

# **Email Marketing DOMINATION**

How to make a multiple 6 figure income EVERY  
MONTH from your own raving fans

By Joel Marion

# My Goal

- By the end of this presentation, I want every single person in this room to be equipped with the knowledge necessary to **easily** make a return of at least ONE HUNDRED times their investment in attending this event
- Why?
  - Yanik
  - I want to win (at everything)
  - That's what YOU deserve

**Are You Ready  
for my BEST  
Stuff?**

**I almost had to cancel...**





# 2 Questions

- Who here has an email list?
- Who here wants to make more money from their email list?

# **This is me establishing credibility**

- Fitness Print Book Author/High School Teacher - Started online 2 years ago
- First year online brought in \$1,500,000 gross (\$700,000 net profit)
- Second year online - \$5,000,000 gross and 1.9M net profit
- Zero employees and a laptop

# This is me establishing credibility (Cont)

- Write all my own sales copy, email copy, manage my own affiliates, developed my own launch formula, etc
- April 2009 Cheat Your Way Thin Launch – **we** broke Clickbank Launch record (\$350,000 in 4 days on a \$47 eBook)

## Welcome to ClickBank!

The sales subtotals below provide a snapshot of your recent sales payment processing and payment distribution read our [Accounting](#) on the "Reporting" tab above. New to ClickBank? Click [here](#) to get

## Weekly Sales Snapshot

Week Ending	Gross Sales
2009-05-06 (current week)	\$61,921.60
2009-04-29	\$59,770.50
2009-04-22	\$0.00
2009-04-15	\$0.00
2009-04-08	\$0.00





















## Daily Sales Snapshot

Mon	May	04	\$380.20	
Sun	May	03	\$714.28	
Sat	May	02	\$890.88	
Fri	May	01	\$11,406.44	■
Thu	Apr	30	\$28,104.13	■
Wed	Apr	29	\$20,425.67	■
Tue	Apr	28	\$53,809.60	■
Mon	Apr	27	<b>\$5,960.90</b>	■
Sun	Apr	26	\$0.00	
Sat	Apr	25	\$0.00	
Fri	Apr	24	\$0.00	
Thu	Apr	23	\$0.00	
Wed	Apr	22	\$0.00	
Tue	Apr	21	\$0.00	
Mon	Apr	20	<b>\$0.00</b>	

# Credibility (Cont)

- May 2010 – We did the first 7 figure fitness launch of all time with the Xtreme Fat Loss Diet (1.4 Million in 5 days with a \$67 eBook)

Found 20,000 items, displaying 1 - 100. Total (all results): \$354,037.19

Actions	Date	Time	Receipt	TID	Pmt	Currency	Txn Type
 	2010-05-10	10:38	<a href="#">47DE985N</a>		PYPL	GBP	Sale
 	2010-05-10	10:32	<a href="#">EF2FX6X5</a>		VISA	USD	Sale
 	2010-05-10	10:30	<a href="#">EF2FX6Y5</a>		VISA	USD	Sale -RB
 	2010-05-10	10:30	<a href="#">EF2FX655</a>		VISA	USD	Sale -RB
 	2010-05-10	10:24	<a href="#">W3DE98VZ</a>		MSTR	USD	Sale
 	2010-05-10	10:19	<a href="#">EF2FX6QD</a>		VISA	USD	Sale
 	2010-05-10	10:16	<a href="#">CEFX3CM9</a>		VISA	USD	Sale -RB
 	2010-05-10	10:09	<a href="#">W3DE98SY</a>		VISA	USD	Sale
 	2010-05-10	10:07	<a href="#">B74N5CE5</a>		VISA	GBP	Sale
 	2010-05-10	10:05	<a href="#">W3DE98NY</a>		VISA	USD	Sale

# Credibility (Cont)

- Have multiple streams of income in place with print continuity, coaching, 3 digital products, launches, and affiliate promotions

## Account Home: fitme

### Welcome to ClickBank!

The sales subtotals below provide a snapshot of your recent sales activity. For more information on pay periods, payment processing and payment distribution read our [Accounting Policy](#). For more detailed transaction reporting, click on the "Reporting" tab above. New to ClickBank? For help getting started, please visit our [Help Center](#).

### Weekly Sales Snapshot

Week Ending	Gross Sales
<a href="#">2010-10-27</a> (current week)	\$35,329.43
<a href="#">2010-10-20</a>	\$27,796.44
<a href="#">2010-10-13</a>	\$4,450.17
<a href="#">2010-10-06</a>	\$42,653.72
<a href="#">2010-09-29</a>	\$32,415.68

### Daily Sales Snapshot

Mon	Oct 25	\$391.81	■
Sun	Oct 24	\$1,167.12	■
Sat	Oct 23	\$3,470.30	■
Fri	Oct 22	\$13,678.57	■
Thu	Oct 21	\$9,255.48	■
Wed	Oct 20	\$7,366.15	■
Tue	Oct 19	\$15,989.88	■
Mon	Oct 18	<b>\$1,690.45</b>	■
Sun	Oct 17	\$1,424.33	■
Sat	Oct 16	\$2,469.06	■
Fri	Oct 15	\$2,786.90	■
Thu	Oct 14	\$2,983.33	■
Wed	Oct 13	\$452.49	■
Tue	Oct 12	\$247.03	■



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- Product Updates
- Event Announcements
- Expert Advice

[▶ Sign Up Now](#)

### News

- [2010-08-09](#)  
Changes to Marketplace Stats
  - [2010-04-12](#)  
New Marketplace Categories
  - [2010-04-06](#)  
ClickBank Adds Confidence-Boosting Security Certificate to Order Form
- [more...](#)

### System Log



PBS00212586	3015457862	06/01/10	Susanne Dunn	\$74.76	Joel Marion	\$22.43
PBS00212555	3015342142	06/01/10	Phyllis Magnuson	\$55.17	Joel Marion	\$16.55
PBS00212527	3015235485	06/01/10	LARUE THORNTON	\$87.95	Joel Marion	\$26.39
PBS00212441	3014931960	06/01/10	Evelyn Patterson	\$243.82	Joel Marion	\$73.15
PBS00212426	3014899551	06/01/10	Sheena Abellana	\$59.42	Joel Marion	\$17.82
PBS00212417	3014838539	06/01/10	Arjuna Wignaraja	\$285.75	Joel Marion	\$85.72
PPS00212280	3014737589	06/01/10	Bonnie Hutchinson	\$87.95	Joel Marion	\$26.39
PPS00212277	3014737477	06/01/10	Robert Rose	\$29.95	Joel Marion	\$8.98
PPS00212268	3014737075	06/01/10	Daniel Tom	\$29.95	Joel Marion	\$8.98
PPS00212262	3014736887	06/01/10	Rudine Puckett	\$29.95	Joel Marion	\$8.98
PPS00212246	3014736421	06/01/10	Lori Sannella	\$64.95	Joel Marion	\$19.49
PPS00212218	3014735744	06/01/10	Amanda Corkum	\$87.95	Joel Marion	\$26.39
PBS00212181	3014560541	06/01/10	Ana Maria Pina	\$227.59	Joel Marion	\$68.28
PBS00212166	3014498507	06/01/10	kuldip singh	\$135.11	Joel Marion	\$40.53

