



Issue No. 1 ♦ August 2011

The 24-Point Email Marketing “Cheat Sheet”

Dear Subscriber,

I want to start this maiden issue of the “Email Players” newsletter with a bang. Originally the following was going to be added to my \$795 system as a part of a series of appendixes. These are subject lines, openings and other ideas I have learned and experimented with since creating my methodology that have put mucho dineros in my hot little hand. And methinks they can do the same for you, too if you apply them to your emails (starting right away). In fact, you can easily use them in your next several emails (you are sending daily emails, right?) They take no particular creativity. And you could almost look at this issue as a get-started-fast-with-email “cheat sheet.” Don’t worry though, you don’t need to have my entire system to get value from this issue. Just adapt (don’t steal verbatim — you’ll just look like a poser...) the following info to your product/market/list and you’re off to the races.

Ready?

OK then, let’s boogie...

Email Cheat Sheet Tip #1: The Joke Opening

This is a great way to open an email that's interesting, fun and will keep people engaged. It briefly disguises the true purpose of your email long enough to bond with the reader a bit, make them smile and open their minds to wanting to buy (something very few emails do, and which will make your emails stick out). Any joke (as long as it's pithy) will do, and it doesn't even have to be particularly good! Here's an example:

What did the bird say when he flew over the Internet?

Cheap!

Cheap!

Cheap!

I know... lame joke.

But still a TRUE one.

And while it's fun finding really cool cheap and free stuff you need on the Internet...

Email Cheat Sheet Secret #2: Piggyback Off Of Books

This is a nice way to hammer out emails quickly. It also has the added advantage of being useful, inspiring and valuable (all of which can increase the chance of your readers buying). What you do is talk about a book relevant to your market, and quote interesting facts you found in it -- "bullet point" style. (Then plug your product at the end).

Like this...

Ben,

Recently, I saw a new book about the wealthy.

It's called "How Rich People Think" by Steve Siebold, and it's (Ahem!) right on the money. For example, here are some traits it says the wealthy have compared to the middle class:

- * Rich people focus on earning, not saving
- * They believe leverage creates wealth, not hard work
- * Know that money is earned from thought, not hard labor
- * Never worry about running out of money, and instead think about how to make more (this, by the way, is a BIG one)
- * Don't see money with emotion, but logic
- * Realize they are in control of their wealth, not luck or fate
- * Aren't waiting for someone (like a politician) to "rescue" them
- * Are action takers (as opposed to having a "lottery" mindset)
- * Are not stressed by money, but actually get peace from it

Email Cheat Sheet Secret #3: The FAQ Open

This simple email opening accomplishes at least two important things. First, it addresses skeptics up front. (We are now in the age of the skeptic). And secondly, it uses curiosity to keep people engaged, by answering questions they have about your product. You can pretty much adapt this for ANYTHING you want, too.

Here's an example:

Ben,

"Is PRO Elite just MLM?"

"Is it a pyramid?"

"Does it REALLY work for the average person?"

These are a few "frequently asked questions" I get every day from people who are sick and tired of their daily job commute, but are

skeptical and don't want to just jump into anything without doing their due diligence.

This is a GOOD thing, too.

You're very smart to be skeptical.

Especially when it comes to the home business world.

Here are a few facts about PRO:

Email Cheat Sheet Secret #4: Comment On Industry Gossip

Every niche and industry has its own sewing circle of gossip. And whether that gossip is based on truth or opinion or even downright lies... you can use it to your advantage. For example, in my industry, there was a big broo-ha-ha about the so-called "Syndicate." A bunch of goo-roos that banded together to sell products to each other's lists in a way that (supposedly) edged out competition. Now, I have no opinion on it either way (however, I do find it amusing anyone with an ounce of marketing skill would care at all, what are they afraid of?) BUT... it made a great email topic since it was on peoples' minds. Here is how I did it -- you can model an email after this about gossip in your industry, and then just give your opinion on whatever it is you are commenting about...

Ben,

Let's rap about the so-called Internet marketing "syndicate."

What's that?

Basically, it's a group of Internet marketing goo-roos (selling to the Internet marketing niche) who have cleverly figured out a way to (more or less) erase competition by ganging up and promoting to each other's massive lists in a very deliberate way.

I won't go into the nitty-gritty here because, frankly, others have written more about this in far more detail already.

Some people are REALLY angry about it, too.

Me?

I find it extremely amusing.

