

# **Advanced Email Apprentice: Elicit And Deliver**

***How To Partner And Profit With  
Email List Owners And Their  
Untapped Assets***

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There's a pretty famous Bruce Lee quote...

***“I fear not the man who has practiced 10,000 different kicks. I fear the man who has practised 1 kick 10,000 times”***

In order to become a high level copywriter there is ZERO need to learn every single “trick” in the email marketing book.

There are many, many people who have confused learning tons of stuff - with mastery.

You are better off being a master of a few things...

...rather than an amateur at lots of things.

It's the ol' 80/20 rule...

20% of the effort creates 80% of the results.

*This document contains the 20% that gets the 80%.*

Make use of this and, trust me, your value to others will skyrocket.

Get very good at being able to create lightbulb moments and tell stories, just *two* types of message, and you're all set!

That's what the Advanced Email Apprentice has been all about.

Getting you to *consistently* write emails using simple formulas that create powerful lightbulb moments and tell powerful stories.

By now, providing you've done the work and got feedback, you'll be confident in your abilities to create powerful emails.

Now you have two options...

Build your own list and turn it into gold...

...or tap into someone else's audience and turn it into gold (in return for a percentage).

This manual and the templates and questions it contains is focused around you working with a client/partner.

However, if you want to focus on writing your own emails, you merely ask these questions of *yourself*, rather than a client, and you come up with the answers and plug them into the templates and processes.

With all that said let's get begin with something extremely important to understand...

# THE CLIENT COMES UP WITH THE STORY OR THE INSIGHT - YOU JUST PUT IT INTO THE CORRECT FRAMEWORK AFTER ASKING POWERFUL QUESTIONS

Your job isn't to come up with your own insights and stories for a clients audience.

You can, once you get more experienced, but even then you might come up with something a client doesn't agree with.

So the safest bet is to "*elicit*" rather than "*create*".

Let me explain the difference...

When working with a client I ask them questions that pull out the lightbulb moments and stories from them and their experience.

After all - they're the master in their niche, *not* me.

That is elicitation.

Where the client provides the content ideas for the emails.

Creation would be me trying to generate the ideas for myself.

Even now, after 14 years writing emails, I prefer to elicit rather than create when working with a client.

Why?

One word...

CONFIDENCE.

The client coming up with the ideas, based on the powerful questions I ask them, gives me confidence the email will be powerful (and also lets me off the hook if it isn't because it was the clients idea).

The client will know their market and their business and their customers and their past better than I will.

So rather than spending months and months learning the ins and outs of their business...

...I got really good at asking questions.

And it's these questions I give you today.

These questions will help you to elicit from the client ideas that you then plug into the frameworks you've been mastering - namely the lightbulb email and the story email.

It is almost impossible to not come up with a powerful email if you use these questions because they force the client to think in such a way that will lead to sales.

One last thing before we get stuck in...

## **Specialise DON'T Generalise**

Who gets paid more...

GP or Surgeon?

The surgeon.

Why?

Because they've gone DEEP into one area whilst the GP has a general knowledge.

Specialists always get paid more than generalists.

So I don't want you to just be an email copywriter...

I want you to be an email copywriter for the personal development market.

I don't want you to just be an email copywriter...

I want you to be an email copywriter for the weight loss market.

I don't want you to just be an email copywriter...

I want you to be an email copywriter for the coaching market.

Pick a market - personal development, spirituality, muscle building, weight loss, online business, relationships etc - and specialise in that market.

By doing that your life will be easier and your demand will be higher.

Plus once you get proof from one client it's easier to attract more...

*"I made Joe Bloggs \$15,234 in sales from his weight loss email list in 7 days without him having to lift a finger. Do you have a weight loss list that's not being monetised properly? Reach out and find out why I'll work for you for free".*

If you chop and change which markets you write for that proof won't be as effective.

"Oh I can see she made a client \$32,000 in a month...but that was in the self help space and I sell marketing stuff. She probably can't write for my market".

That's what happens when you are a generalist.

People are LESS likely to believe you can get them results because they'll think you don't understand their market and they're different to your previous clients.

So...

Pick a niche to specialise in.

Here's a question to think about that...

What market do you ALREADY read about and know a little about and will enjoy learning more about?

Look at the products you buy. The videos you watch. The podcasts you listen to. The books you read.

Is it fitness?

Muscle building?

Spirituality?

Coaching?

Marketing?

Supplements?

Writing and self publishing?  
Etc.

Pick one!

## **Get Your Sales Letter Online**

After you've picked your market get the sales letter I've written for you online. This can be your home page on your site - or you can build a more complex one using something like [conversioncats.com](http://conversioncats.com) if you want. That sales letter is all you need though.

