

# ARC - Promo Buddy

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# **Problem - Obstacle - Insight Emails: Realms**

These questions help to elicit ideas that are perfect for Problem Obstacle Solution type lightbulb emails using the 6 realms.

## **Doing Realm**

**“What are they doing that’s stopping them from getting the result they want?”**

What are they doing that’s stopping them from getting the result they want?

(Problem)

Why does that stop them getting the result? (Obstacle)

What they should be doing instead? (Insight)

Repeat question...

What *else* are they doing that’s stopping them from getting the result they want? (Problem)

Why does that stop them getting the result? (Obstacle)

What they should be doing instead? (Insight)

### **Doing Subject Lines:**

*Why This Ruins Your Chances Of Ever (Result)...*

*The Worst Thing You Can Do If You Want To (Result)...*

*This (Niche) Mistake Causes Endless Struggle...*

*Want To Take The Fast Track To (Result)? Don’t Do This...*

*This Causes People Pain And Struggle...*

*Do This And You’ll Likely Fail To (Result)...*

*The (Niche) Sin That Keeps People Stuck...*

*This Brutal (Niche) Blunder Makes (Result) Nearly Impossible...*

*Are You Ruining Your Chances Of (Result) By Doing This?*

*This Common (Niche) Myth Makes Me Angry...*

**2. What are they *not* doing that they should be doing?**

What are they *not* doing that they should be doing if they want to get the result?(Problem)

Why does not doing that make it harder or impossible to get the result they want? (Obstacle)

What they should be doing instead? (Insight)

Repeat question...

What else are they *not* doing that they should be doing if they want to get the result?(Problem)

Why does not doing that make it harder or impossible to get the result they want? (Obstacle)

What they should be doing instead? (Insight)

*Not Doing Subject Lines:*

*If You're Not Doing This Kiss Goodbye To (Result)...*

*Here's Why You Should (What they should be doing)...*

*Myth Busting! Why You Should (What they should be doing)...*

*Finding (What they're not doing) Tough? Do This Instead...*

*Why You Must (What they should be doing)...*

*Not (What they're not doing)? Here's What That'll Cost You...*

*(What they're not doing) Might Stop You From...*

*The Reason (What they're not doing) Causes Failure...*

*Here's Why (What they're not doing) Is A "Failure Signal"...*

*The Weird Reason (What they're not doing) Creates Stress...*

## **Being Realm**

**What characteristics do people who fail to get the result they want share? And what characteristics do people who succeed in getting the result share?**

Problem (Characteristic that causes problem)

Obstacle (Why that characteristic causes a problem)

Insight (Who they should try to be instead)

Negative Characteristic Subject Lines:

*When It Comes To (Niche) - Don't Be (Negative Characteristic)...*

*Struggling With (Negative characteristic)? Read This...*

*Is (Negative characteristic) Your Enemy? Help Inside...*

*Why (Negative characteristic) Stops People From (Result)...*

*The Ugly Truth About (Niche) And (Negative characteristic) People...*

*A Sure Fire Way To Never (Result)...*

*This Type Of Person Rarely Achieves (Result)...*

*How (Negative characteristic) Slows Down Your Success...*

*(Negative Characteristic. The Dream Killer In (Niche)...*

*If You Struggle With (Negative characteristic) You Must Read This...*

Positive Characteristic Subject Lines:

*How To Become (Positive characteristic) - Fast - And Why It's Vital To...*

*The Truth About (Positive characteristic) People And (Niche)...*

*Why Being (Positive characteristic) Makes (Result) Easy...*

*(Positive characteristic), (Niche) And (Result)...*

*How I Discovered That (Positive characteristic) Accelerates (Result)...*

*Make (Result) Happen Using (Positive characteristic)...*

*What (Positive characteristic) Has To Do With Failing To (Result)...*

*Rocket Fuel For (Niche). The (Positive characteristic) Principle...*

*(Positive characteristic) VS (Negative characteristic) In (Niche)...*

*Is (Positive characteristic) The Key To (Result)? Check This Out...*

## **Results Realm**

**What other strategies do people commonly try and fail when it comes to your niche? Why does that not work? Not specific names of competitors, just common approaches the prospect could take that differ from yours.**

What have they tried? (Problem)

Why does that not work? (Obstacle)

What does what you help them do work better than that? (Insight)

*Results Subject Lines (I've used examples of approaches so you can see there is no need to mention competitors names):*

*Why Webinars Will Lose You Customers...*

*How Counting Calories Leads To Failure...*

*The Startling Reason Why Meditation Causes Stress...*

*Using Networking To Get Clients? You Should Know This...*

*Better Than Paleo? Check This Out...*

*Why Self Publishing On Amazon Loses You Money...*

*The Ugly Truth About Therapy...*

*Why Facebook Ad Traffic Is Unreliable...*

*The "Dirty Tricks" Used By Anxiety Supplement Sellers...*

*The Sneaky Way Chiropractors Stop You From Recovering...*

*Avoiding The Problems of Youtube Marketing...*

*The Surprising Reason Hypnosis Makes You Less Confident...*

*The Big Lie Business Coaches Want Hidden...*

*Thinking Of Using Affirmations? Read This First...*

*The Major Flaw In Veganism...*

*The Scary Side Of Facebook Ads...*

*Common Painful Side Effects Of Drinking Coffee For Energy...*

*Protecting Yourself From The “Boost Testosterone” Myth...*

*Why LinkedIn Wastes Your Valuable Time...*

*Costly Advice Sales Trainers Provide...*

*The Surest Way To Struggle (Using Yoga For Weight Loss)...*

## **Emotions And Experiences Realm**

**What negative experiences are they having in the present because of the problem they have? What emotion does that negative experience cause them? Why does what you sell stop them from having that experience?**

What negative emotion they're feeling (Problem)

Why that emotion is likely caused by this negative experience (Obstacle)

Why what is being offered stops them from having that experience? (Insight)

Negative Emotions And Experiences Subject Lines:

*Hate Feeling (Negative emotion) Because Of (Negative experience)?*

*This Ends The Feeling Of (Negative emotion) Due To (Negative experience)*

...

*Struggling With Feeling (Negative emotion)? Here's The Way Out...*

*Why People Who Want (Result) Feel (Negative emotion)...*

*How I Can Stop You From Having To Feel (Negative emotion)...*

*The Solution To (Negative experience)...*

*The Real Reason You Feel (Negative emotion)...*

*A Clever Way To Not Have To (Negative experience)...*

*What (Negative experience) Has To Do With Feeling (Negative emotion)...*

*Had Enough Of Feeling (Negative emotion)? Do This...*

**2. What positive experiences are they not having in the present because of the problem they have? What emotion does not having that positive experience cause them? Why does what you sell help them to have those positive experiences?**

What positive emotion they're not feeling (Problem)

Why that emotion is likely caused by not having this positive experience (Obstacle)

Why what is being offered helps them to have that experience? (Insight)

*Positive Emotions And Experiences Subject Lines:*

*Wish You Could (Positive experience)? Read This...*

*Scared You May Never (Positive experience)? Check This Out...*

*Why You Might Struggle To (Positive experience)...*

*What To Do If You Want To (Positive experience)...*

*Desperate To (Positive experience)? Here's What To Do...*

*Would (Positive experience) Excite You? Follow This Advice...*

*A Surprising Way To (Positive experience)...*

*The Sure-Fire Trick For (Positive experience) That I Advise To All My Clients...*

*The Easiest Way To (Positive experience)...*

*Why You're Not (Positive Emotion)...*

**Thinking Realm**

**What thoughts stop people from thinking they can succeed in overcoming the problem and/or succeeding with your product/service? Why is that thought not true? What's the right thing to think instead?**

What negative thought they're thinking (Problem)

Why that thought keeps people stuck with the problem (Obstacle)

Why is that thought not true and what should they think instead? (Insight)

## Thinking Subject Lines

*“I’ll (Negative Thought) (Name Of Expert)”...  
(eg: “I’ll Never Overcome My Social Anxiety Joe”...)*

*A Common (Niche) Thought That Stops People From Succeeding...*

*Why Thinking (Negative Thought) Is Wrong...*

*How To Avoid Being A Victim To This (Niche) Obstacle...*

*“(Negative thought)” And Why It’s False...*

*How To Succeed Even When You Think “(Negative thought)”...*

*The One Thought That Cripples (Result)...*

*Ever Wondered If (Negative Thought)? Read This...*

*Why Thinking (Positive Thought) Is Vital...*

*The Mindset Trick That Could Change Your Future...*

*(Positive Thought) And You...*



# **Problem - Obstacle - Insight Emails:**

## **Crossroads**

These questions help to elicit responses that are perfect for Problem Obstacle Solution type lightbulb emails using the crossroads triggers.