Email Cheat Sheet Secret #5: Profiting From The Whining Subscriber

If you send out daily emails the way I teach, you are occasionally going to get people who whine, complain and moan about spam. One day, some guy emailed me complaining I wasn't really giving away any "tips" and everything was just a sales pitch. Now, if you are on my list you know that yes, I DO plug something every day, but I also give some kind of value to make it worth reading. That's the whole point -- to want people coming back tomorrow, and not deleting me on sight. But this guy didn't see it that way so he sent me an email asking where the tips are. So I sent an email the next day with a list of the subject lines of my previous 10 days' of emails, along with what the tip was in each email. It shut the complainer up, and also reinforced to the rest of my list I do give value away, and a LOT of it. (Instantly silencing other skeptics while reminding my loyal subscribers of the value they get -- killing two birds with one stone). It also led to more sales, too, because I then gave a counter argument from another subscriber in the PS.

Below is that email...

Ben,

Last week, I got a rather interesting email from someone.

This was BEFORE the Street-Smart Email sale (where I sent a bunch of sales pitches out for it over the weekend).

And here's what it said:

"When i joined your list, I thought i was supposed to get daily email tips. I haven't seen a single tip (unless you count reading your ads for your Street Smart course.) Am i missing something?"

Hmm.

I had to wonder if he had a point.

So what I did was look up the 10 previous emails starting the day before he sent the above email to me, and behold -- here's what's there:

The Marketing Leprachaun's Pot O' Gold

(The tip: The power of strong customer service)

How To Fix The Economy

(The tip: Inspiration and ideas for entrepreneurs)

Goo-roo Tricks That Backfire

(The tip: Don't use sales "tricks", they'll backfire on you)

Marketing Nerd Rage

(The tip: The power in creating your own fan base)

Robbing The Goo-roo Train

(The tip: Avoiding analysis paralysis)

The Case Against Using Testimonials

(The tip: Don't always assume testimonials help, test them)

Email Myths That Kill Sales

(The tip: 8 popular email teachings that are often false)

Sipping On A Big Frosty Glass Of Shutty

(The tip: Talking too much kills sales)

Beware The Devil's Info Products

(The tip: How to identify bad info products)

"Type A" Marketers Hulking Out On The Competition

(The tip: Personality traits that can help you in business)

Anyway, smells like an awful lot of tips.

In fact, methinks the REAL question isn't "where's the tips?"

It's "how are these NOT tips"?

Ben Settle

P.S. I love irony.

And shortly after the "where's the beef" email above, Crypto Marketing Newsletter -- <http://www.CryptoMarketing.com> -- subscriber David Ramsdale sent me this feedback:

(Referring to last week's email about getting higher fees)

Mucho kudos to you for handing out the nitty gritty 1-2-3 practical steps to make it happen... like baking a cake. I really wonder if your readers realize what a nifty Mega-Insight you just handed them on the proverbial silver platter -- for free!"

cheers, david ramsdale

p.s. great physical newsletter, keep it coming!

Email Cheat Sheet Secret #6: The "Why I Don't Do" Subject Line

I love using these subject lines. Basically what you do is write, **"Why I Don't Do X"** and then make sure "X" is something everyone else does, but you don't. It's naturally controversial (which gets readership) and is dripping with the "curiosity factor."

Examples: **"Why I Don't Do Affiliates"**, **"Why I Don't Do NLP"**, **"Why I Don't Do Sales"**, **"Why I Don't Do Blog Comments"**, **"Why I Don't Exercise"**, **"Why I Don't Drink Water"**, etc. The power in this is saying you are not doing what everyone else just assumes is the "right" thing. Very powerful subject line that's almost guaranteed to get opened by lots of people if you do it right.

Email Cheat Sheet Secret #7: The 3 Questions Opening

Here's a simple opening that, if done right, will keep people glued to your email top to bottom because it flows right into your content. The key is to know your market and what they want, and then just use those wants and desires (and feelings) in the form of 3 questions. Make them short questions they are nodding "yes!" to (mentally) and you almost can't go wrong:

Ben,

So you want to be "the man" (or woman) in your market, eh?

Wanna be numero uno?

The big dawg?

Email Cheat Sheet Secret #8: The New Word Opening

This is a fun way to begin an email that will get people involved and engaged. What you do is find a bizarre, little-known word and then tell your list about how you just learned a new word and tie it into what you sell. By the way, notice how **NONE** of these openings and subject lines are hypey or salesy? That's because you want people to look forward to reading your emails and not deleting them on sight like they do with everyone else's.

Anyway, here is an example you can easily adapt. The key is to think of ways to tie these random words into what you sell (it gets easier with practice, don't worry...)

Ben,

A little while ago I learned a new word:

"Fauxcellarm."

Crypto Marketing Newsletter subscriber Guy Malone told me about it, and it's a "phantom" cell phone vibration in your leg when you're not even carrying your cell phone. Kind of like "phantom pains" where people who have lost a limb feel pain where that limb used to be, even though it's not there.