---

Total Sales: **\$75,687.29**

Total Earnings: **\$22,729.37**

# Credibility (Cont)

- Multiple, single emails that have done more than 1,000 sales and \$15,000 in net profit
- Internal launches (no affiliates) that have generated over \$100,000 in one week

# Where's the Money Coming From?

- The money is in the **LIST**

**Hit Send**



**Make Money**

- **List Cultivation** (how to develop a highly responsive list)
- **List Monetization** (how to SELL stuff to your list over and over again)
- **List Organization** (planning/timing promotions to maximize income)

# List Building Bonus

- Squeeze Page Design

# The 76% Optin Rate Squeeze Page

**(stats based on full launch)**

### Visitors Overview



95,769 Visitors



[view report](#)

### Map Overlay



[view report](#)

### Traffic Sources Overview



**Direct Traffic**  
67,800.00 (64.68%)

**Referring Sites**  
37,004.00 (35.30%)

### Content Overview

Pages	Pageviews	% Pageviews
<a href="#">/invite/index.html</a>	103,290	52.42%
<a href="#">/ty.html</a>	72,681	36.89%





# Fat Loss "Guru" Joel Marion Responds To A DARE And **GIVES AWAY** His Top Five "Sneaky Tricks" To **TRIPLE** Fat Loss Results—**100% FREE!**



**YOURS  
FREE!**



**DOWNLOAD NOW**

5-sneaky-tricks.pdf 349KB

61,177 TIMES DOWNLOADED



**NEW**

## FREE download

Simply enter your best email below then click "Get Instant Access" and I'll **immediately** send you my BRAND NEW fat loss report revealing **five** "under the radar" methods you can begin using today to TRIPLE your *own* fat loss results—**100% FREE!**

***Get Instant Access***

I hate spam as much as you do. Your information is NEVER shared, sold or rented to ANYONE.

# Fat Loss "Guru" Joel Marion Responds To A DARE And **GIVES AWAY** His Top Five "Sneaky Tricks" To **TRIPLE** Fat Loss Results—**100% FREE!**



The page at <http://xtremefatlossdiet.com> says:



AWESOME! You're going to love this FREE report. Just use your email address to register in the form to the right and you'll get Instant ACCESS!

OK

## YOURS FREE!



### DOWNLOAD NOW

5-sneaky-tricks.pdf 349KB

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NEW

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To celebrate the upcoming release of *The Xtreme Fat Loss Diet*, I'm giving away some of my **BEST** fat loss info for **FREE**, now through April 22nd, including:

- The single biggest **MYTH** when it comes to losing fat *fast* (and how to use it to your advantage).
- The **NUMBER ONE SECRET** to rapid body transformation...no matter if you have 10, 20, or 100 lbs to lose.
- One simple trick to **DOUBLE** the effectiveness of any diet.
- **NEW TACTIC: Pre-cheat Depletion**...and how to use it to send your results through the roof.
- And much, much more!

**And it's ALL 100% FREE**

Just tell me where to send it!

Enter Your Best Email



**76% is good and all...**

**...but how about 15%  
MORE optins?!?!?!?**

# Fat Loss Experts Joel Marion And Arnel Ricafranca Finally Unlock the Secret To **QUADRUPLE** Calorie Burning, Then Turn Around And GIVE IT To You—**100% FREE!**



**YOURS  
FREE!**



## FREE download

Simply enter your best email below then click "Get Instant Access" and we'll **immediately** send you our BRAND NEW fat loss report revealing **four** "under the radar" methods you can begin using today to QUADRUPLE your *own* fat loss results—**100% FREE!**

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**NEW**

DAYS

HOURS

MINUTES

SECONDS

MILLISECONDS

000

**SORRY, EXPIRED**

000

Arnel and Joel have been featured on...



oxvaen

LifeScript

Woman's Day

MAXIM FITNESS

Men's Fitness

MUSCLEMAG





Fat Loss Experts Joel Marion And Arnel Ricafranca Finally Unlock the Secret to QUADRUPLE Calorie Burning, Then Turn Around And GIVE IT To You—100%



Windows Internet Explorer

Are you sure you want to navigate away from this page?

\*\*\*\*\*

WAIT - Click \*CANCEL\* below and we'll also GIVE you a strategic workout that has been tested to burn MORE than 600 calories for FREE!

\*CANCEL\* = FREE WORKOUT

Click the CANCEL button now!

\*\*\*\*\*

Press OK to continue, or Cancel to stay on the current page.

OK Cancel

FREE download

Simply enter your best email address and click "Get Instant Access" and we will immediately send you our fat loss report revealing the "radar" methods you can be using today to QUADRUPLE your results—100% FREE!

Enter Your Best Email Here



I hate spam as much as you do. Your information is NEVER shared, sold or rented to ANYONE

Confirm

Are you sure you want to navigate away from this page?

\*\*\*\*\*

**Click The Cancel Button**

\*\*\*\*\*

Press OK to continue, or Cancel to stay on the current page.

OK Cancel

DOWNLOAD NOW

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DAYS HOURS MINUTES SECONDS MILLISECONDS

000 **SORRY, EXPIRED** 000

# Fat Loss Experts Joel Marion And Arnel Ricafranca Finally Unlock the Secret To **QUADRUPLE** Calorie Burning, Then Turn Around And GIVE IT To You—**100% FREE!**



Loading video information

## FREE download

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Arnel and Joel have been featured in and on



oxygen

LifeScript

Woman'sDay

AMERICAN FITNESS

Men's Fitness

MUSCLEMAG



**Once You're  
Lucky, Twice  
You're Good...**



**Shocking FREE Reports Reveal Why “Dieting” And Calorie Restriction Do NOT Work, And Show You EXACTLY How You Can Use Your Favorite Foods To Easily LOSE (Instead of Gain) 10-15 Pounds This Holiday Season!**



**\$29.95 FREE!**

**Get Both FREE!**

Simply enter your best email below then click "Get Instant Access" and I'll **immediately** send you **both** my Holiday Fat Loss Black Book AND the in-depth Leptin Chronicles report revealing more than **26 strategies** you can start using today to help you **LOSE** (not gain) 10-15 lbs of pure fat this holiday season—**100% FREE!**

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**Get Instant Access**



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**\$29.95 FREE!**



**Get Instant Access**

I hate spam as much as you do. Your information is NEVER shared, sold or rented to ANYONE.