### **1. What are the main approaches your prospects are seeing for solving the problem?**

List 10 if possible.

### **2. How does that make solving the problem more complex than your approach?**

*Complicated Subject Lines:*

*Why (Approach) Massively Overcomplicates (Result)...*

*The Little Known Reason (Approach) Makes Your Life More Complicated...*

*Taking The Simple Path To (Result)*

*Do You Want The Simple Way To (Result)? Don't Do This...*

*Why (Niche) "Experts" Overcomplicate Things...*

### **3. How does that make solving the problem more painful than your approach?**

*Painful Subject Lines:*

*Why (Approach) Absolutely Sucks...*

*The Ugly Reason (Approach) Cause You Pain...*

*Never Use (Approach) If You Don't Like Struggle...*

*What's The Least Painful Way To (Result)? This...*

*The Surprising Reason (Approach) Makes Your Life Worse...*

### **4. How does that make solving the problem slower than your approach?**

*Slower Subject Lines:*

*The Snails Pace Approach To (Result)...*

*Want The Fast Path To (Result)? Avoid This...*

*Why (Approach) Is Like Taking The Slow Lane...*

*This "Dirty Trick" Means You'll Take Longer To (Result)...*

*The Quick Way To (Result)...*

**5. How does that approach make solving the problem harder than your approach?**

*Harder Subject Lines:*

*Don't Like Working Harder Than Necessary? Avoid (Approach)...*

*This Makes Getting (Result) Tougher Than People Would Like...*

*The Easiest Way Possible To (Result)...*

*Why (name of product being sold) Is So Easy To Get Results From...*

*The Surprisingly Hard Way To (Result) - And What To Do Instead...*

**6. How does that approach make solving the problem riskier than your own approach?**

*Risk Subject Lines:*

*Hate Risk? Don't Follow (Approach)...*

*Why (Approach) Is Like Gambling...*

*How To Reduce Your Chance Of Failing At (Result)...*

*The Risk Free Way To (Result)...*

*What Clever People Do To Avoid Wasting Time In (Niche)...*

**7. How does that approach only focus on the surface level and not the fixing the root cause like your own approach does?**

*Root Cause Subject Lines:*

*The Embarrassing Reason (Approach) Won't Solve Your Problem...*

*Why People Fail With (Approach)...*

*When (Approach) Doesn't Work People Do This...*

*The Hidden Reason We Get Better Results Than (Approach)...*

*(Approach) Isn't That Effective And Here's Why...*

**8. What is that approach missing that your approach includes that makes getting the result harder or impossible?**

*Missing Subject Lines:*

*The Vital Ingredient (Approach) Is Missing...*

*Why (Approach) Is Hard To Get Right...*

*What (Approach) Experts Aren't Telling You...*

*The Startling Truth About Why (Approach) Often Fails...*

*Why (Name Of Clients Offer) Crushes The Results Of (Approach)...*

Using the 6 realms questions and the crossroads questions will provide you with more than enough lightbulb moments to generate some serious sales!

Now let's look into...

# UNIVERSAL EXPERIENCE STORIES

Below is a process for generating story ideas and also the lessons to provide at the end of the story! These stories help to position you as someone who offers wisdom and gets you into the inspiring leader position which builds trust and leads to sales.

Few points to take on board...

## Create Sensory Stories

Pointer 1: Make sure the situation they tell you is SPECIFIC

Pointer 2: Think about the environment - Where were you? Think about what you could see.

Pointer 3: Think about any body sensations - What were you feeling?"

Pointer 4: Think about any self dialogue - What thoughts were going through your head?

Pointer 5: Think about any external dialogue with others in the story - What were other people who were there at that moment, if there were any, saying to you?

You want to be able to paint images in the audiences mind and the environment, sensations, dialogue and external dialogue all add up to do that.

## How To Create Story Subject Lines:

There are three core ways to create powerful story subject lines...

### **A) Use the situation to create a subject line:**

*The Day I \_\_\_\_\_*

*The Time I \_\_\_\_\_*

*The Moment I Realised I \_\_\_\_\_*

*Where I Was When \_\_\_\_\_*

*Jumping The Line In Tesco's...*

*She Punched Me In The Face...*

*The Film That Changed My Life...*

*How I Met My Hero...*

**B) Use a quote someone says in the email to create a subject line...**

*You're Never Going To Make It...*

*Pack Your Bags And Go!*

*I'm So Proud Of You...*

*I'm Sorry But We Can't Find Him...*

*You're The Worst Customer Ever!*

*Please Step Out The Vehicle Ma'am...*

*Go See The Headmaster (Name)!*

*I Think I Just Saw A Ghost...*

**C) Use the lesson in the email to create the subject line...**

*Why I Don't Care What People Think Of Me...*

*How To Enjoy Uncertainty...*

*The Truth About Putting Off Decisions...*

*Can You Avoid Pain In (Niche)? Here's What I Found...*

*Missing Out On Life. A Painful Admission...*

*The Myth Of Humiliation...*

*Why Broken Promises Stop People From (Result)...*

*Scared Of Being Let Down? Check This Out...*

Now you're ready for...

**Story Idea Elicitation Questions And Lessons**

**1. Tell me about a time you felt weak willed**

Lesson: We all feel weak willed from time to time. That's why it's important to have a mentor/community who can keep you motivated when willpower is low.

**2. Tell me about a time you leapt into the unknown without knowing how it would end up.**

Lesson: Help them to see that they need to leave their comfort zone if they are to transform - and because there is a guarantee there is no risk anyway.

**3. Tell me about a time you were judged negatively**

Lesson: Explain to them that you cannot let other peoples opinions hold you back from who you are meant to be.

**4. Tell me about a time you wanted to show your kids or someone you cared for that they're capable of more**

Lesson: Inspiring others feel good. Who will their transformation inspire and impact?

**5. Tell me about a time you felt envious of someone**

Lesson: Envy is a signal of desire. If you envy our success stories it's a sign you want to be like them.

**6. Tell me about a time you trusted someone and it went badly**

Lesson: Many people have trust issues because of bad experiences buying things from scumbags. That's why we offer a guarantee so you have total peace of mind.

**7. Tell me about a time you felt alone**

Lesson: Feeling alone sucks. That's why we include a community aspect so you're never alone on your journey.

**8. Tell me about an incident as a child where you made a mistake that was painful to make**

Lesson: You cannot let past mistakes dictate your future. If you've tried, and failed, at overcoming your problem, that's been and gone. Focus on following sound advice like ours in the future and you'll be fine.

**9. Tell me about a time you were proud of something someone close to you did.**

Lesson: Who will be proud of you when you become the person you know you can and want to be?

**10. Client Question: Tell me about a time you found out someone was speaking behind your back**

Lesson: If people doubt you and think you will fail - let them speak and prove them wrong!

**11. Tell me about a time you took a long time to make a decision and something negative happened because of it.**

Lesson: Often waiting to make a decision causes more mental anguish and confusion. You're better off taking action - as long as there's no risk.

**12. Tell me about a time you hid part of who you were for fear of being rejected?**

Lesson: If you dream of transforming, don't let it be your secret. Tell others what you plan to do and make it happen!

**13. Tell me about a time you were responsible for something that went wrong**

Lesson: You must take responsibility for your actions and inactions. Sometimes things go wrong. Don't let past mistakes hold you back in life.

**14. Tell me about someone who mentored you that changed your life**

Lesson: Don't try to do things alone. Find someone who has been where you are and got what you want and learn from them.

**15. Tell me about a time you felt grateful**

Lesson: Gratitude is one of the keys to a happy life. And something else I'm super grateful for is our community who support and inspire each other.