Email Cheat Sheet Secret #9: The "Whacky Crazy Way" Subject Line

Here's a subject line I once used on accident that tends to get lots of attention (i.e. sales of whatever I'm selling). It's different, non-hypey, and really wrenches on the curiosity buttons of your readers. All you do is say in your subject line, "A Whacky Crazy Way To___". So for example... **"A Whacky Crazy Way To Be 10 Times More Productive"**... Or **"A Whacky Crazy Way To Lose 10 Pounds By Next Week"**... Or **"A Whacky Crazy Way To Eliminate Pain"**, etc.

Very easy.

Just insert your own benefit into the template and let the hounds out.

Email Cheat Sheet Secret #10: Don't Fear Long Subject Lines

Something to think about: Many people (wisely) use shorter subject lines. I do almost all the time. But that does not mean you should never use longer subject lines. Longer ones CAN and DO work, too. Rules can prevent you from doing things that will be profitable. So I hereby give you permission to break rules at your pleasure...

Email Cheat Sheet Secret #11: The "This Email Contains..." Subject Line

Last year I bought a collection of ads written by a guy named Ralph Ginzburg -- an old school space ad legend. Anyway, one of his ads had the headline, "This Ad Contains A Shameless Bribe." I just loved that! So naturally I adapted it to email, **"This Email Contains A Shameless Bribe"** and (on my blog) "This Blog Post Contains A Shameless Bribe." Now, it doesn't have to be "shameless bribe." You can say **"This Email Contains A Free Gift"** or **"The Email Contains The Secret To Effortless Exercise"** Or **"This Email Contains A Powerful Freebie"** or whatever you want to say. The power is in the phrase "This Email Contains" and then just tell them what's in there.

Email Cheat Sheet Secret #12: The "Here's Some Great Advice I Got" Opening

This open is easy to write and gets people reading (which is essential for generating maximum sales). What you do is think up some cool advice that's helped you and that will help your readers. Then just begin your email with that advice. Like this...

Here's some of the best ad advice I ever done got:

"If you are not running enough tests that are really flopping, then you are not doing your job...A very good copywriter is going to fail. If the guy doesn't fail, he's no good. He's got to fail."

It hurts. But it's the only way to get the home runs the next time."

Email Cheat Sheet Secret #13: The "My Big Stupid Failure" Subject Line

Another subject line that can get lots of people reading your emails. Just take the template "My Big Stupid ____ Failure" and fill in something relevant to your market. **"My Big Stupid Marketing Failure", "My Big Stupid Weight Loss Failure", "My Big Stupid Dog Training Failure"**, and so on. You can use this for anything, and it sets up an email with a story about something they should NOT be doing, which is a great email strategy. (Naturally curiosity provoking.)

Email Cheat Sheet Secret #14: The "I got this interesting question" open

Pretty straight forward. You just begin your email with "I got this interesting question" and then post the question (along with your answer, which you tie into a call to action to buy your product). Here's how I did it in an email a while back:

Got this interesting question about timing:

"Ben, I work a full time job, have a family and not a lot of time. I want to get my online business started but I'm thinking I should wait until I can focus on it more so I can make money faster. Thoughts?"

Email Cheat Sheet Secret #15: The "things that don't make no sense" email

Whenever you can make a list of things that everyone sees happening, but that don't make sense when you think about it, you have a recipe for an awesome email that is easy to segue into selling your product with. (Even if just in the PS -- and it doesn't even have to directly relate to the email, the list will get 'em reading far enough to see your pitch):

Business People Who Don't Make No Sense

Ben,

Some things just don't make no sense.

Especially in the business world.

In fact, the longer I'm in business, and deal with other business people (and hear from other business people) the more "don't make no sense" things I see and hear.

Take the following, for example:

1. People who claim they can show me how to make \$10k per month, but don't make \$10 per hour
2. Goo-roos selling traffic courses with nothing but JV's
3. Testing small dinky changes and never big changes
4. People who excessively swipe other ads and then complain when someone swipes them
5. Building a twitter following instead of an email list
6. Social media experts who whine when people don't follow or friend them back
7. Newbies paying to learn from other newbies
8. Entrepreneurs who vote for socialists
9. Procrastinating on doing a task because the task will take a long time to accomplish
10. Only sending out emails when you have something to promote (talk about leaving money on the table...)

There are probably 100 other things to tack onto this list.

But then, I'd just belabor the point and waste time.

And that wouldn't make no sense either.

Ben Settle

P.S. The October Crypto Marketing Newsletter issue goes to print soon. It's about finding clients (for any business) and contains

all kinds of proven sales tips you can apply to any kind of selling (offline, online, products, services, etc) that DO make lots of sense.

Plus, you also get 12 valuable bonuses, too.