**INSIDE THESE TWO FREE CONTENT-RICH REPORTS YOU'LL LEARN:**

- 26 top-secret strategies to help you **easily** LOSE weight during the holidays
- How to use your **favorite** foods to lose fat **faster**
- One simple trick to **DOUBLE** your fat loss **this week**
- The most important fat loss hormone **EVER** discovered (and **exactly** how to *ensure* it's working for you)
- And much, much more!

#1 best-selling diet author Joel Marion has been featured in hundreds of media outlets nation-wide including:



**Get BOTH for FREE!** >>>

Enter Your Best Email Here >>>

**Get Instant Access**

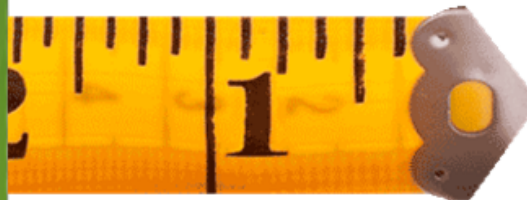
# The Current Page

# Is Your Fat Loss Switch **BROKEN?**

Fix It **NOW** As Fat Loss "Wizard" John Romaniello Is **GIVING AWAY** Not One, But **ALL FIVE** Of His Most Prized **Plateau-Busting Strategies** For **FREE!**



**FREE!**



~~\$29.95~~



## **FREE Download**

Simply enter your best email below then click "Get Instant Access" and I'll **immediately** send you my BRAND NEW fat loss report revealing **five** "under the radar" methods you can begin using today to SUPERCHARGE your own fat loss results - **100% FREE!**

Enter Your Best Email Here

**Get Instant Access**

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NEVER shared, sold or rented to ANYONE.

In this shocking **FREE** report you'll learn exactly why your progress has come to a screeching halt along with 5 "little-known", downright **SNEAKY** tricks to revive your fat loss results **TODAY**...including...

- The specific hormones responsible for YOUR problem area fat storage (and how to beat them everytime)
- Two simple training variations to boost your results by a whopping 267%
- The mandatory calorie trick you're NOT implementing (but absolutely **MUST** for the fastest fat loss)
- **NEW TACTIC:** *The Dynamic-set Love-handle Reducer*...and how you'll strip away your "spare tire" while eating **MORE** carbs
- And much, much more!



Fitness author John Romaniello is a highly sought after fat loss expert who has appeared on countless news and media outlets world-wide including:



Get This Report Now! **FREE**

Enter Your Best Email Here

**Get Instant Access**

# Single vs. Double Optin

- **NEVER Single Optin**
  - Crap email addresses
  - High bounce rate (hurts deliverability)
  - Higher spam complaints (people never confirmed, misspellings, etc)
  - Open yourself up to form sabotage
  - Junk vs. Inbox deliverability (first communication delivered to junk, etc)

# Maximizing Double Optins

- Give people the “From field” and “Subject” to look for
- Tell visitors to check junk/spam folder
- Stress privacy (“we want to make sure no one else is signing you up w/o your knowledge”)
- Stress urgency (go now; unconfirmed emails will be deleted in an hour, etc)





JOEL MARION'S  
**Xtreme Fat Loss Diet**

FASTER FAT LOSS DOES NOT EXIST. PERIOD.™

## Thank You!

**Your information has been received. Please check your inbox right away for the confirmation email we just sent you from "Joel Marion" with the subject "Confirm Your Request for Information"**

(please also check your bulk/junk/spam folder as sometimes messages are mistakenly filtered as such)

You MUST confirm your address by clicking on the link in this email. This quick extra step is to ensure that no one else is signing you up to receive information without your knowledge. We take your privacy very seriously.

Once you confirm your address by clicking on the link in the email we just sent, we'll immediately send a follow up email with all the information you requested.

Unfortunately, due to the large size of our mailing list, addresses not confirmed within one hour will be deleted.

For support, email support [at] joelmarion.net



# **New NINJA Strategy**

## Thank You!

Please check your inbox right away for the confirmation email we just sent you from **John Roman, Final Phase Fat Loss** with the subject "**Confirm Your Request for Information**" by clicking on one of the icons below or by entering your email service provider's URL right here:

(please also check your bulk/junk/spam folder as sometimes messages are mistakenly filtered as such)

<http://>

Go to Your Email Now



YAHOO!



Aol Mail.

