

LET ME DO ALL THE WORK TO TURN YOUR EMAIL LIST INTO AN AUDIENCE OF RAVING SUPERFANS WHO ADORE RECEIVING EMAILS FROM YOU AND BUY FROM YOU AGAIN AND AGAIN AND AGAIN

The Fascinating And Exciting Reason Why I'm Willing To Work For You For FREE...

You hear it all the time...

"The money is in the list".

You realise that, because most people don't buy from strangers, you're losing out on the vast majority of the potential sales in your (niche) business if you only sell to people the first time they hear from you.

And so you do what all great (niche) entrepreneurs do...

...you get visitors to your web site onto a list so that in the future you can send them emails that bond them to you and your business and turn into sales...

...lots and lots of sales.

But there's a problem...

And it's this problem that I'm here to fix...

The Ugly And Often Ignored Truth About Owning An Email List In The (Niche) Space...

Does this sound familiar?

You sit down to write out an email...

But you don't know what to write.

So you wrack your brains for minutes and minutes...

And eventually start typing.

But then you second guess yourself...

You don't want to be one of those annoying pests that show up in peoples inbox with nothing to say or, worse, a hype filled promotion that makes you sound like a sleaze-ball.

Delete.

You start again.

Eventually, if you don't give up, you put together an email and hit send.

Only...

You don't see much happen.

Sales don't come in at the level you'd hoped...

You don't get "Thank you's" from people who read the email and were wowed by it...

You don't feel like you've just bonded hundreds, thousands or more people closer to you...

In fact, the main result you see, is unsubscribes go up.

The audience you worked so hard to get - *is leaving*.

And, for many, this entire process is a weekly occurrence.

You *know* the money is in the list...

...but it feels like crawling over broken glass to try to get it - doesn't it?

You're not alone.

This is a common experience for list owners in the (niche) space (unless they are natural writers who love what creating emails and have spent years learning all about it).

The Result Is The Lifetime Value Of Your (Niche) Audience Is MUCH Lower Than It Could And Should Be...

Do you know the reason you hear "the money is in the list" so much?

It's because world class marketing experts know something that many average or struggling entrepreneurs don't...

The average Lifetime Value of your email list will dictate how hard, or how easy, your business is.

Just in case you didn't know about that "secret" - lemme explain...

Lifetime value, or LTV for short, is the metric where you measure how much, on average, an email list subscriber is worth to you over the course of their time on your list.

For example...

Let's say you have 1000 people on your email list.

If, on average, people spend \$50 with you over the course of their "lifetime" on your email list, you have a \$50 LTV.

Some will spend nothing.

Others will spend \$500.

But you take the average amount people spend with you and that becomes your LTV.

Which means that list of 1000 people who, on average, will spend \$50...

...will generate \$50,000.

Now this is where things get fascinating...

The entrepreneurs in the (niche) space who really struggle will have a low list LTV.

In other words their average LTV might be \$5...\$10...\$20...\$50.

And what this means is they have to constantly search for new traffic and build a bigger and bigger audience.

Think about it...

If their LTV is only \$10...

That means their list of 1000 people is worth \$10,000 to them.

That also means they need to hit 10,000 subscribers in order to make \$100,000.

No wonder so many are burnt out, exhausted and stressed!

World Class (Niche) Entrepreneurs Do Something Different...

Rather than desperately scrambling to build a giant audience...

...world class (niche) entrepreneurs do something different.

They focus on raising the Lifetime Value of their existing audience.

If you have a list of 1000 people...

...but on average they spend \$500...

That 1000 person list is now worth a cool \$500,000...

Whilst the person with a 10,000 person list and a \$10 LTV has a list worth only \$100,000.

Can you see the difference?

You can have a list ten times smaller...

...but if the LTV is higher you will make much, much more.

And this, my friend, is why entrepreneurs focused on LTV have an easy life whilst those who don't...don't.

See not only do they make more from smaller lists...

...but a higher LTV gives you more money to put into other areas of the business.

Maybe you put some into advertising to bring even more leads in...

Maybe you hire a team to free you up more...

Maybe you reinvest into adding to your product line...

Point is - a higher LTV gives you more opportunities to grow your business.

It maximises all the time, effort and energy you put into building the list in the first place.

And it gives you peace of mind knowing that, if the traffic networks like Facebook or Google or Youtube or whatever else change (which they will) - you have a highly responsive audience who will buy from you for months and years to come.

The only thing a lower LTV does is it keeps you chained to the traffic hamster wheel - constantly needing to add to your list just to try to stay afloat because people on your list don't spend the way you want them to.