Details over yonder at:

www.CryptoMarketing.com

Email Cheat Sheet Secret #16: The “I don’t know if it’s something in the water” PS

This is a fun way to write TWO emails in one. By that I mean, you write your email about whatever you want then, in the PS, you write a whole OTHER email (pure pitch). If your email contains lots of value, you can get away with this, and you will often get more readers looking at your blatant pitch than if you just sent it out by itself. So for example, you write your email (giving lots of value) then end with a PS that’s pure sales pitch:

P.S. I don’t know if it’s something in the water or what – but been getting LOTS of questions about how to get freelance clients (not just copywriting, but also for other services).

Well, guess what?

Maybe there IS something in the water.

Because the October Crypto Marketing Newsletter is ALL about getting clients (regardless of what service you offer).

Now, I can’t make you any promises, of course.

But I will say this:

I’d be very surprised if anyone who reads that issue didn’t walk away with several ideas they can implement right away and get PAYING clients (again, no matter what the service).

A bold claim?

I suppose it is.

But I stand by every word.

To subscribe, go to:

www.CryptoMarketing.com

While you're waiting for your first issue, you can take advantage of 12 digitally delivered (i.e. instantly delivered) bonuses with a "for real" retail value of over \$1,500.00

(That's what it'd cost to access these bonuses, otherwise).

Email Cheat Sheet Secret #17: The "come get your lovin' sale" Email

If you are launching a new product or having a sale, then this little ditty can't miss. No explanation needed, just an illustration. NOTE: In order to do this effectively, you will need some testimonials for your product -- preferably "gold card" testimonials from people with stellar reputations in your market, if possible. Also, notice how I include those testimonials' credentials? Very powerful for leveraging other peoples' credibility to sell your product with:

Come Get Your Email Lovin'

No fireworks or tips today.

Just a quickie announcement:

Street-Smart Email "2.0" is now available and you can have it for \$200 off until this Sunday (September 5th) at high noon (pacific time).

Here's where to get your email lovin':

www.StreetSmartEmail.com

Ben Settle

P.S. If you are wondering...

"Ben, is this REALLY any good? Is it REALLY worth the hoopla and investment?"

Then here are a few (unsolicited) testimonials that have come in since it was first released in early July:

All I can say is "WOW." As soon as it hit my doorstep I had to drive to Charlotte, NC to get my hair done and listened to the 6 core CD's in the system and was blown away. I got so many ideas that I was sitting in my car sending recording voice memos into my iPhone so I wouldn't lose all the great ideas I was getting from the CDs. This is definitely one of the best courses I've ever bought on marketing. Thanks a lot Ben, keep up the great work!

-Marquetta Breslin
BraidsByBreslin.com

Best. Dang. Email. Course. Ever. Really, really good stuff. I stopped the RV and wrote tomorrow's email. And now I'm about to write Monday's.

- Ray Edwards
Copywriter whose clients have included
Tony Robbins, Jack Canfield, Armand Morin,
Jeff Walker, Frank Kern, and Mark Victor Hansen
RayEdwards.com

Hi Ben,

This email course is incredibly valuable.

I can't think of another info product I've purchased in the last 3 years which comes close. I've listened to the cd's twice and read the transcript once. Each time I get something new... My sales have never been higher, and I've been getting a lot of positive feedback from members as well.

Thanks Ben — this is fun, and profitable!

- Travis Giggy

Hey Ben, your "Street Smart Email System" is, by far, the best program I have read on how to write emails that get opened and read. The chapter on subject lines alone is worth a small fortune to anyone serious about email marketing. Two thumbs up from me.

- John Anghelache
Copywriter whose clients have included

Gary Halbert, Michel Fortin, Yanik Silver,
Joe Vitale, David Garfinkel and Peter Stone
JohnAngelCopywriting.com

Hey Ben,

I'm a fulltime copywriter who manages several lists for clients. I write on average 6 emails a day for some pretty huge, and well established info-marketers. I'm less than a quarter way through your course and I gotta say it's blown me a way. Your first chapter on subject lines alone was worth multiple times the investment.

- Francis Ablola
ablola.com

I'm already testing a couple things Ben recommends and they're already (just within the past 3 days) starting to bring in a lot more sales. I think it might even DOUBLE the sales I've been getting from e-mail marketing.

-Doberman Dan Gallapoo
DobermanDan.com

You have really over delivered on this. I am getting a HUGE value from the program and can easily say it fits into the top 3 programs I've ever purchased. It is amazing. My writing has improved 200 fold and I can't wait to see what happens with my conversions. Even more exciting is your system keeps me in front of the customer with ease and not feeling like I am pushing products all day long.

-Jason Froehlich
RenegadeFitnessResults.com

I've sent over 450 daily e-mails over 14 months using Ben's email methods. And as a result I've increased my gross sales and made far more meaningful connections with my customers – including joint ventures and other strategic partnerships – than I would have never been able to make before.