You can buy a domain using your name like mine - [yourname.com](http://yourname.com) - or pick something else. Up to you. **DON'T OVERTHINK IT** and try to get the "perfect" domain. Just get something online.

Hire someone at [fivver.com](http://fivver.com) to get the sales letter online. Also be sure to include a picture of you on it. Trust is key for these kinds of deals so hiding behind a pen name won't work.

Then you can go about generating traffic to it...

*Traffic Secrets* book on Amazon by Russell Brunson is meant to be very good. You can look into that.

*Sell Like Crazy* by Sabri Suby is also meant to be good for those working with clients (although I haven't read it yet).

But also don't forget the client getting strategy I taught in the live seminar.

One thing to keep in mind...

It will become MUCH easier to get clients once you have proof.

The first client is always the hardest to get.

But once you have a result you can market and tell potential clients about things get easier and easier.

## **When A Prospect Reaches Out...**

Watch the accompanying video for how I've always handled the potential client conversion. But here's something to realise...

By the time they get on a call with you they'll already be *pre-sold* based on the sales letter (Ensure you have people read that first before you speak to them).

This is VERY different to having to sell cold to a prospect.

They'll know what you do...

What the benefits of your service is...

How you work...

...etc.

So the main point of the conversation is for you to find out about *them*.

And this is the KEY mindset to have...

*"I'm the prize - not you"*.

The person most willing to walk away in this type of scenario has the power.

You have a skillset they need...

There are an INSANE amount of potential clients out there with lists they're struggling to monetise...

You only need a handful of partners...

...be willing to walk away.

I've closed deals with people who literally close deals worth millions for a living based on this principle.

They can sense it from you when you're less needy.

Neediness does not equate to confidence.

The less needy they feel you are, the more confident they'll feel you are, and the more likely they will be to want to work with you.

It's very much like the dating game...

The desperate, needy guy freaks the woman out.

She can sense he has her on a pedestal.

The guy who doesn't "need" her is more attractive.

It's psychology baby!

Here's how the conversation should *roughly* go (this isn't a "script" just a guideline)...

1. *Ask them where they're from.*
2. *Tell them a little about where you're from.*
3. *Thank them for reaching out.*
4. *State that, as you mentioned in the sales letter, this isn't a sales call. It's a chance for you to see if you're a right fit together. And that you turn down more clients than you take on (that's the statement of a confident person who knows their value).*
5. *Ask if it's OK for you ask some questions about their business.*
6. *How many subscribers do they have?*
7. *How many opens do they get when they send an email?*
8. *What products do they have for sale?*
9. *How many people from the list have bought each product?*
10. *What's the price point for each product?*
11. *What's the rough conversion rate for each product?*
12. *How did they build the list?*
13. *Are they still adding to their list?*
14. *How often do they communicate with their list?*
15. *How much do they currently make from their list?*
16. *How much do they want to make? (These two questions establish the gap between where they are and where they want to be).*

Here's what you are looking for...

At least 500 email opens when an email is sent.

Either a product or service over \$500...

...or numerous products of around \$50.

Reason being - if all they sell is one \$50 product this isn't going to be too lucrative for you.

You also want to, ideally, hear that they know their actual conversion rate and other numbers like the amount they make from their list etc.

If you get a lot of “I don’t know” responses they’re likely an amateur who won’t be worth partnering with. Not always but often.

And finally it’s important how they built their list and if they’re adding to it.

If they bought it off eBay on a CD rom, for example, run a mile.

You want to be able to see they built it from a proper traffic strategy and, ideally, that they’re adding to it (not crucial though as long as they get at least 500 opens).

Also...

Do they sound like someone you’d get on with?

Again, there are so many clients out there for this kind of work, especially clients who would love this kind of no risk offer (vs a paid up front copywriter), it’s crazy.

So don’t take on any clients who will be a pain in the arse.

Trust me - it’s not worth it.

If your gut tells you “this person is gonna be a nightmare” - walk away.

Now if based on their answers or your gut you think they’re not a right fit you can say...

“Based on these answers (name), right now at least, we’re not a right fit for eachother. I have very specific criteria I look for to ensure I know I can help you and I’m not feeling totally confident about that right now so this isn’t the right move for us both. However I’d love to give you a little advice on what to do if you’re open to it...”

Then give them advice like...

1. Send out emails every week on the same day or days. Programme your audience to know they will receive something from you on that day and you’ll see better open rates.
2. Give people lightbulb moments about your niche. Sharing insights you’ve had on your journey will help them bond to you because they associate you with someone who grows them.