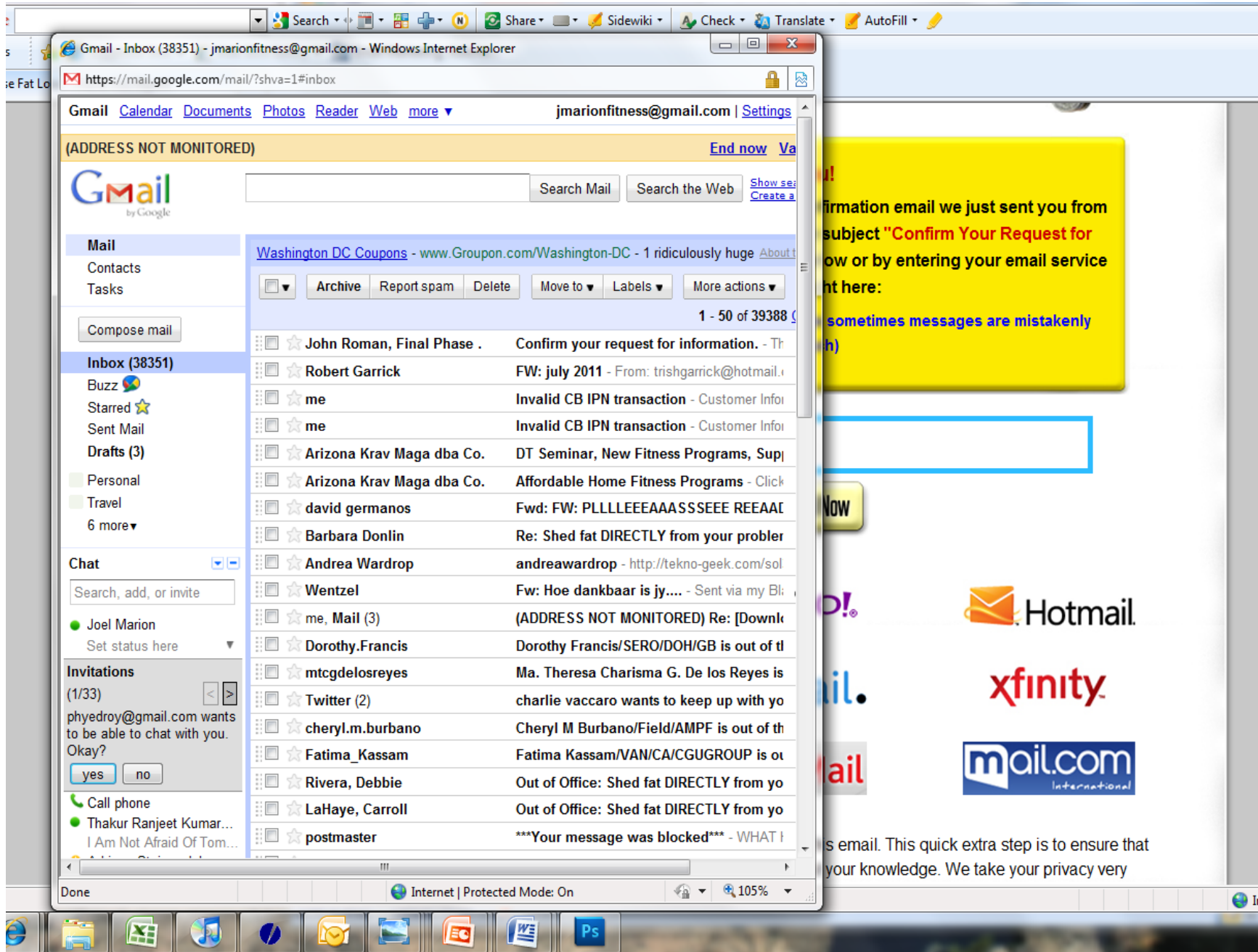
xfinity



CanoeMail



You MUST confirm your address by clicking on the link in this email. This quick extra step is to ensure that no one else is signing you up to receive information without your knowledge. We take your privacy very seriously.



Confirmation email we just sent you from subject "Confirm Your Request for" how or by entering your email service information here:

sometimes messages are mistakenly (h)

Now



is email. This quick extra step is to ensure that your knowledge. We take your privacy very

# From 65% to 90%

- Over the course of 50,000 sign ups...
- Difference between 32,500 confirmed subscribers and 45,000 confirmed sign ups...
- That's an **EXTRA 12,500** confirmed names getting **YOUR** messages delivered to their **INBOX**

# What's that Worth?

- Extra 12,500 names = at least an extra \$12,500/month or **\$150,000+ a year**

- **List Cultivation** (how to develop a highly responsive list)
- **List Monetization** (how to SELL stuff to your list over and over again)
- **List Organization** (planning/timing promotions to maximize income)

# List Cultivation

- **5 Rules to Creating a Highly Responsive List**

# Rule #1

- **Rule #1 – Be GENUINE and let your personality shine through**
  - The last thing people want is to read another BORING email
  - **Entertain them** while providing value, and you're golden



## How much protein do you really NEED?

By [Joel Marion](#)

48  
Comments

After a day of flying across the country, I'm finally getting the opportunity to write this newsletter.

Straight from...what's this place called? Ah yes, the Gibson Guitar Lounge in Orange County airport.

I was actually planning on sending this during my last flight, because, that plane was COOL and had the internet, but alas, my middle seating assignment amongst two individuals even larger than I made that an impossibility.

But here I am, making it a point to deliver on my promise to you, my loyal subscriber, even before I check in to my hotel.

Alright, enough of that...moving on to what you really want to know: How much protein do you really NEED?

Ha! Trick question, because that's actually not the question you should be asking anyway. You see, when you ask the question about "need", one needs to examine the context of the question.

How much protein do you need for what?

To build muscle? To improve body composition? To improve performance? To enhance recovery? To live?

1 Trick of a tiny belly:  
 Cut down a bit of your belly every day by simply using this 1 weird old tip... ➔

### BLOG SPONSORS

5 Tips to Lose Stomach Fat

[Click here for the article](#)



1 Trick of a tiny belly:  
Cut down a bit of your belly every day using this 1 weird old tip... ➔

[5 Foods that Burn Abdominal Fat](#)



Can Hot Peppers Reveal The Secret To A Flat Belly?



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### RECENT POSTS

- » [How much protein do you really NEED?](#)
- » [How much protein can you digest in one sitting?](#)
- » [Make Each Repetition 3 Times More Effective](#)
- » [Sprint To Your Ultimate Body](#)
- » [Are you experiencing the AFTERBURN?](#)

### CATEGORIES

# Derek Jeter, Bad Mexican, and the Surprise Omelet

146  
Comments

Posted by [Joel Marion](#) on May 24, 2010

**NOTE: There is a BIG question at the bottom of this post that I would love for you to answer. Looking forward to your response :)**

So, yesterday Lisa (my fiance) and I decided to go for what ended up to be a rather lengthy walk along the water throughout the Davis Islands district of Tampa Bay. Some nice houses back there, including the nearly finished skeleton of Derek Jeter's new 30,875 square foot mansion.



**5** SNEAKY  
TRICKS TO  
**TRIPLE**  
FAT LOSS  
**RESULTS**

JOEL MARION



## Hi. I'm Roman.

I talk about fitness, lifestyle, books, and myself

Mostly myself.

*(because I'm awesome)*

### My Street Cred



Testimonials



Articles



Coaching

# Rule #2

- **Rule #2 – Train your list to take “buying” actions**
  - Question: If someone is going to BUY something, what **must** they do after they open the email? (hint: what is the next step in the “buying” process?)

# Rule #2 (Cont)

- Deliver your content “somewhere else” (blog, webpage).
- Train to click
- When someone opens an email from me, they **know** they’ re going to click something – the “click” becomes second nature

# Rule #2 (Cont)

- In my opinion, all content should be delivered via a **blog** (train to click)...which leads me in to Rule #3

# Rule #3

- **Create COMMUNITY (interaction, family feel)**



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## Are you experiencing the AFTERBURN?

Posted by [Joel Marion](#) on June 16, 2010

621  
Comments

In the last update I talked to you about the [massive shortcomings of "slow-go" aerobic exercise](#) for fat loss and began to briefly touch on the benefits of something much more effective - short duration, high intensity exercise.

Simply put, if you are looking for the *fastest* fat loss results, high intensity exercise is a MUST.

Short duration, high intensity exercise comes in two major forms: metabolic resistance training and interval training. Today, I want to take a DEEP look into the benefits of each.

First up, metabolic resistance training:

As mentioned in my previous post, metabolic resistance training is simply "cardio with weights", and when speaking of the most effective form of exercise for the *fastest possible fat loss*, this is it.



Like



Joel Marion, Kimberly Kraut, and 71 others like this.

[Click here to continue reading](#)

---

## 5 Reasons "Slow-go" Cardio Sucks

Posted by [Joel Marion](#) on June 15, 2010

525  
Comments

Over the next week or so we're going to be talking quite a bit about metabolic resistance training (i.e. "cardio with weights), but before we do I want to address something that slightly concerned me when reading through some of the comments that came in on yesterday's "empty stomach" cardio post.

Apparently, many people are still stuck doing long duration, low-intensity cardiovascular exercise —

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# What Are YOUR Goals?

Posted by [Joel Marion](#) on June 5, 2010

1,267  
Comments

I'm writing this newsletter from the dining room table of my Canadian cronie, Vincent Del Monte.

As many of you know, in just a few shorts weeks, Vince will no longer be, as the French say, "le single".

Okay, they don't really say that, but the point is, dude is getting married and this past weekend we **celebrated**.