- Michael Senoff
HardToFindSeminars.com

Again, if you want Street Smart Email for \$200 off, then go here before noon on Sunday, September 5th:

www.StreetSmartEmail.com

Email Cheat Sheet Secret #18: The “Myths” Email

This kind of email is naturally curiosity-provoking, is easy and fast to write, and is great for making more sales (especially if you KNOW your market is committing certain mistakes). Just tell them some common myths (they are falling for) and then segue into your product:

Email Myths That Kill Sales

Ben,

Lately I’ve been thinking a lot about email.

Mostly, because I’m getting ready to re-release ye olde Street-Smart Email system and it’s hot on my mind. But also, because I’ve been seeing a lot of myths floating around about email, too.

Here are a few such myths:

1. Open rates are most important
2. You should send people a short teaser email that directs them to your blog (if I did that, I’d only have made half the sales I’ve done so far this year – if that)
3. Teaching sells
4. HTML is best
5. The best time to send emails is 5:00 am eastern time
6. Social media is going to bury email marketing (this one ALWAYS gives me a hearty laugh!)
7. Subject lines need to be short
8. Value is “king”

And the list goes on and on and on...

Anyway, all these myths are dangerous to your bottom line.

And, if you believe them, are probably robbing yourself of sales that are going to someone else who is ignoring all those so-called "rules."

Just something to think about.

Especially the next time you push that "send" button...

Ben Settle

P.S. To jump on the notification list for my Street-Smart Email course re-release, click on over to:

www.StreetSmartEmail.com

Email Cheat Sheet Secret #19: The "10 Mistakes That Keep Even Smart People____" Subject Line

Here's a subject line that involves numbers (you can use 10 or whatever number you like), curiosity and even a bit of controversy (sticking it to the "smart" people is always a bit controversial -- especially if people who think they are smart are reading your emails -- and we ALL tend to think we're smart...). Here are some examples, **"10 Mistakes That Keep Even 'Smart' People Broke"**, **"5 Mistakes That Keep Even Great Golfers Frustrated"**, **"11 Mistakes That Keep Even Strong Athletes Sick"**, etc.

Email Cheat Sheet Secret #20: The "Who Wins In A Fight" Subject Line

This psychology is as old as school yard brawls. Everyone wants to know who'd win in a fight (at least, if you are selling to a male-dominated market). And everyone has their own opinions on such matters. So why not use it in email subject lines? Here are some examples:

"Who Wins In A Fight: Introverts Or Extroverts?"

"Who Wins In A Fight: The Weight Lifter Or Calisthenics Guy?"

“Who Wins In A Fight: The Email Marketer Or Blogger?”

Email Cheat Sheet Secret #21: The “Get New Subscribers Up To Speed” Email

Sometimes you just don't have time to write an email, but want to get something out there. Well, one thing you can do is a list of URLs to older emails (that you've put on a blog) that's a “get up to speed for new subscribers” list. And if you use a bit of strategy, you will send them to blogs/emails that sold lots of your products. Here is how I did this a little while back:

FAQ For The “Uninitiated”

Ben,

Today's email doesn't apply to everyone.

In fact, most people can safely delete it.

It's for the “uninitiated” only.

And it is basically an unorthodox “FAQ” for the influx of newer subscribers I've gotten over the past few months, answering common questions I've already addressed in the past. Like, for example, why I don't sell eBooks, which copywriting products I recommend, my opinion of NLP, do I ever have sales, which marketing gurus do I trust (and which ones do I avoid), and so on, and so forth.

So there's no real “tip” today.

Just links to prior emails that are now on my blog.

And a way we go...

- Why I don't sell digital products
- Underrated marketing books I recommend
- Why I don't (usually) hold sales
- Marketing gurus I like
- Marketing gurus I avoid
- Top 10 copywriting courses
- My lexicon of terms and words
- Why I don't (usually) sell products via affiliates

- Movies I recommend for marketers
- Top 10 swipe file ads
- My uncensored opinion of NLP
- Why I send full emails instead of teasers to a blog

Anyway, that's all for now.

Have a GREAT weekend, my friend.

Ben Settle

Email Cheat Sheet Secret #22: The “You Might Get A Kick Out Of This” Email Open

Pretty self explanatory. Just begin your email with, **“You might get a kick out of this”** and then launch into a story or whatever your email is about. It's a nice, short first sentence. And, it makes people want to naturally keep reading to see what they will get a kick out of (which increases your chance of making a sale).