Now let's make this all a little more concrete...

How Much Is It Currently *Costing* You In Lost List Value To Not Properly Maximise Your (Niche) Audience? Here's A Scary But Simple Calculation To Figure It Out...

If you want to make your business more profitable - focus on increasing Lifetime Value and the amount your subscribers spend with you.

That's the simple lesson here.

But now let's do some quick maths to prove to you the power of this concept...

Take your existing email list size...

And times it by how much, on average, each subscriber spends with you over time.

Let's say it's \$50.

What happens when you 3x that to \$150...

Or 10x it to \$500...

Or get it to \$1000...

Or even \$5000...

All of a sudden you realise, even small lists, are goldmines if the LTV is high.

Which means if you currently have an email list...

...but you don't have a high LTV...

...you can figure out exactly how much you are potentially losing.

Take your LTV and 3X it - that's how much you are losing.

Take your LTV and 5X it - that's how much you are losing.

Take your LTV and 10x it - that's how much you are losing.

What happens if you don't currently know your LTV?

Well, firstly, you're not treating your business the way the real masters in this niche treat it.

But secondly, here's how to do some simple maths...

It's not as concrete as the previous formula but it will give you an idea...

Look at how much your list generated each month for the past three months...

...now 3X it...now 5X it...now 10 and 20X it...

That money that could be there, but wasn't, is what you are potentially missing out on.

Scary, isn't it?

But also, providing you're willing to act, it's incredibly exciting...

You Have Three Options If You Want To Truly Fulfil The Potential In Your Audience And Business...

Right about now savvy entrepreneurs start to feel a little down at the revenue they've missed out on over the months or years that they've been adding to their list.

But the past has been and gone.

No point focusing there.

Instead focus on the potential in the future...

If you could dramatically improve the LTV of your current list - you can see now how that would make your business and life easier, right?

Just the thought of it should fill your belly with excitement!

Imagine your list being a highly responsive audience with a sky high LTV...and you soon realise it should be your number one priority in business.

Otherwise your business is like a leaky bucket...

You're pouring water (leads) into the bucket (your business)...

...and seeing lots of leaking from all that time, effort and money that just drips out.

So, unless you want to make life harder than it needs to be, you realise now that maximising LTV is a key part of your future business success.

Which leaves you with three options...

Option one is for you to master writing emails that increase LTV.

Which isn't easy.

See, most of the email training out there from "experts" focuses on "churn and burn" email writing and promotions that are focused on short term money.

And, yes, you can bring in more sales in the *short* term...

But Because Your Audience Starts Seeing You As A Greedy Slime Ball You'll Actually See More Unsubscribes And Therefore A LOWER LTV Over The Long Term.

You've experienced this when on someone else's list no doubt.

They bombard you with hype fuelled promotions and, eventually, just their name showing up in your inbox makes your skin crawl so you unsubscribe.

Do you *really* want to have that effect on your audience?

I seriously, seriously doubt it.

You want to be proud of what you do and who you are - not scared to tell your family about your business in case they get on your list and see you're a cash hungry loony who doesn't provide any value to their audience.

And also...

Have you *really* got the time and energy to go out and find an LTV focused email writing course...

...and then spend months mastering that type of email copy?

No.

Because every single day your list is leaking money.

You want results now, right?

And you've got other areas of the business you can and want to focus on.

The other option is to hire an email copywriter.

But guess who they likely learned email from?

Yep - the marketing sociopaths who will make your audiences skin crawl and drive your unsubscribe rate *up* and your LTV *down*.

It's worse than just that though...

You'll often be charged up front by these email copywriters.

Why?

Because they have zero confidence that they can actually get you results.

If they write emails for you and they don't work - no biggie in their mind - coz' they've already got your money and will just blame it on your list quality.

So, to me at least, neither of those options sound good.

Don't panic though - there is a third option...

Turning A (Niche) Audience Into Raving Fans And Long Term Customers With A Sky High LTV Is Where I Come In...

Right now, if you're the type of entrepreneur I *love* working with, you have seen the importance of maximising the LTV of your list.

You might have known it before - but just didn't know *how* to do it...

...or you've had a giant lightbulb moment reading this invitation, now understand the importance of your list LTV and are desperately excited to get that baby sky high.

Hi - my name is (your name).

And I might just be the answer to your prayers!

See, I am passionate about helping entrepreneurs maximise LTV in their business via email because, well, I selfishly love to create that type of content.

To me it really is so much fun (whilst to others trying to write anything is like pulling teeth!).

It just so turns out that the content I love to create...

...also turns email lists into raving fans who buy again...and again...and again.

Which means I can do what I love...