**16. Tell me about a time you felt like a coward but took action anyway**

Lesson: We all can feel fearful. But courage is taking action in spite of fear, not waiting for it to not be there.

**17. Tell me about a time you lost something that meant something to you**

Lesson: We've all experienced loss in our life. But what few people realise is that you don't just lose things you own...you lose things you *could* have had but didn't, or could have been but aren't, when you don't take action and go after your dreams.

**18. Tell me about a time you thought you were stuck a certain way but then changed**

Lesson: We're never stuck as we are unless we accept it.

**19. Tell me about a time that you felt like what you wanted didn't matter**

Lesson: Many people think that their desires aren't as important as others. But it's your life. It's your dreams. It will be you on your deathbed with regret. So don't feel selfish for wanting to make your dreams happen!

**20. Tell me about a time you felt others were better than you at something**

Lesson: Stop comparing and play your own game. Play against the version of you yesterday and be better than that. That's a fun and worthwhile game to play!

**21. Tell me about a time you lost hope in some area of your life and nearly gave up on ever changing it**

Lesson: Never lose hope because you never know what surprise twists and turns are up ahead that will change your life for the better.

**22. Tell me about a time you aimed lower than you should have**

Lesson: Aiming lower than our potential is often a sign of low confidence. So aim high and you'll find confidence along the way as you take action towards it.

**23. Tell me about a time you did something you regret**

Lesson: Regrets can lead to more caution in life and playing smaller. Forgive yourself. Humans are always doing the best they can. So let go of the past and focus on the future.



**24. Tell me about a time you tried avoiding something negative and it happened anyway**

Lesson: Avoidance is a flawed strategy because you don't grow from it. Face your fears and you grow. Avoid them and you shrink.

**25. Tell me about a time you were humiliated in school or saw someone else humiliated**

Lesson: Experiencing or witnessing humiliation can lead to you playing small in life. You can end up trying to avoid ever embarrassing yourself for fear of the same treatment. But what's worse - people laughing at you for a little while, or missing out in life on the person you could have been? Because that's what happens when you play small.

**26. Tell me about a time someone broke a promise to you**

Lesson: When someone breaks a promise to you it can lower your trust in others. That's why we include a guarantee. Because we've all had promises broken in the past and realise you may be wary we'll break ours. Our guarantee is there so you know if we break our promise, which we won't, you'll still be fine!

**27. Tell me about a time something unexpected happened that was negative**

Lesson: Being able to handle the unexpected is easier when you have become the type of person that faces their fears and overcomes challenges. That's why people who invest in our programme are so resilient - they've become a different person due to what we share with them.

**28. Tell me about a time you felt bored with life**

Lesson: Boredom is a sign you're playing small. Many of our customers tell us that our programme has made their life more exciting!

**29. Tell me about a time people doubted you but you proved them wrong**

Lesson: Doubters can limit your action if you listen to them...or act as fuel that inspires you to work even harder. It's up to you where you focus.

**30. Tell me about a time you failed at something but kept going and succeeded**

Lesson: Success is as much about persistence as anything else. Failing is OK. You learn from failing. Giving up is what is costly because you never experience the future you were destined for.

**31. Tell me about a time you did something that made you proud of yourself**

Lesson: Being proud of yourself brings real fulfilment. Think of how proud of yourself you'll be once you've completed our programme and seen life changing results!

**32. Tell me about a time you wanted someone else to do the work for you but they didn't and it cost you**

Lesson: That taught me we must take ownership of our own goals and targets. We must take responsibility for our own dreams and future. If you want to create a new you it's time to step up and make it happen!

**33. Tell me about a time you realised you were stronger than you thought**

Lesson: We are all stronger than we give ourselves credit for. Look at how much you've dealt with in life and you're still here looking to grow and go to the next level!

**34. Tell me about a time you helped someone and it felt great (not business related)**

Lesson: Helping others is a great source of joy in life. That's why I help people to get the life changing results in our programme.

**35. Tell me about a time someone said something nice about you and why they said it?**

Lesson: We all want nice things said about us. What will people say about you when you transform?

**36. Tell me about when you found out Santa Clause wasn't real**

Lesson: We've all believed something that ended up to be false. Many in this market believe x when really y. That's why we focus on y.

**37. Tell me about a time you stood up for yourself**

Lesson: Respecting yourself enough to stand up for what you believe in is vital. So don't hide away if people question why you think you deserve to transform. Be proud!

### **38. Tell me about a time you didn't stand up for yourself but wish you did**

Lesson: Avoiding confrontation can be wise sometimes, but can also be a sign you don't value yourself enough. Don't let anyone dampen your flame.

### **39. Tell me about a time someone let you down**

Lesson: When we've been let down we can fear being let down by others. Our guarantee ensures if we let you down we don't get paid!

### **40. Tell me about a time you didn't understand something and felt frustrated**

Lesson: Frustration is part of learning something new. Most give up when frustrated. But if we treated kids that way they'd never learn to ride a bike. Frustration comes just before growth!

### **41. Tell me about a time you saw through someones bravado**

Lesson: Trying to pretend to be someone else is more stressful than just being you.

### **42. Tell me about a time taking a shortcut worked well for you**

Lesson: Taking shortcuts, providing they're the right ones, are a great way to save energy and time. Our training is the shortcut for people who want the result we provide.

### **43. Tell me about a time you held back who you were to try and fit in**

Lesson: Sacrificing yourself for the herd is a disaster for your future. Stop doing it. Be you, with all your flaws and strengths, and you'll go further than if you try to fit in.

### **44. Tell me about a time you wanted to give up but kept going and succeeded**

Lesson: Don't let giving up be an option. Go after a dream that fires you up so much that giving up isn't even a possibility. Do that and you'll succeed.

**45. Tell me about a time you thought a dream that you ended up achieving was out of reach**

Lesson: Never give up on your dreams. You never know just how close you are to reaching them.

**46. Tell me about a time you made an excuse to not face your fears**

Lesson: We all make excuses. But they just keep you trapped. Next time you notice yourself making an excuse to not go after your dreams ask yourself if it's true or just a story you're telling yourself because you're feeling fearful.

**47. Tell me about a time you told a white lie to avoid someone thinking badly of you**

Lesson: Being honest, with yourself and others, is a superpower few have. We all build up defence mechanisms and masks growing up to protect our hearts and reputation. But real power is finding that you can take the mask off and just be you and still create magic in the world.

**48. Tell me about a time someone doubted you and you proved them wrong**

Lesson: There's nothing as sweet as proving doubters wrong. Who is currently doubting you and your dreams?

**49. Tell me of a time you felt like you said yes to something even though you wanted to say No**

Lesson: If you haven't yet found time to sign up to our training you need to start looking at where all your energy is going and if you're wasting time pleasing others rather than making your dreams happen.

**50. Tell me of a time you were really self critical**

Lesson: Being self critical does nothing but disempower yourself. Be truthful and honest with yourself, yes, but focus on what you can do to change in the future rather than what mistakes you made in the past.

## **Character Development And Engagement Questions**

These are questions you can use for content ideas that help the audience to get to know the list owner more. Elicit the answer, share it in an email and link it back to the niche market in some way or the problem the audience shares. This is a little more advanced so don't do this until you feel confident.

1. Who is your hero and why?
2. What is your favourite movie and why?
3. Where is your favourite place to travel to?
4. What scares you most in life?
5. What was something you used to believe as a child that you now know isn't true?
6. Who was your favourite teacher and why?
7. How would you describe yourself as a kid?
8. What's your favourite book and why?
9. Which character's life from history would you most like to live?
10. What's your favourite sporting moment and why?
11. What is your earliest memory?
12. What's annoyed you this week and why?
13. What's the strangest thing you've ever experienced?
14. What's the worst gift you've ever received?
15. Who is your dream dinner guest and why?
16. What's your favourite song and why?
17. What's the best advice you've ever been given?
18. What's a hidden talent you've got that the audience doesn't know?

19. What's the worst mistake you've ever made on a date?

20. How did you meet your partner?

You now have all the content ideas you're ever going to need.

But how do you turn these into sales?

Two options...