Email Cheat Sheet Secret #23: The “Top 10 Resources” Email

Another great email for when you're not feeling energetic, want to get something out there and maybe even make a few sales to boot. What you do is, you list your top 10 (or any other number you want) resources in your niche/field/industry. BUT... you do not hyperlink to those resources. However, in the PS, you insert YOUR products (after all, you are entitled to list yours amongst the best, aren't you?) This way you are positioning your product (the **ONLY** one linked to in the email) as a “must have.” Here is an example:

Top 10 Copywriting Resources

Ben,

By popular demand...

Here's my top 10 favorite copywriting resources.

No long, blathering build up.

No messing around.

Here it is...

1. Gary Bencivenga's "100 Seminar" DVD's
2. Matt Furey's original (NOT the AWAI version) email course (please don't ask me where to get it, I don't know. I'm just thankful I got it before he stopped selling it.)
3. Eugene Schwartz's "Breakthrough Advertising"
4. Doug D'Anna's "How To Write Long Copy That Makes Money" DVD (one of those gems you almost never hear about for some reason)
5. Gary Halbert's "The Boron Letters"
6. All the copywriting issues of Gary Halbert's newsletter
7. Paul Hartunian's publicity system
8. John Carlton's "Kick Ass Copywriting Secrets"
9. Ken McCarthy's "Advanced Copywriting For Serious Info Marketers" course (the part about all the sociopaths skimming the shadows in the direct marketing industry – and how to spot them – is especially fascinating)
10. The Gene Schwartz Phillips Publishing speech

So there you have it.

The method behind the madness.

Some of these resources are unrepentantly expensive. Some are dirt cheap (and, in one case, free). But cheap or pricey, they've been worth their weight in platinum to me.

And have EASILY paid for themselves.

So I guess in that sense, they were technically "free."

Ben Settle

P.S. What kind of miserable, mangey, rootin'-tootin' excuse for a marketer would I be if I didn't shamelessly tack my own copywriting products onto the list?

So first up, there's "The Copywriting Grab Bag":

www.CopywritingGrabBag.com

And, right now, we're smack dab in the middle of an intense copywriting training in my Crypto Marketing Newsletter too.

Next month's issue is ALL about story-telling.

Believe it or not, when you do it right, the story can sometimes carry the sale all by its little lonesome self (even if you horribly MANGLE everything else in your ad).

Check it out at:

www.CryptoMarketing.com

Email Cheat Sheet Secret #24 **The "George Costanza School Of..." Email**

This is one of my favorite kinds of emails. It's fun for you to write and for people to read. And what you do is, you write an email around the character of one of your favorite TV shows (preferably a bumbling character from a sitcom). Just watch your show and take something he does and tie it into what you sell. That way it's like his/her "school." You can do this with ANY lovable character. George Costanza is the one I used in the following example. By the way, this is one example of an email that was blatantly ripped off a couple years ago (the first half of the email was used almost word-for-word) -- the guy thought it was okay to do so, but he was wrong. Not only is it illegal copyright infringement, but a bunch of his list told me about it, which meant he looked like a wannabe to his own list. Not good. Use YOUR own ideas, tell YOUR own stories and be YOUR own man/woman -- not a cheap knock-off of someone else. Originals are always worth more than copies, after all. Plus, not only will you stay on the good side of the law, you'll make more sales, too. Anyway, here's the example...

The George Costanza School Of Copywriting

Ben,

Ever watch the TV show "Seinfeld"?

Even 11 years after it's cancellation, and seeing every episode

several times... I STILL never grow tired of it.

The other night was an especially funny episode.

It was the one where George Costanza did everything in opposites.

For example:

He saw a hot, sexy woman in the diner, walked up to her and, instead of lying and conning her into a date, said he was a short, bald, unemployed man who still lives with his parents.

She immediately went out with him.

Later, he gets a job interview with the New York Yankees.

And instead of kissing the owner's "boo-tay", tells him how much the team sucks, and why his every decision is stoopid.

"Hire this man!" the owners says.

Anyway, here's the point:

Every time George did the opposite of what he would normally do -- what logic and common sense dictated -- he "won."

And you know what?

In a lot of ways, it's the same with selling, too. Frankly, methinks a LOT of sales advice is not only BS... but can HURT you big time.

Like, for example, all these so-called "black hat" tactics.

Or consciously "tricking" people into buying.

Or, in copywriting, looking at all the "successful" ads on the Internet and blindly copying and studying them.

Dumb. Dumb. Dumb.

First off, black hat is just a "cool" term for "manipulate."

And while you CAN manipulate people into buying, it's a TERRIBLE way to run a long term business or get someone to buy from you again.

Same with using "tricks."

You don't need tricks if you have a solid understanding of the way human beings think, behave and make decisions. In fact, you can usually only "trick" someone once. After that, the chances of them buying from you again (where the REAL moolah is) are null and void.

