stuff.

Speaker 1

You know, gradually you will build up authority and again, you know that. So using yourself as a case study and referring to your own products offers and so on, that does build up your authority even if you have none right now. But I would say they're probably, you probably do have authority, even though you might feel like you have none. And again, as a fix for that, I would encourage you to start that status document right where you start listing every small thing that could potentially boost your status and authority. Right now, if you ask me off the top of my head. So, you know, list my authority items, I might be able to come up with 4 or 5, you know, and maybe they're the best ones and maybe they're not, and maybe they're going to be relevant in a specific situation and more likely they won't. But if I go open that status document, I have, I think I have, I don't know, three pages of them of bullet points. So maybe that's 60, 70 items that I have in there. And if I repeatedly go in there and scan over those, I get reminded of something that's relevant in a specific moment. And if I don't get reminded of it, but I'm writing something and I'm like, well, this sounds kind of weak.

Speaker 1

I'm not communicating my own authority, then I can go in and reach into that document and be like, oh, you know what? Here's a really good little snippet that I can just tack on to the end of that email and do that. So basically an answer to your question. If you have no authority, then you build up authority by writing and by referring to other stuff that you've been writing, including courses and including offers that you've made. And also, you probably do have authority, even though you might feel like you have no authority. And the way you make that obvious to yourself is to write it down. Okay. Another question is Shawn is asking us about communicate authority was the biggest for me. Okay. I'm glad. So you know, work that in regularly. James is asking how do you think it's important to always mention why they should buy your solution specifically instead of a competitor's? Or is that more for the sales page? I think it can be it can be for the sales page. That said, I think that the bulk of your email should be doing the heavy lifting of getting people to want to buy, right? So again, this goes back to using stories. I think this is sin number two, but basically using elements in your email that make people want to buy your offer, right? Even if you're doing it in a way that's not immediately obvious, even if you're simply motivating people to make a change.

Speaker 1

But the bulk of your email should be getting people eager to take action, and you're still channeling them in your particular direction, you know? Now, whether you need to dismiss all alternatives, not necessarily in your email, right? If it's if it's relevant to what you've been talking about, then yeah, do it. But ultimately, yeah, you don't need to reproduce your entire sales page in your email, including dismissing all alternatives, including addressing all objections, including providing three pages of testimonials. But any one of those things, if it gets people eager to actually click through and maybe read your page sales page, or maybe just click through and buy any one of them be relevant. So whether that's the reason why, whether that's dismissing an alternative, whether that's a testimonial, those are all things you can put at the end of your email and, and push people over the edge. If, if you feel that the rest of your email didn't do enough for somebody else is saying about the last sin, I'm guilty as charged, but how can I know when I'm just trying to be clever and when it's a useful showing of my persona? Yeah. So that that is a legitimate thing, right? Where This is kind of a middle ground thing where you want to have occasionally you want to say something that's clever and you want to have your own voice.

Speaker 1

And and that does help you make sales long term. One thing that I would say is if you find yourself at either of these extremes, if you find yourself being really boring and very personality free, then you force yourself to write maybe more flowery emails. But on the other hand, if you write very flowery emails, then I would say force yourself to write very not clever and not flowery emails and focus on just the basics and focus on saying like, okay, well, what is really an opening of this email that is intriguing, that is fascinating. That's going to help me make the sale. And how can I say, how can I communicate that in the simplest and most direct way possible? And how can I write this email in a very simple way, right? And basically make that as an exercise for yourself, where you do this repeatedly over the course of five days or a week, and you do it as an exercise where you see how it feels and what you actually learn, and at the same time, you do it as an exercise to see what results you're getting in terms of the sales that you're making, right, or the feedback that you're getting from from the market. And you might see that, oh, this, this has happened to me repeatedly where I've written simple emails as an exercise. And I, I remember there was one email that I forced myself to write at a grade two level.