## **The Evergreen P.S.**

The P.S approach works great when you are showing up consistently with valuable content and you have your own core 1,2 or 3 offers.

It's pretty simple. You include a P.S. at the end of the emails that link to one of, or a number of, your clients offers.

### **Single Offer P.S**

P.S. Don't forget to check out \*name\* and all our success stories by clicking below. If you want \*result it promises\*...

Click here

### **Multiple Offer P.S.**

P.S. Whenever you're ready here are X ways we can help you...

1. Check out our \*name\* flagship programme and \*result it promises\* by clicking here.
2. If you'd like to work directly with me one-on-one so I can personally help you to \*result\* click here for details on my \*name\* mentoring/coaching/done4u services
3. Want to attend an upcoming live event and meet me in person? Check out what we have in store in the coming months by clicking here.

# Present Emotions

One of the most powerful emails to write about is when you talk about present based negative emotions the audience either feels or doesn't want to feel. So below is a series of questions you can ask yourself to trigger ideas for endless emails based on 5 of the core negative feelings:

Shame  
Guilt  
Getting Taken Advantage Of  
Fear  
Envy

You ask yourself the questions I provide then use the template examples to trigger ideas for how to start the email. And from there you either tell a story using the story structure or provide a lightbulb moment using the O.P.O.I.P.C structure. You can also use link at the end of the email to any offers you or your client is selling.

**IMPORTANT. THIS TOOK ME YEARS AND YEARS TO PUT TOGETHER. DO NOT SHARE WITH ANYONE. AND USE ETHICALLY!**

## Shame

### **1. People don't want to be left out - how can you paint the picture that they are left out because of their problem in some way?**

*"Isn't it horrible when you're too embarrassed to get into a bikini on holiday because you're ashamed of your body?" (weight loss product)*

*"Don't you just hate it when you see friends going on holiday to amazing destinations on Facebook...whilst you still live with your parents and can barely afford a few drinks at the weekend?" (make money product aimed at guys in their 20s)*

*"Has anxiety made you miss events that should be fun, like parties and social gatherings? Every worry your friends know the real reason you didn't turn up? Because the party scares you..."*

### **2. They don't want to feel like a loser - what would make them feel like one?**

*"You've done it so many times before...started yet another diet only to give up within a few weeks..."I told you so" looks from family and friends who have seen you do it over and over again." (Diet product)*



*“How many times have you had to go back to your office, tail between your legs, knowing you lost yet another potential sale?”* (Sales training product)

*“It’s the end of the night. You’re going home alone. Again. No matter how many dating products you’ve bought in the past you just can’t seem to master approaching women can you? You might not even have the confidence to approach a woman in the first place. This, despite spending a small fortune on training programs and countless hours watching tutorials on youtube”* (Pick Up Training For Men product)

### **3. They don’t want to feel left behind - what would make them feel left behind?**

*“How frustrating is it when you see other marketers online crush it with Facebook advertising whilst you still struggle to make a profit with your campaigns?”* (Facebook Advertising product)

*“We’ve all got the one friend we play golf with who seems to get better and better with every week, month and year that passes. Maybe you have more than one. And maybe, just maybe, you’re starting to think that games won’t ever be as fun as they used to be because they keep improving whilst your game meanders along...”* Golf training product.

*“You know you should keep up with the times and advertise your small business online. But you’re too busy running the day-to-day operations to ever master new online marketing techniques. Unfortunately your competitors have realised that they can’t afford not to advertise on the net and they’re slowly but surely siphoning potential customers, clients and patients from your business to theirs using the awesome power of the internet”* Local business marketing consultant

### **4. They don’t want to feel stupid - what would make them feel stupid?**

*“No matter what you do you can’t seem to pack on the kind of muscle you see other gym goers walking around with. You work out just as hard as them. You put the effort in. Yet you’re struggling. Could it be because you’re making this embarrassing mistake that the other more experienced lifters can see you making every time you workout...”* Muscle building product

*“Ever wonder if you’ve been a sucker for buying internet marketing and online business programs that promise the world...but you’ve got nothing to show for it? Then what you’re about to learn may be a shock to you...”* Internet marketing product

*“Have you been one of the silly, misinformed coaches who has fallen prey to the myth of getting paid per hour rather than the much more lucrative model I will tell you about shortly?”* How to raise your prices product for coaches

## **5. They don't want to feel attached to a loser or losing argument - what would make them feel like this?**

*"Do you still think you need to work out for at least an hour a day in order to build the physique of a Hollywood super hero? By all means keep believing that if you want. But cutting edge new research is revealing that outdated approach is only used by old school gym buffs who refuse to keep up with the times"*

Bodybuilding product

*"Your doctor has told you that you'll be on blood pressure medication for life... but your doctor hasn't had access to what a small group of medical pioneers have. They now know that you only need to stay reliant on expensive blood pressure and all it's ugly side effects if you want to be..."* Lower your blood pressure ebook

*"The Paleo 'experts' tell you to eat nothing but meat, nuts, seeds eggs, fish and vegetables. But have you seen the latest research that shows undeniable proof that meat leads to 9 of the top 12 causes of early death? Are you really willing to risk your life, and the lives of those you love if they eat Paleo too, on a fad built on lies?"* Product for plant based vegan diet

## **6. They don't want to feel embarrassed - what would make them feel embarrassed?**

*"If you're anything like I used to be you never let your husband see you naked. No more making love with the light on. No more showers or baths in front of him. No matter getting changed where he can see you. You hide from him. Because you hate the way your breasts look"* Ad for breast enhancement - just to show you how this works for anything!

*"Don't you just hate it when you go bright red in front of others...your hands shake...your voice goes all shaky...all because you are so terrified of public speaking and looking silly in front of other people"* Public speaking product

*"A web surfer searches for a business like yours...they see your listing on Google...click on the ad...and then their jaw drops as they see your awful looking web site that was clearly built in the late 90s or by an amateur web design company who is ruining your reputation"* Web design consultant

## **7. They don't want to feel incompetent - What would make them feel incompetent?**

*"How long have you been trying to start an online business for? A month? A year? 2 years or more? It's embarrassing how long so many wannabe internet entrepreneurs have been trying to earn a living on the internet without ever achieving their dream"* Online business product

*“So your child is getting bullied. Is it your fault? Could you have done more to stop it? Are you a “bad parent”?”* How to stop your kid getting bullied product

*“You’re supposed to be financially free by now. I mean, you’re not a 20 year old kid any more. You’re over 40. And yet, you live from pay check to pay check and only just about cover the bills. You’d be embarrassed if anyone found out, but you keep this dirty little secret between yourself and your partner. You’re one disaster away from being broke. How did things end up like this?”* How to get out of debt consulting service

## **8. They don’t want to feel weak - what would make them feel weak?**

*“How many diets have you tried before and gave up on? How many times have you given in to your desire for sugary foods and found yourself swallowing half a tub of ice cream (or more) just weeks after promising yourself that this diet is going to be the one that you finally stick to”* Weight loss product

*“It’s scary to think about it, but how much money do you think you’ve lost out on because you didn’t have the confidence to not take no for an answer? How many thousands in commissions each month are you missing out because of a weak stomach when it comes to selling over the phone?”* Infoproduct on phone sales

*“It’s not your families fault. It’s not their problem. Yet they’re paying the price for it. They’re missing out on opportunities to see different areas of the world. To experience amazing new cultures and locations. All because you’re too scared to get on a plane...”* Overcome phobia of flying product

## **9. They don’t want to feel looked down upon - what would make them feel like others are looking down upon them? And who, specifically, would be looking down on them?**

*“Your partner knows it...your friends might even know it...and most importantly you know it. Other people know that you dream of making something of yourself and building a business that will make you wealthy. But they also know you’ve been trying for years and have never made any progress. Secretly, they probably laugh at you behind your back for thinking you could ever be a successful entrepreneur”* Line from my sales video for Resistance Override - product on beating procrastination in business

*“You can sense it can’t you. Each time you go to light up a cigarette in front of people they’re judging you. They think you’re weak willed. Selfish for slowly killing yourself despite having a family who needs you. They turn up their noses at the smell on your clothes that you’re so used to you don’t even notice it”* How to stop smoking product