And don't even get me started on copying Internet sales letters.

There are some really good ones out there.

But there are some really BAD ones, too.

And unless you know the fundamentals first, you'll never know the difference, and copying them can cause you FAR more harm than good.

Anyway, here's my point:

Doing the opposite as everyone else can give you a BIG "leg up".

In fact, just for kicks, next time you have something to sell, consider doing it the "George Costanza way" -- the OPPOSITE of what everyone else does.

You just might be surprised by the results.

Ben Settle

P.S. If you'd like to learn some 100% proven ways to write ads and sell without tricks, lies or manipulation, check out the interview I did with "A List" copywriter Doug D'Anna in appendix 7 of "The Copywriting Grab Bag":

<http://www.CopywritingGrabBag.com>

Doug tells the truth, the whole truth and nuttin' but the truth about selling.

And I think you'll find (in most cases) he goes 100% AGAINST what most other sales and copywriting "gurus" say.

#

Okay, that'll do it for this issue.

Now it's time for you to sally forth over to your auto-responder software, and use these email ideas to jump start your sales. Don't worry about using ALL of them -- just pick one or two that stood out, plug into an email, push send and see what happens.

Next month I'm introducing more features to this newsletter.

Including "psycho analysis" of subscriber emails (and emails I'm currently profiting with) -- as well as actionable tips, tactics, techniques and templates you can (in many cases) use to see results in your bank account the very same day you learn them.

Email is one of the most reliable ways to make money "on demand" there is.

Use it, enjoy it, and make lots of sales with it...

Word up,

Ben Settle

Ben Settle

P.S. Turn the page immediately for a short bonus training about the simplest and most obvious way for making a six-figure (and even seven-figure) living online (working just minutes per day, and without endlessly hustling and losing sleep, time with your family, or your sanity) ever invented...

Behold The: **Email Players** **Lifestyle** **Crib Sheet**

**The simplest and most obvious way
for making a six-figure living online
(working just minutes per day)
ever invented!**

By Ben Settle
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WAIT!

Read This Before Devouring

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“Everything should be made as simple as possible, but no simpler.”

— Attributed to Albert Einstein

True story:

A few years ago, a girl I was dating (who worked a full time corporate job) became intrigued by how my day basically consisted of getting up at whatever time I wanted, working for about 10-30 minutes (tops), grabbing something to eat, then going to the beach with my dog or doing something fun (golf, road trip, hanging out with whoever, wine tasting, brewery hopping, etc) the rest of the day.

Zero stress.

Zero drama.

And, zero angsting.

At the time, I was worn down from 10 years of working 15+ hour days (sometimes 7 days per week), some personal crap (divorce, etc), and burnout. So, I really did do the absolute minimum. And, I had been doing the minimum for almost a year.

But, here's the thing, during that time...

**My Sales Did NOT Go Down
Like They Normally Would Have!**

No... sales went up.

Thus, the chick I was dating started calling it “The Ben Settle Lifestyle” (which I call “The Email Players Lifestyle” — named after my email methodology that makes it all possible, thus it's more apt) and I've spent the last few years showing people how to do the same. Recently, even the prestigious AWAI (a 20+ year direct marketing company that shows people how to make a living via writing) asked me to co-create a program (called The 10-Minute Workday) with them teaching how I do it.

Following is the “too long, didn't read” version of what I do.

But first, another true story:

Last year, Ken McCarthy — the “founding father” of Internet marketing as we know it (the man who put the first conference on about selling online, got many of today’s Internet “gurus” started, and was even recently credited in **Time Magazine** with originating the idea of using click-through rates as the key metric of website performance) — wrote this to his list:

***“Ben Settle is living every writer's dream.
He writes a little direct response ad copy every morning -
which is more than enough to pay the bills -
and then he goes and plays.”***

He wrote this to promote an interview we did.

And, he did it because of this reason:

Like the girl I dated mentioned above, the kind of lifestyle Ken described is what a lot of people selling online want, but never seem to achieve. Instead, people get seduced into going the exact opposite way: putting in more hours (i.e. “the hustle!”), pouring in more money, investing in more resources, hiring a team, etc.

Basically...

Following The Typical Internet Marketing Crowd!

And, let’s face it:

Following the crowd almost always ends in misery.

As the late Earl Nightingale said (paraphrased):

“Just look around at what everyone else is doing and do the exact opposite, and you’ll probably never make another mistake for as long as you live”

For example, consider a story from Ken’s magnificent book *The System Club Letters*. He took the train into New York City on a biting cold day. And, when he got off the train, he noticed a long line of people at Penn Station’s cab stop. But, across the street was an empty cab stand with maybe one or two people. Ken is about as opposite of “go with the crowd” as you can get. But, even he caught himself questioning himself as he walked across the street to the near empty cab stand.