Speaker 1

And that email produced more. I think that email, I wasn't actually selling anything, but in terms of getting feedback and getting reader replies and being like, wow, this was a great email. That email pulled in more of those replies than anything else because it was very, very simple to read and got it made a point and people resonated with that point, you know? And so I encourage you to try to do something similar. And then once you've done that, then you can always go back to what feels natural and right to you. And once you kind of have that in your arsenal. Being able to write very simple, very direct emails. Then you can always pepper in your own language. But I wouldn't. I wouldn't always rely on cleverness or give in to cleverness just because that's the only way you can do it. Basically, a repeating message inside of this entire training has been that a lot of these sins happen because it's the path of least resistance, because it's what comes naturally to us as the marketers, as the copywriters, rather than putting in extra work to write something that's going to resonate with our audience. Right? And if you are writing in a very clever and flowery way, because it comes very naturally to you, then you need to put in that extra effort to pare down your email to make it simpler, to focus more on what you're saying rather than how you're saying it, right.

Speaker 1

Because your audience will reward you for it. David Garfinkel, the copywriting coach. He had something. He had this very clever phrase of saying it. It was basically something like either you work or your audience. Either you work and you get paid, or your audience works and gets paid. And basically what he was saying is that, you know, either you're going to work to make your email easy to understand and you're going to get paid because people are going to buy, or your audience is going to work to try to understand what the hell you're talking about. And they're going to get paid by keeping their money, right. So. Don't take the path of least resistance, put in the work to come up with a good story, to make your email interesting, to make your email easy to understand. Because if you don't do that, people won't buy. Right. All right. Other questions. One was asking how to flow from paragraph to paragraph so easily in your writing. Don't know if you mentioned this early the CIN starting or following, not starting or following an outline. Do you follow an outline when you write your emails? Well, this is something that if you go to that course that I give away simple money emails. Basically my outline is one plus one plus one. And it's always, you know, the basic outline to use. And I sometimes violate this, but I don't encourage you to violate this.

Speaker 1

If you're asking me this question about flowing is basically have an opening, then have a close to your email and then have the offer. And that's that. And the way that I transition between those is minimal, right? Because if you choose the right opening, the transition into your close is going to be very natural because you will, you should choose your opening in such a way that it's natural, right? So it's not a matter of picking an interesting story. And this is again, going back to sin number two, it's not a matter of picking an interesting or fun story and then doing some sort of Gymnastics with your words to tie that into the offer that you're making or to the point that you want to make. Right? It's a point. It's a matter of looking at a bunch of different stories or news items or whatever you want to open your email with, and picking the one that's going to make help you make the sale, right? And if you do that, then the transition to the close is very natural to do. It's a matter of research and planning rather than a matter of any kind of word choice that you, that you use. Right. Is asking how much time does it take you to write an email on average? Not relevant. Just curious. It depends. When I write for clients, I can be very fast because I don't fall into a lot of the traps that I fall into when I write my own emails.

Speaker 1

Right. So when I write for clients, I follow all of these things much more instinctively than when I do it for myself. Right? And when I write for clients, I can do it in 15 or 20 minutes because I will go. I'll find a relevant story, either read it or I've been collecting it, or I've done the research up front, or I've interviewed the client that I had a bunch of good ideas, and I can do that, and I can I know the point I want to make, and I'm trying to make the sale and I'll do that. Right. So it can be very quick. And now with ChatGPT, which is brilliant at cleaning up your emails and maybe writing in the right voice, it's even faster, right? On the other hand, when I'm writing for myself and I feel personally invested, I want to sound clever and I want to get all of the stuff that's in my head out onto the page and I'm agonizing about, is this important or is it not important? It takes longer and on average, maybe. Now it also depends on what kinds of emails that I'm writing. But sometimes it takes me 40 minutes and I would say, that's a good day. An hour is more typical, and sometimes I. Let it all go to hell. And it takes me an hour and a half to write an email.

Speaker 1

And those are the days that I hate myself. Right? But it depends. And I think that a lot of the stuff that I'm telling you here, and a lot of the stuff that I tell people in my courses is stuff that I'm reminding myself for when I'm writing my own emails, right? Because again, this is, this is much easier to do when you're doing it for a client. If you're doing it for yourself than for whatever reason, we have those blinders on. We have that part of the brain that is involved when we're making decisions for ourselves, ourselves. And it's, it's really hard to take that other position in that situation. Okay. I'm not injecting the right amount of personality into your emails. Yeah, if you want to look at it that way. On the other hand, you have somebody like Justin Gough who is making a lot of money with these emails. And I think honestly, in terms of personality, okay, he has some personal stories that he's sharing in there. And I guess you have his authority because he's referring to his previous successes and so on, but he has zero. I mean, the way he speaks is the way he writes. It's super monotone, right? So there's no there's no cleverness there. There's no flowery language, there's no metaphors, there's no puns, there's no there's nothing in there to make you laugh or smile.