*“She’ll never say it. But she’s thinking it. Sure, she’ll reassure you that it’s OK. Happens to every man. But deep down inside she’ll be wondering what’s*

*happened to the virile, strong man she used to know” Erectile dysfunction product*

### **10. They don't want to feel unattractive, old or weak - what would make them feel like this?**

*“You want to play with the kids. Would love to mess around with them like the other parents do. Instead you've got to be careful and take it easy. All because your back pain makes you move like your decades older than you are” Back pain cure product*

*“It's embarrassing really. You shouldn't get so out of breath after walking up some stairs. Yet your heart races like you've just gone for a quick jog. Other people must see this and find it strange. A middle aged man should be able to walk up the stairs without having to gather his breath at the top, panting and nearly breaking out in a sweat like he was a 90 year old” Fitness program for middle aged men*

*“Looking in the mirror isn't as fun as it used to be. The droopy eyelids. Crows feet. Saggy jowls. Wrinkly cheeks. You never quite appreciate your youth until it's gone, do you? You're sure people now view you as “old”. And no one could find your attractive again. Could they?” Anti wrinkle product*

### **11. They don't want to be gossiped about - what would others be gossiping about them? Who would be doing the gossiping?**

*“Ever wonder if friends or family members talk about you and the fact you're still single? Wonder why you still haven't met Mr Right? Gossip about whether or not you'll ever find him?” Dating product for women*

*“They'll have noticed. How could they not? And, I know it's a horrible thought, but they've probably spoken about it with eachother. You're heading for a divorce, and friends and family are exchanging concerned conversations about you” How to avoid divorce coach*

*“I know it's a horrible thought. But if you're anything like I used to be, you've probably wondered if other people speak about your skin issues behind your back. Family...friends...work colleagues...it can turn your stomach to think of them discussing your adult acne behind your back” Cure adult acne product*

### **12. They don't want to be criticised - who could be criticising them and why?**

*“It's never good enough is it? No matter how hard you work, your boss or manager or someone else higher up in the work food chain is never happy. They criticise you, probably talk about you behind your back and are never satisfied. You'd give anything to quit and tell your boss to shove it. Even better, you'd love nothing more to pull up outside work in a beautiful car, like an Aston Martin, and*

*show everyone how you weren't the loser they think you are after all" Business opportunity product*

*"People think you're weird. "You don't actually believe that stuff do you?". They call you crazy. Tell you you're stupid for wasting money. But deep down you know your love for spirituality is taking you somewhere exciting. The problem is, at the moment, you still get easily knocked off centre and experience negative emotion many times a day. You often don't feel like you've made any spiritual progress at all" - Spirituality coach*

*"Your wife says it was your fault. You were not attentive enough. You worked too hard. You never spent enough time with the kids. You're getting divorced and everyone else seems to think it's all down to you" How to stop divorce coach*

### **13. They don't want to feel uncomfortable around other people - what about their problem could make them feel uncomfortable around others?**

*"Have you ever had the experience of purposely buying big, baggy ugly clothes so that other people cannot see the lumps and bumps of the body you hate so much?" Weight loss product*

*"You try to hide it. Every time you laugh or smile you bring your hand to your mouth to try to stop people seeing. It makes social situations a constant chore so you hide out. All because you're afraid of people seeing your teeth" Cosmetic dentist*

*"You hope they haven't noticed, but they probably have. Friends pick up things like this. They know you avoid going out as much as you can. And when you do, you always pick the cheapest things on the menu or limit your spending. The excuses you make, they see right through em'. It's obvious you're struggling financially" How to get out of debt*

That's 13 different ways to agitate your prospects problem using shame as the trigger. Shame is extremely powerful. It surfaces feelings that we have often buried and consciously or unconsciously tried to ignore.

## **Taken Advantage Of**

This trigger is all about a group of people who are in some way taking advantage of the prospect...getting one over them...pulling the wool over their eyes.

Brainstorm around these 3 questions:

*1. What are the common myths in the marketplace that hold the prospect back from solving the problem?*

2. Which group of people perpetuate those myths? I.e: Supplement companies, the government, doctors, sellers of Paleo information etc (Note: don't pinpoint specific people or companies or you could risk a lawsuit!).

3. How could these myths being perpetuated be of benefit to those who perpetuate them? Hint: It's usually something to do with them making money from it.

You should have a list of potential groups, myths and how it could be of the groups benefit to keep these myths under wraps as best as they can. It's not always possible, but often you can find a 'common enemy' to aim your sniper sights at.

Once you've brainstormed, plug the answers into one of these templates...

### 1. "Could (group) be profiting from making sure you *don't* (fix problem)?"

*Could doctors be profiting from making sure you don't lower your blood pressure? The fact that they still recommend old school drugs, with all their nasty side effects, when there is a scientifically proven and free new approach available that they either don't know about or choose to ignore, does make you wonder...*

*Could the bodybuilding industry be designed to make muscle building a struggle so you keep buying their kidney damaging pills and potions looking for that one that will change everything...when really they're the exact reason you're struggling to put on the kind of mass you dream of?*

*"Could the anxiety pharmaceutical companies be getting you HOOKED on their products, without ever helping you fix the reasons your anxious in the first place, so that you keep lining their greedy pockets every month spending money on the pills that make them rich but keep you trapped?"*

Can you see how that communicates that the prospect is being taken advantage of in some way? Very, very powerful.

Here's another template...

### 2. "It's a scary thought, but makes complete sense when you think about it - (group) actually get (benefit) for NOT (solving problem)"

*"It's a scary thought, but makes complete sense when you think about it - chiropractors actually make more money by NOT curing your back pain. Sure, they make it look and feel like they're "fixing" you. But have you ever wondered why it takes so long? Could it be that they slow your progress in order to have you spend more cash with them over a longer period of time? It does make you wonder. Especially when there's a faster, cheaper and less painful solution available..."*

*“It’s a scary thought, but makes complete sense when you think about it - traffic generation gurus can actually sell you more products and make more money by providing products, software and training that DON’T and NEVER could actually get you traffic. You merely end up blaming a lack of results on yourself, and keep buying the next shiny object they send your way that promises a flood of visitors fast. All whilst they sneak away with wallets full of cash. The perfect heist!”*

*“It’s a scary thought, but makes complete sense when you think about it- your divorce lawyer could be billing you for work he’s never actually done. It’s easy enough to do. He simply says “the paperwork isn’t finished yet...these things take time”, when really he finished it weeks ago and is simply raiding your bank account for your hard earned cash to pay for his next luxury holiday”*

**3. “Many (niche prospects) will prefer to keep their head buried in the sand than to believe this is true. But recent research suggests that there are (secrets a group doesn’t want you to know) because (reason they’re being held back”**

*“Many diabetics will prefer to keep they head buried in the sand than to believe this is true. But recent research suggests there are blood sugar breakthroughs the mainstream medical establishment doesn’t want you to know because it could put an end to expensive pharmaceutical approaches forever”*

*“Many law of attraction believers will prefer to keep their head buried in the sand than to believe this is true. But recent quantum physics research suggests that there is undeniable proof that manifesting your desires at will is possible with the right system - but the government is holding back that proof in order to not empower the masses and cause a revolution of consciousness”*

*“Many stock investors will prefer to keep their head buried in the sand than to believe this is true. But secret documents from a tech trading insider has revealed that, whilst the common investor looks in one direction and struggles to find stocks that sky-rocket, the insiders are keeping a little known stock tactic to themselves and using it to become wealthy beyond all imagination - all whilst the “little” guy or gal struggles for scraps”*

**4. “Too many people mistakenly assume that (group) have their best interests at heart. But as you’re about to find out, it’s in their benefit to keep you (stuck in problem)”.**

This paragraph uses the “challenge” persuasion tactic where you basically are challenging the prospect to prove they aren’t one to keep their head buried in the sand. You can use the challenge tactic in numerous ways - always making sure the prospect would have to go against the way they want to see themselves in order to not do what you want them to.