How, you ask?

By taking a group of 16 guys to conquer the rapids of the Ottawa River.



# How to Get Comments

- “Sell” the comment and it’s importance (this is a community, respond below, it’s how we interact and support each other, etc)
- ASK for the comment
- End with a specific question
- Leave the discussion open ended (people jump at the chance to contribute – “community spotlight”)
- REQUIRE the comment

# Rule #4

## (Newsletter Frequency)

- **Mail MORE**

- Newsletter frequency 3 to 7 times a week

- Cultivate the **relationship**

- The people you are closest to, how often do you talk to them?

# Rule #5

- **Promote MORE**

- Link to SOMETHING in just about every newsletter (“soft” sell vs. “hard” sell)

- Audience is different just about every time (average open rates 15 – 30%)
    - People become trained to see recommendations and promotions and don’t get pissed off when you promote – it’s not **foreign**, it’s familiar
    - The problem with “spotted” promotion (“oh, he’s just trying to sell something this time...”)
    - Create VALUE and promote simultaneously

# NEVER, EVER Content Only

- People Opened >> Clicked >> Read Your Entire Blog Post – What Does That Tell You?
  - They are INCREDIBLY interested in the topic and have PROVEN themselves as the most targeted buyers you could ever ask for
  - You are doing them an extreme disservice by NOT linking to a product or service where they can go deeper

# **Writing Emails that DOMINATE**

# Subjects that KILL it

- **Ask a question that your list cares about**
  - How much protein do you really NEED?  
(answer)
- **Shocking, “unbelievable” / counterintuitive subjects**
  - 15 minute workout burns fat for 3 days  
[VIDEO]
  - WARNING: Canola oil is NOT healthy
  - John Romaniello is NOT gay



# Subjects that KILL it (Cont)

- **Odd numbers**
  - 307% increase in metabolism with this one simple trick (article)
- **Article, Video, PDF, Blog**
  - ONE unique spice the fights abdominal fat [ARTICLE]
  - \*free\* TT-MRT fat-annihilating workout inside (video)
  - The TRUTH about “empty stomach” cardio [BLOG]

# Subjects that KILL it (Cont)

- **Scarcity/Urgency**

- My Top 10 Fat Loss List (link expires)
- There are only SIX left (you in?)

- **Fun**

- Message from Agent 00FatLoss (and his secret spy device)
- CB, Vinny D, and internet on a PLANE
- John Romaniello is CRYING!

I'm so sad that you might miss out on the Xtreme Fat Loss Diet pre-sale that ends at midnight **tonight**. I NEED other people on the beach this year to have abs like meeeeeeee. I'm feeling so lonely. Please...will you be my good looking friend? Please?



# Subjects that KILL it (Cont)

- **FREE**

- >> My High Frequency Muscle Gain Program (FREE)
- \*FREE\* TT for Abs Home Personal Training Package (11 DVDS)

- **Curiosity**

- Go back and read all the other subject examples I just gave you

# Subjects that KILL it (Cont)

- **Random Goodiezzz**

- The interval training workout I promised (just posted)
- Re: Your question
- Fwd: Sent from my iPhone
- FINAL NOTICE: Please respond today
- I can no longer recommend [insert name of person you are promoting]

# Subjects that KILL it (Cont)

- Combo Subjects
  - 5 Sneaky Tricks to TRIPLE Fat Loss [Free PDF ends today]
    - Free, PDF, Curiosity, Shocking, Scarcity/Urgency

# Hot Email “Body” Techniquezzzz

- #1 goal of your email is to get people to \_\_\_\_\_
- Emails should be SHORT
  - Exception when you are pre-selling / positioning a sale (still, no longer than 500 words)

# HTML vs Text Emails

- HTML...
  - Allows you to use anchor text in your links (higher click through)
  - Allows you to use images (higher click through)
  - Allows you to track your open rate
  - Allows you to track click through rate w/o “ugly” links



# Speaking of Anchor Text

- Anchor text should be the SAME as the subject line

## NEVER consume this type of fish oil

Joel Marion [Add to contacts](#)  
To Joel Marion



JOEL MARION'S  
transformation | insider

At the below link, my friend Jayson Hunter reveals a certain type of fish oil that you should NEVER consume (a fish oil that many of you are consuming it right now):

[NEVER consume this type of fish oil](#) <----- MUST read

Keep rockin',

Joel

## The BEST diet tip EVER (no, seriously)

Joel Marion [Add to contacts](#)

To Joel



**JOEL MARION'S**  
transformation | insider

Today's post is short, sweet, and to the point.

That said, it may be the most valuable piece of dietary advice that I could EVER give you.

Click below to get the details:

==> [The Best Diet Tip EVER](#)

Seriously, putting this one simple rule into place will help you put an end to dietary "slip ups" and increase your dietary adherence ten fold—I guarantee it.

==> [The Best Diet Tip EVER](#)

Talk to you at the blog!

Joel

# Link Placement

- 2-3 links
  - Intro
  - Body
  - P.S.
- Magic number?
  - 2

## 5 Reasons "slow-go" cardio SUCKS

From: [jmfit\\_news@getresponse.com](mailto:jmfit_news@getresponse.com) on behalf of **Joel Marion** ([jmarionfitness@gmail.com](mailto:jmarionfitness@gmail.com))

Sent: Wed 6/16/10 12:32 AM

To: Joel ([joel\\_marion@hotmail.com](mailto:joel_marion@hotmail.com))

---



**JOEL MARION'S**  
transformation | insider

Slow-go cardio for fat loss results?

Um...

[5 Reasons "Slow-go" Cardio SUCKS](#) <----- visit the blog

I decided to post this today because, *apparently*, based on a number of comments that came in on the blog yesterday, many of my own readers are still doing this stuff.

Yikes!

Time to set the record straight:

[5 Reasons "Slow-go" Cardio SUCKS](#) <----- Click here

Talk to you at the blog,

Joel

## Five DIRT CHEAP protein sources (article)

Joel Marion [Add to contacts](#)

To Joel



JOEL MARION'S  
transformation | insider

Getting your daily protein requirement doesn't have to be insanely expensive; in fact, it can be DIRT CHEAP:

[Five DIRT CHEAP Protein Sources](#) <----- article

All five of the protein sources I share in the above article pack in more than 40 grams of high quality protein for less than a single buck!

==> [Five DIRT CHEAP Protein Sources](#)

Enjoy the savings!

Joel

## The TRUTH about late night eating [ARTICLE]

Joel Marion [Add to contacts](#)

To Joel



### JOEL MARION'S transformation | insider

In today's blog post, I cover all the reasons you SHOULD be having a late night meal before heading off to bed.

[Late Night Eating - DO IT.](#) <----- Click here

Seriously, if you're starving yourself after dinner and struggling to fight off late-night cravings, you're *sabotaging* your results.