...whilst helping motivated entrepreneurs increase their business and impact - without them lifting a finger.

And get this...

I even do it without you having to pay me anything up front so there is absolutely zero risk on your part...

Would You Let Me Take Over Your Email Marketing For Free And Only Pay Me A Small Percentage Out Of The Profits I Generate For You?

My invitation today is pretty simple...

If you have an email list in the (niche) space that gets opens when you do send them an email...

If you want to dramatically increase your list LTV and therefore grow your business using what you've already got...

If you DON'T want to have to master writing emails yourself...

If you DON'T want to hire up-front fee email copywriters who might not make you a penny (and could destroy your reputation in the process)...

And if you'd happily let me write emails to your list, for free, and only pay me a small percentage of the profits I generate for you...

...then we should have a chat.

Not a "sales call".

A friendly, zero pressure *chat* to see if we're the right fit for eachother.

On the call I'll ask you some simple questions...

Tell you how I am willing to work...

...and then you can let me know if it's something you want to do a test run with.

I then suggest we trial run working together for a set period of time and then if we're both happy I will takeover serving list on a longer term basis.

Take note of the phrase "*servicing the list*" there by the way.

Because that's part of my secret sauce...

I Can Afford To Risk Working For Free Because I Know I'll Increase Your Sales Without The Usual Sleaze Using My (*mechanism*) Approach...

Listen to me...

I'm not like most email copywriters.

As I mentioned before most email copywriters have learned from "experts" who, quite frankly, think short term.

They're focused on short term money and will therefore write aggressive, sleaze ridden emails that turn your audiences stomach.

They'll encourage you to use false scarcity...hype...gimmicks...tricks and tactics that might bring in a bump of sales in the short term...

...but lower your bond with your audience over the long term and therefore lessen the amount they spend with you.

I don't think like they do.

I didn't learn from the people they learned from.

Instead I use what I call a *mechanism* approach to your email list.

This approach to emails focuses on providing value and insights to your audience that lead them to WANT to buy...

...rather than pressure and hype that make them feel they have to buy.

That is two polar opposite approaches to marketing.

Sure, I'll bring in sales in the short term - but NOT at the expense of sales in the long term.

Even better...

I'll Make You A Hero In The Eyes Of Your Audience Through Inspirational And Entertaining Content Whilst Also Turning Them Into Repeat Customers For Life...

Want to know my "secret"?

Come closer...

A little closer still...

Shh...we don't want anyone else to hear this so I'll whisper...

My approach works so well because it is focused on inspiring, empowering and exciting the audience.

It's all about changing the way they feel.

The way they feel about themselves...

The way they feel about you...

The way they feel about your products or services...

If we can make them feel positively about all of the above - you have a raving fan and a sky high LTV.

Simple in principle - not so simple in reality.

Unless you know the *mechanism* approach, of course.

Which I do.

And I will use it to make you an absolute hero or heroine in the eyes of your audience...

...rather than someone that makes them feel pressured and icky.

Love the sound of that?

Great!

We should definitely chat.

But there's one last thing you should know...

Here's Proof You're In Safe Hands...

(*Include Once You Have Proof*)

It's all well and good me saying all of this...

But here's some rock solid proof...

A Word Of Warning: I Can Only Work With 2-3 (Niche) Business Owners At Any One Time

I realise you're chomping at this bit and excited to jump on our fun little chat together...

But there's something I do need you to know...

Firstly - I can only work with 2-3 (niche) business owners at any one time.

That's because I spend time learning the ins and outs of the psychology of your audience (something many copywriters will never do, by the way).

Then I spend time crafting powerful, impact-driven emails that are dripping with value.

Which means that, if I took on too many business owners at once, I would be spread too thin.

I would rather maximise the amount of money and impact that I can make with 2-3 partners at a time...

...rather than make less from more partners.

That doesn't make sense to me.

So, first thing to be aware of, is I may already be fully booked.

Reach out anyway, though, to check.

I can always get you scheduled in should a current partner feel they've made enough money!

Secondly...

I don't work with everyone who reaches out - even if I'm not at maximum capacity.

If I don't 100% believe that I can help you - I'll tell you so.

There are certain criteria I look for, both in a partner and their business, to ensure that this is going to be amazingly profitable for us both.

It's never anything personal.

Just be aware that I am very picky about who I choose to do business with.

With that said, if all of this sounds exciting to you, click the button below and I'll be in touch soon.

I sincerely hope that you got something from this invitation.

And I look forward to serving you, and your audience, soon...

[Click Here To Contact Me, See Samples Of My Work And Check My Current Availability](#)