“Too many people mistakenly assume that their therapist has their best interests at heart. But as you’re about to find out, it’s in their benefit to keep you stuck and struggling with your emotional issues. So if you feel like a failure because it’s been months or years and you still haven’t made progress, this short video is going to open your eyes, not just to the fat-cat therapy swindle, but also to a brand new and exciting approach to crushing mental and emotional challenges fast”

“Too many PUA’s mistakenly assume their dating coach has their best interests at heart. But as you’re about to find out, it’s in their benefit to keep you stuck as a loser who struggles with women. You keep buying product after product... attending seminar after seminar...and are you where you want to be yet? Or do you feel like you’ve made hardly any progress at all? I’m about to show you why your coach may just be lining his pockets by keeping you away from the dream you are paying him for...”

“Too many learner drivers mistakenly assume their instructor has their best interests at heart. But, as you’re about to find out, it’s in their benefit to keep you from passing and drag out your lessons for as long as possible...” Local Driving Instructor Site

## **Fear And Concern**

### **1. People fear the future and what could go wrong - what could go wrong in the future with regards to their problem if they stay on their current path?**

*“Do you ever worry that your weight issues could lead to serious health issues down the line or worse, an early end to your life, which rob you of time spent with those you love?”* Weight loss product

*“Did you know that being just 20lbs overweight increases your chance of a heart attack, and all the emotional pain and expensive medical treatment, by 64%? Just imagine, only 20lbs of fat causes unimaginable tragedy and suffering in the lives of good men and women across the world every single year. Could you be next?”* Weight loss product

*“The back pain you’re living with now could very soon cost you an absolute fortune in medical bills. All it takes is one wrong move...one slip...one awkward sleeping position...and all of your savings could get eaten up paying for care and treatment that could easily have been avoided”* Chiropractic clinic

### **2. People fear change - what changes in their personal life, work life, health or any other relevant areas could effect them if the problem isn’t sorted? What changes are coming up in the industry they’re in (if any)?**

*“She’s OK pretending for now. Till death do us part and all that. But she’s only human. With every year that passes your belly is getting bigger and bigger. Your*



*breathing harder and faster after simply walking up the stairs. Eventually she could end up feeling repulsed by you. Do you really want to take a gamble on the future of your relationship and the woman you love?"* Mens fitness product

*"There's an ugly change coming down the road for pensioners in the UK that, if they're ill prepared, could see them losing up to 25% of their funds within the next 12 months. Read on to make sure you don't fall prey to what the media has called the "Pensioner Apocalypse" -* Financial advice

*"Feeling tired a lot of the time? Relying on caffeine and sugary treats to get you through the day? Stressed and easily agitated? You could be experiencing the initial symptoms of a health issue that ruins lives and is rapidly becoming a global epidemic..."* - Heal your digestion product

### **3. People fear loss - what could they lose because of their problem? Money? Relationships? Job? Respect? Their life?**

*"As much as they love you, it's not easy on them is it? Having to be in a relationship with someone who struggles with anxiety is often a role that, eventually, even people with big hearts can realise they can't handle any more. Don't tell me you've never worried about that. About being left by the person you adore. I know it used to terrify me when I was anxious"* Anxiety coach

*"Memory starting to be a struggle? Joints aching? Feeling more lethargic with every year that passes? Ageing isn't a nice experience for anybody. The loss of the body and mind you once knew is a cruel fact of life...or is it? Cutting edge research coming out of Harvard is revealing an altogether different story that could change the futures of pensioners around the world quickly"* Anti ageing product

*"How many times have you had to say no to your wife...to your kids...to yourself...? Insisting that they can't buy this, or that, or go there. All because you're underpaid and not bringing in the kind of money that you, your family, and your hard work, deserve. It's hard to respect yourself, or get respect from others, when you're constantly struggling to pay the bills and shaking your head when those you love plead with you for something they want that is out of your price range" -* Business opportunity product

### **4. People fear harm - how could their health be harmed? How could mental, emotional or even physical harm come to them or their family?**

*"You're not going to be around forever. And once you're gone, who is going to look after your family? Don't leave their future's to chance and the vultures that will circle to strip your assets Protect them whilst you still can by using X life insurance" -* Life insurance service

*"It's horrible isn't it? Your throat gets tight...your hands sweat...your chest pounds...it feels like you're having a heart attack and dying. Panic attacks are*

*brutal. And the really scary thing is, you don't know when the next one will strike or how to avoid one. Unless you know the secret I will share with you in this short video..."* Overcome panic attacks product

*"You said you'd check the battery soon. Lied to yourself and your partner. Or maybe it wasn't a lie, and you just forgot. Either way, it doesn't matter now. The fire alarm didn't go off. The house filled with smoke whilst your loved ones slept quietly. A tragedy that could have been avoided. We all get lazy and forgetful sometimes. Use ABC fire alarms and you'll never have to check the battery again. Your family isn't worth the gamble..."* Fire alarm product or service

## **5. People fear a powerful enemy - how could the government or banks or any other big corporation cause them fear?**

*"Your accountant thought he was doing you a favour. He thought using some cheeky and clever loopholes would impress you and keep your business. Problem is, the government are now looking into business owners who used this 'trick' to cut back on taxes. Some are getting hit with major fines. Some are even going to prison, led away from their loved ones in cuffs. Did your accountant use this strategy? And most importantly, how can you stay safe if he did?"* - Accountancy service for business owners

*"It's coming. The government are planning massive changes that will strike fear into the hearts of smokers up and down the country. Their savings, their insurance, heck even their futures, are all at stake. If you smoke, and have ever needed a BIG reason to quit quickly, nothing is going to be bigger than what is up ahead..."* Stop smoking product

*"It happened just last week. President Putin told Russians living in the US they should return to the mother land. This triggered billionaires and global elites to leave the country for safer grounds. The biggest sign we've had that world war III is on its way...are you prepared? Or is your family going to have to suffer the consequences of you burying your head in the sand?"* Survivalist product

## **6. People fear regret - how is the problem making them feel like life is passing them by? What opportunities are they missing out on?**

*"Romantic dinners...cosy movie nights under the blanket...reassuring hugs after a bad day...walks in beautiful parks...these and many more are the amazing experiences a single female craves and misses out on. The sad thing is, there's no need to. Not with this cutting edge and proven online dating strategy"* Online dating coach for women

*"Imagine the white sands of a tropical beach...relaxing waves lapping at the shore...your favourite cocktail by your side...someone you love laying next to you...it's experiences like this that make life worthwhile. All funded by a digital business that ticks over and makes you money even whilst you swim in that turquoise ocean. That's the dream - but you're not experiencing it are you?"*

*Instead your stuck in a dead end job with a boss you hate and cheap holidays to average destinations. You're missing out on life because you're learning from business experts who want you to fail..."* Business opportunity product

*"You could easily do what everyone else seems to do, and just accept your life as it is. Never growing in confidence. Never increasing your wealth. Never creating that perfect life you dream about. You could do that...but what would be the point? You're not one of these people who will happily waste their opportunity at living and get to the end of their life with regrets. You're different. You know you can be, have and do more and are sick and tired of your current life and are willing to do whatever it takes to experience a more exciting one. You've come to the right place..."* Personal development product

## **7. People fear ill-health and ageing badly - how is the problem setting them up for physical and emotional pain down the road through their current actions?**

*"Tears are in your loved ones eyes. They're streaming down your cheek. Your hands are held gently and affectionately. How did it come to this? You're too young to die. Many more years should be ahead of you. But instead your life has been cut short. All because you never kicked the smoking habit. Too late now..."* Stop smoking product

*"You can try to ignore it. But every now and then the pain gets too great. Especially in the cold. Simple things become complex tasks. You know your arthritis is getting worse and worse. And it should scare you just how bad things can get. Do you really want someone to help you dress because your fingers are too painful to do up buttons? Do you really want to live with the pain you have now, only many, many times worse? Of course not. And the exciting news for you is you don't have to..."* Arthritis product

*"The horrible commute. High pressure work. Never ending supply of thankless tasks. Bills coming through the door that turn your stomach. This stress isn't good for you. It can lead to serious health issues down the line or even an early grave. And for what? A gold watch and a pat on the back in retirement? Stop slaving away for someone else and wasting your life. With the information shared in this video your money worries could be over thanks to a little known stock that is about to go through the roof..."* Stock trading expert

## **8. People fear not feeling secure - how does the problem make them feel insecure in terms of finances or personal safety or in their relationships?**

*"If you lost your job, how many months would it be before you ran out of your savings? If you're anything like most Americans it would be 3 months. And in todays current job climate this isn't something you should risk. Especially when there's a way for you to turn your current pay check into multiple streams of income that work even if you don't..."* Wealth coach

*“You’ve seen the way he looks at other women. The skinny 20something waitress. The woman your age...but with a much better body. Your friend from work. He’s looking at others, but it doesn’t feel like he’s looking at you as much any more. At least, not in that way. It’s time to put a stop to his wandering eyes and have him looking and lusting after you like he did when you first met... before he goes and does something stupid...”* Relationship coach for women

*“It’s not like the old days. The criminals of today will pick whoever is the easiest target. No honour amongst thieves. They’re going to look for women and children. Or men they feel they can easily overpower. From brutal muggings to common assault or worse, crimes against people are through the roof. Do you and your loved ones know how to defend themselves and avoid the common mistakes that make them easy prey for heartless thugs willing to harm them?”* Self defence instructor

## **Envy**

Envy agitates the prospects problem by painting a picture of where they are, compared to where they want to be.