Could it be this easy?

The answer was yes.

And within a few minutes, he was barreling downtown in a warm cab while the long line — the crowd — was still waiting, freezing their butts off in the cold.

The point?

The crowd will almost always tell you (and sell you) complicated. And yet, I can tell you from 15+ years in this business that few (if any) people following the crowd has much control over their time, have very low profitability (due to excessive overhead), and are wasting their lives constantly chasing the next bright shiny object, thinking complicated and hard is the way to go. I am not saying you won't make money with complicated and chasing bright shiny objects. But...

**It's Near Impossible
To Have The Email Players Lifestyle
Doing So!**

You are, of course, free to follow complicated if you want.

But, this crib sheet goes the opposite way.

What I'm about to show you is a short (and ridiculously simple) 4-step game plan for having a business that takes you just 10-30 minutes per day to run while making a comfortable living.

And when I say "simple", I mean it.

Some people reading this sitting on their high horses will even mock the lesson within as such saying:

**"I already know this!
Show me something advanced!"**

To which my reply will be, "Do you? Why then, are you not doing it?"

It reminds me of the young whippersnapper who once went to an old kung fu master wanting to learn how to fight. He strolls in and tells the master he wants to learn how to kick ass. So the kung fu master starts showing him the basics of how to punch. The young man gets impatient and says, "Sifu, when are you going to show me advanced???" The Sifu walks to a candle and throws a punch so fast the flame blows out from the wind created by the punch. The kid then begs the master to show him how to do that. "Yes! Advanced! Like that!" To which the Sifu replies:

“first, you must learn how to punch...”

And so it is with making a living online.

Don't scoff at what's simple and fundamental.

To illustrate, here's one more Ken McCarthy example:

Once upon a time, he hired me to write the bullets for one of his seminar recordings. One of the lessons I wrote bullets for was an “Info marketing for beginners” training Ken did with a multi-million dollar marketer named Lloyd Irvin. And during the Q&A part people were asking about social media and all the sexy bells & whistles they see going on out there in Internet marketing goo-roo land.

What was Ken and Lloyd's response?

(And realize, collectively, these two have helped generate 9+ figures in sales between themselves, clients, and students, etc.)

Anyway, their response was, they still focus on the basics:

- Squeeze page
- Relentless email follow-up
- Sales letter

Ooh.

In fact, they said...

**That Is Still
How The Majority Of Money
Is Made Online!**

Hardly exciting, is it?

Certainly it is about as uncomplicated as it can get.

There was nothing about begging for likes and shares on social media. Nothing about building out complex “funnels” with \$300/month software. Nothing about slaving away 24/7 and building a giant team of 20+ people. It was all about the BASICS.

**Am I Saying To
Ignore Those Things?**

Not at all.

They have their place when it makes sense.

But, the whole so-called “secret” of my Email Players method I’ve been using for the last several years to make a more-than-comfortable living sending just one or two emails per day can all be boiled down to this simple formula:

1. Find a market to sell to
2. Build an email list of these people
3. Find or create an offer (i.e. something you can sell) they will want (and are willing to pay for) and put it on a web page
4. Send your list an email every day sending them to the above page
5. Sell those buyers something else

Yes, it really is that simple.

That is...

If You Don’t Complicate It!

Later on, when you have the knowledge and product line, and experience, you can add to it. But you know what? Most people never even do the above. Instead, they screw around trying to bastardize what works with everything else that isn’t the above.

More:

Once you have the above set up, it’s not only possible, but realistic, to get paid more than many doctors do, while working less hard than a bum rattling a cup full of sticky pennies on the street all day.

Now, to be blunt:

This isn’t fantasy land.

Even the simple steps above take time and knowledge to set up.

And, this is especially true if you are brand new to selling online.

That is why, depending on where you are at in your business (raw newbie fresh off the turnip truck... or seasoned marketer looking to enhance your business) I want to invite you to check out my “Email Players” newsletter. It’s an expensive monthly print newsletter (it costs \$97.00 per month) about making lots of sales writing emails people look forward to reading and buying from each day. The newsletter is read by over 500 hardcore direct marketers, A-list copywriters, and various Internet marketing gurus in over 30 countries.

Obviously, it’s not for everyone.

(i.e. if you have no offer or list, it won’t do jack for you.)

But, if you qualify, you can use it to write emails each day that make sales. You can also use the info for any other media you use (it’s universal) — social media, YouTube & videos, blogs, content writing, sales letters, Facebook live videos, podcasts, webinars, speaking on stage, article writing, and the list goes on.

To check it out to see if it’s something you can use, go to:

www.EmailPlayers.com

See you on the other side...

Your Pal,

Ben Settle

Ben Settle

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