Speaker 1

Right. It's very, very monotone. And I would say in many ways, unless you kind of like count his personal stories, there's no personality because maybe he just has no personality. Maybe he's just very kind of straightforward, straight shooting guy, you know, but he does very does very well with his emails. So I'm not sure that I would really consider that. I mean, and again, maybe this is something that I didn't highlight in this training. Right. But these nine sins that I've brought up here, these are nine things, nine sins that these aren't things that I've pulled out of the air because I was saying like, okay, I need nine sins. I need nine things rather than seven or rather than 11, right? Or I need nine mistakes that people are making. Every one of these things that I brought up, I brought up because people repeatedly make those. And these are things that I've noticed I keep coming back to when I'm critiquing other people's emails, right? And I almost never find myself reading somebody's email and saying, like, you know what? This was a really interesting story and you made a very good point and it leads naturally into your sale. But there's nothing clever in here. There's nothing you didn't have any kind of like smileys. You didn't have any kind of a takeaway where you tease me with something, but it turned out you were actually talking about something else. There was no place where you had a pun.

Speaker 1

I ever find myself saying like, there was not enough personality here. I do find myself saying to people, you had a boring story or you didn't create any kind of intrigue here. Right. But I don't find myself telling people, you didn't have personality. I do find myself telling people you had way too much cleverness and flowers flowering in here. So again, you know, maybe in a different world, I would tell that to people, but it hasn't been something that I've actually been that I've actually been finding in people's emails to be a problem. You know, Abubakar is saying, is there a particular framework that one follows in storytelling? Like how do you say particular story does not click if it doesn't check some list? Again, I would say I think of like, what's the smallest and easiest version of that story that you can tell so that it helps you make the sale, right? I don't have a framework for storytelling. I had an entire sequence of emails that I wrote last year in, I guess in March or April about different frameworks for storytelling. And there was like the, the rags to riches, the riches to rags, the Cinderella story and so on. And ultimately, nobody really follows that framework, right? We all know what stories feel like. We've all watched millions of movies, we've all read books, we've read sales emails. And you know, something that feels like an interesting tense story, right? And if you don't, then write it.

Speaker 1

And once you write it, you'll see if it works, right? That said, I would say Again. The. I have a few tricks of basically choosing stories that don't require me to be a great storyteller, right? So if you're, if you're writing for a specific market or for a specific client, you can then go and see or find stories that have been vetted for you on in, in the marketplace. Right? So stories that are in forms on on Reddit and so on that get a lot of upvotes, right? Then you take that, you clean it up so that it's helping you make the sale and not doing anything else. And that's that. If you are going through a personal experience and it sounds like an interesting story, then write down a little outline of that story immediately as it pops up in your head as you're going through it. You know, five seconds later because that stuff that's in your head right then and there is what's relevant and what you're going to use in your email. But if you sit down and you try to remember an event that happened a month ago, or a year ago or ten years ago, and you try to tell that in a story. Inevitably, you're going to be introducing all sorts of stuff that's not really relevant, and you're going to get involved in storytelling, right? Building up some sort of backstory that's not relevant, and using flowery language and falling into tropes that aren't really helping you out.

Speaker 1

Right. So again, I would say in the same way that emails are really a matter of how like this very basic opening, closing CTA. And the whole point is, does it help you make the sale? I would say that stories can have a very similar fundamental skeleton, right? And that skeleton is simply like, okay, is it taking me from the beginning where I don't know anything to making it somehow exciting? And there's a little bit of tension to there being some sort of a conclusion to that story, right? And that's all you really need. And I think there's a lot of mysticism around that mysticism, but mystifying around storytelling so that people make it into much more complicated than it needs to be. Yeah, that makes total sense. I'm definitely on the flowery end. We'll start focusing on simpler emails right from tomorrow. Yep. Sounds great. Suzanne says, any ideas on how to solve sin number four and five for authors? Vague and fluffy opening. I think I gave you specifics for how to fix that for anybody, not authors. Basically tell people something concrete, right? Tell them a story. So I think all the examples that I had for this number four. So one was about, I'm not going to share the screen again, but one was about a workshop where kids were engaged.