- 1. Who do they perceive as better than them who has what they want and what do they envy about them? What does that person or company have? How do they act? Example - broke guy envies the multi-millionaire.**

*“We’ve all seen them. And it’s annoying as hell. The guy, mid to late twenties, driving your dream car. He’s nearly half your age and yet he’s sat in a beautiful masterpiece whilst you sit in your average, boring, run-of-the-mill car. He then goes home and kisses his dream girl after entering his dream house. He goes on holidays to luxury destinations and lives a life of adventure and freedom. And you hate him for it, because that’s what you want for yourself. Well, what if I told you that you can have all of the above using a turnkey digital business system so simple a child could use it?”* Business opportunity

*“She’s the friend who can eat what she wants and never put a pound on. Stuffing her face with ice cream...eating takeaways...drinking alcohol...she does everything weight loss experts tell you not to do and yet she remains trim whilst you struggle with ugly belly fat and a reflection in the mirror you don’t like to look at. Thing is, maybe she knows something you don’t and is just keeping it from you. Maybe she’s just one of the lucky ones, who has a quick metabolism. Or maybe, just maybe, she knows about the new diet craze sweeping the internet that allows you to eat what you want and shed weight like never before”* Diet product for women

*“You’ve seen the looks of admiration he gets. How guys move out the way. How women swoon. His muscles bulging through his top like a Hollywood superhero as he demands respect everywhere he goes. You don’t think you could ever get as big as that...as respected...as popular with women. But you can. And it’s*

*easier than you think with this cutting edge new approach to building 30lbs of raw muscle in 3 short months”* Bodybuilding product

**2. Who do they perceive is the same as them but who has what they want or does what they want or acts like they want to? Example - overweight mum envies skinny mum.**

*“He’s not better looking than you. Not richer. Nor does he dress better. But yet, women seem to love him. He’s like you, yet different, because he can walk into any bar in any country and within minutes have women laughing at his jokes and gazing longingly at him. He’s your friend, or someone you know, that you envy and would give anything to be like. And now, with this mental brain hack, you can...”* Dating product for men

*“Anxiety sufferers all know this feeling well. The feeling of seeing a family member or friend who is just like you, but nothing seems to phase them. They’re confident, outgoing, care-free and people love them. It’s hard to keep count of how many times you look at them and wish you could be like that, rather than an anxious worrier who feels like they are wasting their life because of this dreadful emotional struggle”* Anxiety product

*“Have you ever looked at a woman who you know is your age, yet she looks years younger, and wondered how on earth she does it? Ever felt that deep, searing envy as she remains glamorous and youthful whilst you descend into the ageing process rapidly and like the mirrors reflection less and less?”* Anti ageing product

**3. Who do they perceives as ‘worse off’ than them who has “somehow” got what they want, has what they want or acts how they want to? Example - guy who is not paid very much see’s his much dumber friend get paid much more than he does.**

*“We all know someone who is paid more than we are. That’s life. But the real sickener is when someone you know isn’t as hard working or clever as you is on a much higher pay bracket. They often flaunt it, don’t they? And whilst you pretend to be happy for them, deep down inside you’re wondering how they do it. What’s their secret? Well, what if I told you it wasn’t luck. And there is a specific approach you can take to almost guarantee your pay rise even if your company usually puts a cap on how much someone in your position earns?”* Employment coach

*“She’s not clever. She’s not beautiful. She’s not funny. She’s not kind. In fact, she’s not as good as you on so many different levels. Yet, she’s in a relationship and you’re not. That friend or woman you know that makes you wonder what the hell is wrong with you if she can get a handsome man and you’re left on the shelf?”* Online dating training for women

## **Guilt**

**1. What would someone feel guilty about with regards to their *problem*? Has the problem impacted their family, work, finances, health (and therefore family), future, friends, made them take out stress from the problem on others or something else?**

*“You started the business because you wanted to give your family the dream life. You wanted lots of disposable income, freedom to spend as much time with them as possible. You wanted to make them proud. But it hasn’t worked out that way, has it? You’re working all hours of the day and hardly see them. Money is a constant struggle. The dream has turned into a nightmare and you’re not sure how to fix it. You could even go out of business, or worse, bankrupt”* Business coach

*“It’s sad to see them this way. Especially when you know it’s your fault. You’re the parents. They’re your responsibility. They’re too young to cook for themselves. So, because you’re too busy to cook healthy foods, you’ve been feeding them junk. And now they’re overweight and probably getting teased at school, or heading that way. All because you say you can’t find time to put together proper meals for them”* Healthy cooking for parents coach

*“If only she knew. How shocked would she be? How ashamed of you? Maybe even repulsed? Heck, you probably repulse yourself. Your biggest fear is her finding out you’re addicted to pornography. So you can either sort the problem now, or keep up the sordid love affair with your computer screen and one day break the heart of the woman you should love”* Porn addiction product

**2. What would someone feel guilty about with regards to buying *products/ services* in this market? Have they fallen for scams, bought and done nothing, spent loved ones cash, blamed others for their own failures and other such things?**

*“It used to turn my stomach. My families money was being spent by unethical internet marketing “experts” who knowingly sold me dud products and programs in order to line their pockets. Maybe the same thing has happened to you. You just wanted to give your loved ones a better life, but now you feel guilty because you’ve spent hundreds, thousands or even tens of thousands and have nothing but a much emptier bank account and possibly even crippling debt to show for it”* Internet marketing consultant

*“How many diets have you tried and given up on since you decided to get in shape? 1? 3? More? It’s often a dieters dirty little secret. They fail over and over again, spending their money (or even worse their families money) on wishy washy attempts at finally getting healthy in shape, only to give up when things get a little tough. It’s sad really. Especially because others have supported your crazy buying habits”* Weight loss coach

*“You’ve let them down again haven’t you? You got all excited, telling your loved ones this was going to be the big one that changed everything. And yet, it wasn’t. Yet another business opportunity that resulted in abject failure. Some of the opportunities you’ve bought have been duds. Others didn’t work purely because you gave up on them after a half hearted attempt. Either way, your family is exactly where they were, or worse off, than before you started buying into these crazy dreams”* Business opportunity mentor

## REMINDER SYMPTOMS

Us humans use a lot of unconscious defence mechanisms to stay “safe”. These defence mechanisms keep us in our comfort zone - but also rob us of our potential.

When you show people an example of a defence mechanism being used, and they recognise they do that behaviour, they see you as an inspirational authority on their situation. And through your inspirational lesson they start to see that the reason they’re not where they want to be might just be *because* of that defence mechanism.

This gives people a reason they haven’t made progress yet and provides them with new hope they can finally solve the problem. “Holy shit. I do that! Is that what’s holding me back?”

Speaking to people’s defence mechanisms is one way to inspire because...

*Making the unconscious conscious is one of the highest forms of persuasion.*

You inspire people when you show them things they are doing, that they didn’t know they were doing, that is holding them back.

Now let’s look at inspiring from another angle...

And I’m gonna let you in on a little secret from the world of events...

If you listen to inspirational speakers their entire message is basically...