Get the full story here:

[Late Night Eating - DO IT.](#) <----- Click here

Talk to you at the blog,

Joel

# Hyperlinking Images

- Strategic use of images within email body can increase click through rates up to...
- I don't really have any stats for this, but I notice an increase when I periodically use it



Ready to learn about FIFTEEN foods that have been scientifically proven to combat hormones directly associated with abdominal fat storage?

If so, Mike just posted a new article to his site that I think is definitely worth checking out:



[FIFTEEN Foods That Fight Off Belly Fat](#) <----- Click Here

The article starts by covering 3 specific veggies that, believe it or not, can actually *stimulate* the burning of abdominal fat, and then transitions into a presentation covering at least 12 others (including various teas, spices, etc)

[FIFTEEN Foods That Fight Off Belly Fat](#) <----- Click Here

I'll be back with more blogging later this week, but for now, if you're someone who's holding a good amount of fat around your waist, you'll definitely want to check out the article above.

Catch you on the flip!

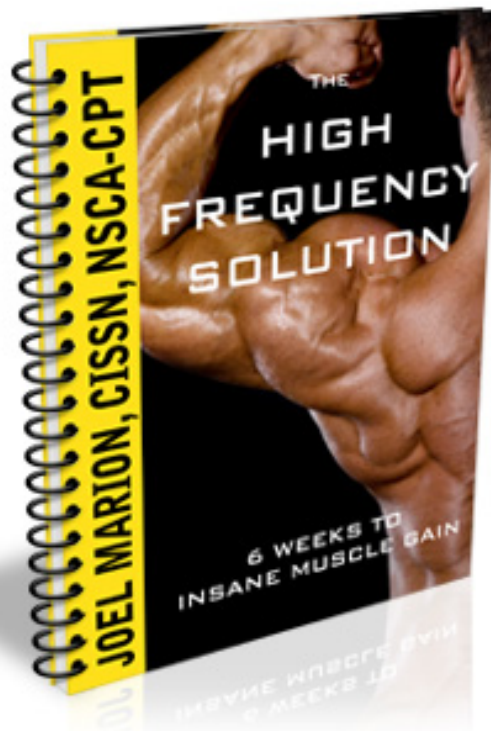
Joel



## transformation | insider

Alright!

I'm about to sweeten the pot BIG-TIME for the INSANE Turbulence Training Fat Loss Deal we've got going on right now by adding my own \$247 value bonus -- The High Frequency Solution, 6 Weeks to Insane Muscle Gain:



In this program, I reveal the exact program that I have used time and time again with my personal clients to achieve gains of 10, 12, and even **15+ lbs of muscle gain** in as just six *extremely* short weeks.

# The “Click Here” Arrow

- [Your Hyperlink](#) <----- Click here
- Using arrows and “Click here” verbage to draw attention to links increases click through rates

## How much protein do you really NEED? (answer)

From: [jmfit\\_news@getresponse.com](mailto:jmfit_news@getresponse.com) on behalf of **Joel Marion** (jmarionfitne

Sent: Thu 7/08/10 9:55 PM

To: Joel ([joel\\_marion@hotmail.com](mailto:joel_marion@hotmail.com))

---



## JOEL MARION'S transformation | insider

Finally, after a day of travel, I'm able to get this newsletter out:

[How much protein do you really NEED?](#) <----- Click here

I promised I'd be back before the week ended with this post, and today, I'm here to deliver on the promise.

**Here is the answer:**

[How much protein do you really NEED?](#) <----- Click here

You're going to find this post *extremely* informative.

Talk to you at the blog,

Joel

## How much protein can you digest in one sitting? (answer)

From: [jmfit\\_news@getresponse.com](mailto:jmfit_news@getresponse.com) on behalf of **Joel Marion** (jmarionfitness@g

Sent: Tue 7/06/10 2:55 AM

To: Joel ([joel\\_marion@hotmail.com](mailto:joel_marion@hotmail.com))

---



## JOEL MARION'S transformation | insider

A new study reveals the "magic" number:

[How much protein can you digest in one sitting?](#) <----- Click here to visit the blog

Talk to you there,

Joel

P.S. This email was kind of short. Here's another link:

[How much protein can you digest in one sitting?](#) <----- Click here for the answer

# Video Images

- Using video images in emails linking to videos increases click through rates



## transformation | insider

You ask and you receive!

A lot of people wanted to see what a sample *Turbulence Training* style metabolic resistance training session looked like, so I had Craig post a video that walks you through an entire fat-annihilating TT-MRT workout from start to finish.



[Click here to check out the sample workout](#) <----- [Click here](#)

The workout is five, 5-minute "rounds" and requires zero equipment, so whether you choose to take us up on the most INSANE fat loss offer we've ever put together or not, you can still use this workout to



# JOEL MARION'S transformation | insider

If you're looking for SHORT, extremely effective, challenging workouts that produce **results**, then you're going to want to watch the free video my buddy Rob Poulos just put online here:



Click to play the video

[15 Minute Workout burns fat for 3 days](#) <----- Click here

In the video, Rob reveals a rather "unusual" workout regimen he used to shed 42 pounds of **ugly** body fat (along with a full 10 inches around the ol' belly) in just a few weeks...



# Good Email Copy

- Good email copy increases click through rates – DUH.
- Get on the lists of the best of the best in your niche.
- Write more emails. In a couple weeks, you'll be better. Then, in a couple weeks after that, you'll be better. See how this works?

# List Monetization

- Promote **SOMETHING** in just about every email
  - Link to a product or service that is related to whatever you're talking about in your blog post or newsletter (soft sell)
- Video sales letters are **KILLING** it (easiest thing to make money on right now)

# List Monetization (Cont)

- Banner ads (on blog) linking to video pages (has been working well for me)
- Internal launches for new products, services, re-launches
- Affiliate launches
- 3 day promos
- Sales (nice guy/thank you sale)
- Content affiliate marketing (Mike Geary)
- Always provide your list with VALUE by providing new offers

- ★ No more crunches or situps
- ★ No more bogus "fat burner" pills
- ★ No more useless ab belts or gadgets
- ★ No more long boring cardio workouts
- ★ No more scams



Inside the **Truth About Abs**,  
You'll Discover:

- Surprising Fat Burning Foods
- Unique Workouts That Burn Stomach Fat
- Motivation and Mindset for Permanent Fat Loss



17K



17,199 people like this.

## 3 Vegetables That Fight Abdominal Fat

A unique way that a few specific vegetables can actually stimulate the burning of abdominal fat...

article by Mike Geary, Certified Personal Trainer, Certified Nutrition Specialist

Author -- [The Truth about Six Pack Abs](#)

I bet you didn't know that there is a **specific class** of vegetables that contain very specific phytonutrients that actually help to fight against stubborn belly fat.

Let me explain what these unique vegetables are and why they help to burn stomach fat...

### Chemicals that force your body to hold onto belly fat


Something you may have never heard about is that certain chemicals in our food supply and our environment, such as pesticides, herbicides, and certain petrochemicals from air and water pollution, household cleaners, cosmetics, etc can react with your body and make your body store excess abdominal fat.