Speaker 1

But basically it's not telling me about that workshop. It's talking about, oh, have you ever, have you ever write if you ever open your email by saying, have you ever or do you know that feeling when And that's a prime candidate for a vegan fluffy email. And instead of that, open with the story and say, last time we had a workshop, I saw something, you know, that drove me crazy, right? There was this crazy, there was this kid, blah, blah, blah. And you open that story and that's how you start with something concrete, right? The second email here was, I think maybe I skipped this example, but it was like something, something about general generalities about e-sports gamers, right? Again, talking about one specific esports gamer rather than about the entire universe of esports gamers. So one specific person rather than all of them. And then yeah, again, I skipped unfortunately, this third one, I'm not going to go back to it, but the, the way to fix vague and fluffy emails is to have something hard and concrete, a story or a very specific person that you introduce, or a very specific news item, rather than waving your hands about stuff. And number five, the thing was no intrigue or no drama or fun. I would say that's a matter of research, research and preparation, right? So again, it's a matter of doing more research when before you start writing and preparing more possible openings, whether that's sitting down and going through the product, whether that's interviewing whoever created the product, interviewing yourself and coming up with 20 possible stories that you could open.

Speaker 1

So you can choose the three or the five that are actually going to be relevant, right? This doesn't have to take forever, right? It's going to be again, inside of the simple money emails course. I give exact, you know, strategies for doing this stuff in a way that's, that can be quick, right? Or that you can do once and you can reuse over and over again, but preparing yourself and doing research so that you have lots of options for an opening so that you can choose on that two criteria. The two criteria. One is that it should be interesting and fun and intriguing and dramatic, and the other is that it helps you make the sale, right? So that's how you make something dramatic. And then again, it can be a matter of going through your material and pulling out the interesting stuff. So basically the copywriting stuff. So I had the example of that of those emails that had the very straightforward subject lines that were, you know, zero drama in there. It was I don't even remember what it was. It was like Brasilia, a modernist experiment. I don't even know what that means, but I'm sure if I were to go into that offer, I could pull out something a little bullet that's more interesting.

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Or five little bullets. That would be more interesting. Yeah. Okay. Where are we? Suzanne is also asking, do you edit your emails as you write? I do not. I added my emails after I write, but I think that if you edit your emails as you write, for me, that's a recipe for staying there for three hours, right? And Abubakar is saying he remembers the, the, the rags to riches or the riches to rags with Boris Becker. Good. I'm glad. I guess then it was an impactful email. Guys any other questions? No. Well, I guess thank you very much for joining me on this. I know I've probably jumped around a little bit, but I think if you revisit these scenes specifically, again, I want to highlight that this isn't just this isn't just stuff that I'm again, pointing out possible mistakes. These are mistakes that I've seen over and over and over again, right? And these are things that are happening in not just beginner emails. These are things that are happening in the emails of people who have successful businesses, who have businesses that run on emails or professional copywriters who. Are getting paid good money to write these emails. And yet, you know, they write these emails and they're not producing results and they're wondering, well, why the hell not? And some of these things are all of these things are repeated problems that I've seen. And that's why I've told them, told you about them.

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And again, it comes back to the idea that, you know, it's it's easier to see this stuff in others than it is to see it in your own stuff. And that's why I've showed you my own my own examples where, you know, I've made these mistakes and now that I've kind of systematized this and made this into a checklist of mistakes to avoid, maybe I'll make these mistakes a little bit less often. And then final pitch for me. You know that I have a coaching program and if any of you are interested then write me an email, let me know. It's not something that I open up to everybody. I kind of have three requirements, which is you either have, you need two of the three, you need a list, you need an offer, and you need some writing skill, right? So if you don't have one of those, that's okay. But if you don't have 2 or 3 of those, that's a problem. But in case you're interested, let me know and we can talk more and see if it makes sense and if it's actually helpful for you. Guys, I I'm grateful to you for being here. I'm finished with everything that I have to say. Unless there are any more questions, I'll call it a night. So going once, twice, three times. Thank you very much. Have a good night and I'll talk to you soon. Bye.

END OF TRANSCRIPT



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