*“You’re not stuck. You’re capable of more than you think”.*

That’s it.

The speaker will tell their own unique story - but the lesson behind it is always the same.

So why is hiring inspirational speakers so popular?

The reason inspirational speakers are hired to speak, at all kinds of events and topics, is because an INSPIRED audience is a BUYING AUDIENCE because they start thinking “I’ve had enough of this shit...time to make a change...” - and then they buy the offers being made from other speakers.

Read that again. And again.

Now let’s take this to email...

If we REMIND people of SYMPTOMS of their problems...



...and then give them a bit of a kick up the arse, explaining they're not "stuck"...

...you get people into buying mode.

What do I mean by SYMPTOMS?

Being overweight is the problem someone wants to solve...

...being insecure about being seen in a bikini is a symptom...

...being out of breath walking up the stairs is a symptom...

...being scared you're going to have a heart attack is a symptom...

SYMPTOMS are ways that the problem shows up in everyday life.

What we're going to do is combine stories about specific SYMPTOMS, either real or hypothetical, with an inspiring "you've got this!" lesson at the end.

Part One: Pick A Reminder Symptom:

A reminder symptom is a specific situation that someone with the problem could experience.

It's NOT a generic situation - Being overweight

It's a SPECIFIC situation - Being teased by wife for your belly

By writing to specific situations we can come up with endless emails that resonate, and then inspire.

Here are 8 Situational Reminders Of Their Problem (Again - be sure to watch the video that goes along with this)...

**1. What could someone say to them that REMINDS them of the problem and/or what they're missing out on?**

"Is daddy broke again?"

"Why are you so out of breath mummy?"

**2. What could someone else do that REMINDS them of the problem and/or what they're missing out on?**

"Wife Lying About Your Failures?"

"People Whispering Behind Your Back?"

**3. What might they have to do that REMINDS them of the problem and/or what they're missing out on?**

"Avoiding opening bills?"

"Picking Baggy Dresses For Parties?"

**4. What might they have to say to someone else that REMINDS them of the problem and/or what they're missing out on?**

"I Think I've Been Scammed...Again!"

"It's My Genetics..."

**5. What might they see that REMINDS them of the problem and/or what they're missing out on?**

"Jealous Of The Mansions Near Your House?"

"The Mum At The Pool Who You Envy..."

**6. What might they hear that REMINDS them of the problem and/or what they're missing out on?**

"Joe's Wife Said He Got A Promotion..."

**7. What might they think that REMINDS them of the problem and/or what they're missing out on?**

"I'm wasting my kids inheritance..."

"My greed might kill me..."

**8. What might they think *others* are thinking that REMINDS them of the problem and/or what they're missing out on?**

"She thinks I'm a loser..."

"When people think you're ugly..."

**Part Two: Pick A Lesson**

The gist of the lesson at the end of this type of email is they *don't* need to put up with things like this happening.

Here are some examples...

1. "Have you had enough of things like this yet?"
2. "Does this ring true with you? If so you don't need to stay stuck like this..."
3. "You don't need need to put up with this if you don't want to"
4. "You are the scriptwriter of your own life movie - are you willing to write a better movie, or keep putting up with things like this?"
5. "I realise it sucks to have go to through things like this. But the good news is there is a way out..."
6. "Some people will just put up with things like this happening. But I'm hoping that's not you. I'm hoping you're the type of person who is willing to make change happen. And if you are - I've got some exciting news for you..."
7. "It frustrates me that so many go through things like this. Especially because, if they just took action, they wouldn't have to..."

# The Art Of Inspirational Selling

Making the unconscious conscious is one of the highest forms of persuasion.

I repeat...

*Making the unconscious conscious is one of the highest forms of persuasion.*

What do I mean by that?

Us humans use a lot of unconscious defence mechanisms to stay “safe”. These defence mechanisms keep us in our comfort zone - but also rob us of our potential.

**When you show people an example of a defence mechanism being used, and they recognise they do that behaviour, they see you as an inspirational authority on their situation. And through your inspirational lesson they start to see that the reason they’re not where they want to be might just be *because* of that defence mechanism. This gives people a reason they haven’t made progress yet and provides them with new hope they can finally solve the problem.**

*“Holy shit. I do that! Is that what’s holding me back?”*

See these defence mechanisms get in the way of people taking action - including buying.

By shining a light on the defence mechanism, and explaining why it is actually detrimental to them and costing them something, you can help them to break free of it and give them more excitement around buying what’s on offer. You become inspirational to them.

Below is a list of 10 common universal defence mechanisms and the lessons to provide.

These are designed to get you thinking more as someone who provides wisdom rather than just another email marketer who promotes and writes in the usual way nearly everyone else does.

Listen up - the BEST emails trigger emotion. Making unconscious behaviours conscious, and giving people permission to drop them, is a great way to do just that.

## List of Common Defence Mechanisms And Lesson

1. What experiences are they trying to avoid - and what are they missing out on because of that?

Lesson: Avoiding experiences means they may not experience what they don't want to...but they also never grow and learn and become the person they could be.

Example: Story about the time you avoided approaching a man or woman in a bar you were attracted to because you were scared of being ridiculed.

2. What emotions are they trying to avoid - and what are they missing out on because of that?

Lesson: Avoiding an emotion means they are controlled by it. By being willing to experience that emotion they lesson the power of it. But also the unwillingness to experience that emotion is robbing them of the emotions they'd experience once they\_\_\_\_\_.

Example: Story about a time you tried to avoid feeling not good enough.

3. Not wanting to show vulnerability

Lesson: Trying to not show vulnerability keeps them held back because of fear and makes their life more stressful because they are trying to protect their self image. The willingness to experience and show vulnerability gives them more power than someone is held prisoner to it.

Example: Story of a time you felt stress and pressure because you were trying to not show any weakness to others.

4. Not wanting to get outside help and trying to figure it out alone

Lesson: Not wanting to ask for help means they take far longer getting to where they want to be or never arrive.

Example: Story of a time in the past a successful customer/client needed help with a previous offer they bought from someone else, didn't ask and paid the price for it. Then they signed up to your offering, used your support and now they're where the prospect wants to be.

5. Ways they self sabotage (Self sabotage is where you purposely do something so you don't have to do something that you should do but scares you)

Lesson: Self sabotage is a way people stay where they are due to fear. But on the other side of fear is what they want.

Story: Story of a time you wanted to do something but it scared you so you self sabotaged in some way so you didn't have to do it.

6. Ways they self sacrifice

Lesson: Self sacrifice often comes from not feeling worthy of your own desires and dreams. But always putting others first makes you feel resentful and full of regret.

Example: Story of a time you put someone else's needs over your own and felt resentful and regret because of it.

#### 7. Staying in learning mode not action mode

Lesson: Knowledge without action means you never truly grow. Real learning comes from action.

Example: A time a customer/client kept learning and put off taking action - and the negative result of doing so. Then they eventually signed up to your offering, took action because of how simple it was and now are getting the results the prospect wants.

#### 8. Thinking if it's not done perfectly there's no point

Lesson: Imperfect action is better than perfect inaction.

Example: Story of a time you did something imperfectly and either learned something and/or got the result you wanted anyway.

#### 9. Blaming others rather than taking responsibility

Lesson: Blaming others gives them power over you. Taking responsibility for your goals and dreams gives you power to make things happen.

Example: Story about how a successful past customer/client used to blame someone, or a group, for something but you then realised that blaming others wasn't getting you anywhere and that you needed to take responsibility for your own life and results.

#### 10. Numbing so they don't feel what they don't want to feel (numbing examples: Binge watching TV, drink, drugs, sex, food, phone, gaming etc).

Lesson: Numbing may make you feel better in the short term but in the long term you never get to where you want to be.

Example: Story of how a successful past customer or client used to numb, distract themselves, using a certain strategy...but then they broke free because they saw what it was costing them to stay stuck and now they are where the prospect wants to be.

Email Framework:

- Tell a story about the defence mechanism in your own life or a customer/clients life...
- Provide the lesson of why that defence mechanism is common but detrimental in in that niche...
- Tell that that, now they're aware of the cost of it, it's time to finally take action by clicking this link and checking out the best way you know to\_\_\_\_\_.