These chemicals are known as xenoestrogens.



So there you go... just another excuse to do what mom always told you and eat more broccoli!

I've really learned to like brussels sprouts in the last year too... Melt a little grass-fed cheese on them and some garlic and they're great!

 Like  17,199 people like this.

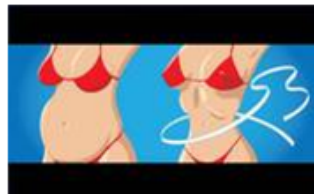
## FREE Fat Loss Tips Presentation:

**More unique tips to lose stubborn stomach fat on the next page...**

I'm going to show you at least **12 other specific foods, teas, spices, etc** that help to combat the xenoestrogens and can help you to burn abdominal fat faster inside the resource on the next page...



[Men Click Here](#) for your **presentation** with **important tips** to start losing your belly fat and carving out ripped six pack abs.



[Women Click Here](#) for your **presentation** showing a **unique method** for losing your stubborn tummy fat and getting a tight sexy stomach.

# The 3-Email Money Multiplier

- Would you like to know how turn \$12,000 into \$27,000 in 3 minutes?
- Solo promo emails
- By using this technique on solo sends that perform well...
  - You will make 125% more money on your BEST emails EVERY time

## 4 foods to NEVER eat (if you care about losing fat)

Joel Marion [Add to contacts](#)

To Joel



### JOEL MARION'S transformation | insider

As a nutritionist, I'm constantly working and collaborating with other professionals and one of the names that you **absolutely need** to be learning from is my good friend and fellow nutritionist Isabel De Los Rios.

Simply put, when Isabel speaks, I listen...and so should you:

==> [4 Foods to NEVER Eat \(if you care about losing fat\)](#)



**Step 1 –  
Recognize a  
Winning Email**



# Transaction Search

**Search Criteria**

Receipt:

Preset:  Last Name:   
 Results/Page:   
 Start:   Email:   
 Vendor:   
 End:   Item:   
 Affiliate:   
 TID:  Role:

Credits (All)      Debits (All)      Tests (All)  
 Sale  Bonus     Refund  Chargeback  Bounced  Charge     Test Sale  Test Refund

Found 436 items, displaying 1 - 100. Total (all results): \$12,256.09

Actions	Date	Time	Receipt	TID	Pmt	Currency	Txn Type	Item	Amount
	2010-12-15	18:40	<a href="#">DC7DEPR5</a>		PYPL	USD	Sale	34	
	2010-12-15	18:24	<a href="#">DC7DEP9W</a>		PYPL	USD	Sale	9	
	2010-12-15	17:27	<a href="#">2NQVB46E</a>		PYPL	USD	Sale	9	
	2010-12-15	15:05	<a href="#">3FQVB46E</a>		MSTR	USD	Sale	34	
	2010-12-15	14:58	<a href="#">3FQVBBJE</a>		MSTR	USD	Sale	9	
	2010-12-15	14:57	<a href="#">3FQVBSWE</a>		MSTR	AUD	Sale	9	
	2010-12-15	14:37	<a href="#">3FQVBGME</a>		VISA	AUD	Sale	34	
	2010-12-15	14:35	<a href="#">YV5NECK</a>		VISA	AUD	Sale	9	
	2010-12-15	14:34	<a href="#">3FQVBRZE</a>		VISA	USD	Sale	35	
	2010-12-15	14:34	<a href="#">3FQVBMZE</a>		VISA	USD	Sale	36	
	2010-12-15	14:32	<a href="#">3FQVBLZE</a>		VISA	USD	Sale	9	
	2010-12-15	12:24	<a href="#">4YV5NE29</a>		PYPL	USD	Sale	34	
	2010-12-15	12:20	<a href="#">9DFVBVME</a>		PYPL	USD	Sale-RB	15	
	2010-12-15	10:59	<a href="#">QPFVBG7E</a>		MSTR	CAD	Sale	9	

Done



**Step 2...**

Fwd: 4 foods to NEVER eat (if you care about losing fat)

Joel Marion [Add to contacts](#)

To Joel



## JOEL MARION'S transformation | insider

As a nutritionist, I'm constantly working and collaborating with other professionals and one of the names that you **absolutely need** to be learning from is my good friend and fellow nutritionist Isabel De Los Rios.

Simply put, when Isabel speaks, I listen...and so should you:

==> [4 Foods to NEVER Eat \(if you care about losing fat\)](#)



# Step 2 –

**Resend the SAME email 4 days  
later with Fwd: in the subject**

**(75% more \$\$ in 47 sec)**

# Transaction Search

Search Criteria

Receipt

Go

Preset: Select a date range Last Name:  Results/Page: 100

Start: 2010-12-17 select Email:  Vendor: thedsp

End: 2010-12-20 select Item:  Affiliate:

TID:  Role: --

Credits (All)
Debits (All)
Tests (All)

Sale
  Bonus
  Refund
  Chargeback
  Bounced
  Charge
  Test Sale
  Test Refund

Go
Reset

Found 312 items, displaying 1 - 100. Total (all results): \$9,276.60

Actions	Date	Time	Receipt	TID	Pmt	Currency	Txn Type	Item	Amount
	2010-12-20	22:55	<a href="#">Z6SDEP5J</a>		AMEX	USD	Sale	9	
	2010-12-20	22:48	<a href="#">Z6SDEPZP</a>		DISC	USD	Sale	34	
	2010-12-20	22:44	<a href="#">Z6SDEPRP</a>		DISC	USD	Sale	9	
	2010-12-20	16:50	<a href="#">J8VDEPX9</a>		DISC	USD	Sale	9	
	2010-12-20	16:26	<a href="#">F8S5NEGC</a>		PYPL	USD	Sale	9	
	2010-12-20	15:31	<a href="#">F8S5NE4G</a>		VISA	CAD	Sale	35	
	2010-12-20	15:28	<a href="#">F8S5NELK</a>		VISA	CAD	Sale	9	
	2010-12-20	13:22	<a href="#">6CS5NENG</a>		PYPL	USD	Sale	9	
	2010-12-20	12:44	<a href="#">74MVB78E</a>		PYPL	USD	Sale	9	
	2010-12-20	12:32	<a href="#">FGVDEPNG</a>		MSTR	USD	Sale	36	
	2010-12-20	12:29	<a href="#">FGVDEPFS</a>		MSTR	USD	Sale	9	
	2010-12-20	10:32	<a href="#">4TS5NEQD</a>		MSTR	USD	Sale	34	
	2010-12-20	10:28	<a href="#">4TS5NEBY</a>		MSTR	USD	Sale	36	
	2010-12-20	10:25	<a href="#">4TS5NE9Y</a>		MSTR	USD	Sale-RB	15	

**Step 3...**

## 4 foods to NEVER eat (if you care about losing fat)

Joel Marion [Add to contacts](#)

To Joel



### JOEL MARION'S transformation | insider

As a nutritionist, I'm constantly working and collaborating with other professionals and one of the names that you **absolutely need** to be learning from is my good friend and fellow nutritionist Isabel De Los Rios.