That kinda thing.

Don't give away the farm here - but leave em' better off than before the call.

Look for what they're not doing, that they should be doing, and tell them what they should be doing (without going into mega detail).

If they ARE a right fit - just tell them how you work...

"I'll write your emails, for free, in return for xx% of the profits I generate. We'll do an x week trial to start with and then we can discuss working further together providing everything goes as smoothly as we both hope. How does that sound to you?"

Make the offer SIMPLE to understand - and then thrash out any nitty gritty details if there is any.

Personally I do everything on a "handshake" and trust basis. But if you want to have contracts written up you can do (see a lawyer about that). Also try to get them to use an affiliate link in the promotions you use (or figure out a way you'll know if sales are being generated with them).

DON'T overthink this.

STOP looking for answers to "What ifs?" And for certainty.

And GROW as a person by taking action.

It's not a big deal.

Just get some experience.

The offer is so irresistible, and the prospect is so pre-sold before the call, you'll only be speaking to people desperate for what you offer.

Got the client on board?

Great!

Let's get stuck into the initial calls...

## **Your Client Calls**

Remember - the client comes up with the ideas based on the powerful questions you ask them.

It's not your job to get all creative.

It's your job to elicit the content via powerful questions.

So once you're ready to move ahead with a client jump on a call with them and

**Record the call using skype, Zoom or a voice recorder app on your phone. They can also send you a recorded message of the story using their phone or services such as speakpipe**

At the start of the call create the expectation:

*"I'm going to be asking you some questions so I have content to write powerful, value focused promotions that are engaging and turn into sales - but without the hype. Some of the questions may be a little challenging. But that's the point. We want to create powerful emails that aren't the usual types of emails that show up in peoples inbox. We want to empower and inspire and these questions will help me to help you do just that. Does that sound good?"*

Then proceed to ask them the questions below.

You DON'T need to ask all of these on one call. These are just a long list of questions for you to elicit content. *See the video for an in-depth walkthrough.*

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

These questions help to elicit responses 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 e/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)

Keep repeating question until client can think of no more that day. Ask again in future.

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)

Keep repeating question until client can think of no more that day. Ask again in future.

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 eliciting stories and also the lessons to provide at the end of the story! These stories help to position the client as someone who offers wisdom and gets them 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: Elicit the environment - "Where were you? Tell me about what you could see"

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

Pointer 4: Elicit any self dialogue - "What thoughts were going through your head?"

Pointer 5: Elicit 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...*

**Client 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...

### **Links Option One - The Evergreen P.S.**

More and more I'm leaning towards the P.S. approach of email marketing - especially because the emails we create are valuable. The P.S approach works great when you are showing up consistently with valuable content.

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.

### **Links Option Two - In-Email Promotional Links**

It's slightly more advanced but the other option is to incorporate the link to the sales process at the end of the email.

See the Superfan course for how to incorporate links into the email itself. It's in week 5 Promotions when I talk about "No Sale Email Promotion".

And with that...

## **You Now Have EVERYTHING You Need To Be A Highly Paid Royalty Based Email Copywriter**

Listen to me...

You know now so, so much more than the vast, vast majority of email list owners out there.

These questions...

The subject lines...

The fact the expert will give you the content and you just need to plug it into the proven frameworks you've been mastering...

The client getting sales letter...

The unturndownable offer of the client only ever having to pay you *after* you've made them money...

...you've got it all.

And this skillset and model is going nowhere.

If you want to invest in learning email from others too, by all means do.

But, trust me, you know enough already.

What you might be waiting for is "I'll take action when I feel truly confident..".

The problem is...

Confidence is a byproduct of action.

Just like you've found with this programme...

The more you take action and write emails the more confident you become.

Well - same happens with working with clients.

Confidence comes from working with them.

And the REALLY great thing about this model is...

...let's say, somehow, you write emails that don't convert into sales...

...the client hasn't spent a penny.

So they're not out of pocket and you don't need to feel "guilty".

Chances are high, however, you will generate them sales.

Then you'll really start thinking...

*"Holy shit. I **can** do this!"*

At that point your self image and identity will change.

You'll see yourself as a rainmaker capable of turning email lists into money.

And you'll realise just how valuable you have become to others (which gives a real sense of financial security because you know you've become a scarce resource).

I strongly recommend you get and read and re-read these three books:

*Turning Pro - Steven Pressfield*

*Straight Line Leadership - Dusan Djukich*

*Alter Ego Effect - Todd Herman*

Read them in that order.

Now you have this knowledge the only thing that will get in the way is you.

Those three books will help you in that department.

Now...

Go make it rain...

And be sure to have fun in the process!