Simply put, when Isabel speaks, I listen...and so should you:

==> [4 Foods to NEVER Eat \(if you care about losing fat\)](#)



# Step 3 –

**Resend the SAME email two weeks later to everyone who did not open the two previous sends**

**(50% more \$\$ in 2:09 sec)**



# Transaction Search

Search Criteria

Receipt

Go

Preset: Select a date range ▾ Last Name:  Results/Page: 100 ▾

Start: 2011-02-04 select Email:  Vendor: thedsp

End: 2011-02-07 select Item:  Affiliate:

TID:  Role: -- ▾

Credits (All)      Debits (All)      Tests (All)

Sale  
  Bonus  
  Refund  
  Chargeback  
  Bounced  
  Charge  
  Test Sale  
  Test Refund

Go
Reset

Found 244 items, displaying 1 - 100. Total (all results): \$6,820.49

Actions	Date	Time	Receipt	TID	Pmt	Currency	Txn Type	Item	A
	2011-02-07	17:17	<a href="#">TPX4BDVE</a>		VISA	USD	Sale	9	
	2011-02-07	14:39	<a href="#">8R9TNEHN</a>		AMEX	USD	Sale	34	
	2011-02-07	14:36	<a href="#">8R9TNE5D</a>		AMEX	USD	Sale	36	
	2011-02-07	14:34	<a href="#">8R9TNELY</a>		AMEX	USD	Sale	9	
	2011-02-07	12:28	<a href="#">PRCSEPZJ</a>		AMEX	USD	Sale	9	
	2011-02-07	11:04	<a href="#">BZX4BY2E</a>		VISA	USD	Sale	34	
	2011-02-07	10:56	<a href="#">F59TNE9H</a>		VISA	USD	Sale	9	
	2011-02-07	10:08	<a href="#">XNX4B2ZE</a>		VISA	CAD	Sale	35	
	2011-02-07	10:05	<a href="#">XNX4BFXE</a>		VISA	CAD	Sale	9	
	2011-02-07	09:29	<a href="#">TGTMR8EB</a>		VISA	CAD	Sale	34	
	2011-02-07	09:26	<a href="#">TGTMRZET</a>		VISA	CAD	Sale	36	
	2011-02-07	09:22	<a href="#">TGTMR6EP</a>		VISA	CAD	Sale	9	
	2011-02-07	09:17	<a href="#">TGTMRFEV</a>		VISA	USD	Sale	34	
	2011-02-07	09:16	<a href="#">PK9TNEMV</a>		VISA	USD	Sale	9	

**\$12,000 to  
\$27,000 in**

**Three Minutes**

**(125% More \$\$\$)**

# List Organization

- 3 Types of Emails
- All emails should fall in to one of three categories:
  - Content soft sell
  - Content prep for hard sell
  - Hard sell

# List Organization

- Seasonal / Time of year (big CYWT holiday sale, back to school sale, summer time sale, birthday sale, anniversary sale)
- Mix of hard and soft sell emails and some straight content “prep” newsletters
- Use “prep” content newsletters to “launch” a hard sell

# Example Month

- **6/1 - FIFTEEN foods that target belly fat**
  - Email sending to an article on Mike Geary's page)
- **6/3 – Re: That's it! (sorry)**
  - Email reminding people that today is the last day to begin the XFLD 25 day program and still have the full 25 days – link to program
- **6/4 – ONE unique spice that beats abdominal fat (article)**
  - Another email sending to an article on Mike's page (re-use what works well)

# Example Month (Cont)

- **6/7 – Your participation is REQUIRED**
  - Goal blog post “prep” for hard sell of coaching program
- **6/8 – Are you ready to CRUSH your goals? (big news for tomorrow)**
  - Prep email for hard sell of coaching program
- **6/9 – Elite 1-on-1 Coaching is BACK (we WILL sell out again)**

# Example Month (Cont)

- **6/10 – Get the Body Transformation Blueprint \*FREE\***
  - Announce bonus for coaching sign ups
- **6/11 – Re: Your question**
  - FAQ about coaching program
- **6/12 – My personal “life-changing” story (expires today)**
  - My first coach, pivotal decision, deadline

# Example Month (Cont)

- **6/14 – The TRUTH about “empty stomach” cardio [BLOG]**
  - Prep content blog for TT hard sell promo
- **6/16 – 5 Reasons “slow-go” cardio SUCKS**
- **6/17 – NINE times FASTER fat loss (not a typo)**
- **6/18 – The interval training workout I promised (just posted)**



# Example Month (Cont)

- **6/21 – KILLER metabolic resistance training workouts for you**
  - Start w/ promo for Craig
- **6/22 – \*free\* TT-MRT fat-annihilating workout inside (video)**
- **6/22 – >> My High Frequency Muscle Gain Program (FREE)**
- **6/23 – My Top 10 Fat Loss List (link expires)**

In just a few short hours, the timer on the Turbulence Training INSANE Fat Loss Offer page will read 0:00, causing the page to violently self destruct.

==> [The Turbulence Training INSANE Fat Loss Offer](#) <==

At that time, the sheer force caused by the explosion will cause all SIX bonus fat-burning and muscle building workouts to be jolted from the page.

The bonuses from Xtreme Agent Marion will also mysteriously go "missing".

In fact, when the smoke clears, nothing will be left.

Except...

A price tag more than DOUBLE what it is now.

It will be a sad, sad day for Transformation hopefuls.

But, there may still be time.

I hope so.

==> [The Turbulence Training INSANE Fat Loss Offer](#) <==

Solemnly,

Agent 00FatLoss

Sent from my Secret Spy Device

# Example Month (Cont)

- **6/24 – Message from Agent 00FatLoss (and his secret spy device)**
  - 12 hour extension
- **6/30 – 307% increase in results with this one simple trick (article)**
  - Content article with soft link to Rob's video
- **7/1 – Is your protein supplement TOXIC?**
  - Content article w/ soft promotion for Prograde Protein

# Example Months (Cont)

- **7/2 – Late Night Eating – DO IT. [blog]**
  - Content blog; soft sell protein deadline
- **7/6 – How much protein can you digest in one sitting? (answer)**
  - Testing new ads; delivering content
- **7/8 – How much protein do you really NEED? (answer)**
  - Taking advantage of ads that worked; delivering content
- **7/10 – 15 minute workout burns fat for 3 days [VIDEO]**

# List Organization Tips

- Schedule your month around 2 or 3 major promotions and then devise a strategic plan to deliver value and awesome content to effectively promote those products / services
- Choose the promos and the content will come
- Mail, mail, mail
- Promote, promote, promote
- Deliver VALUE, send email, make money.

**The End**