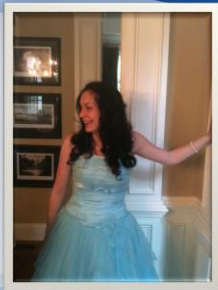


Matt Bacak

17 Email Income Hacks

First, a bit about me...



*Snagged from
“World Internet Summit’s”
bio page:

As you may already know... one of Matt Bacak's last products holds the all-time gravity record on Clickbank... 2,086.87 Gravity (and no one has come close to beating it yet), plus he's been creating some of the best converting & biggest game changing offers since 2001.

- He's been marketing online since 1999
- He put up his first optin page in 2001
- He has mailed up to 4.1 million emails a day for over a year
- He split-tests everyday & he buys solo ads every day too.
- He co-runs the List-building club with over 13,000 members.
- His lists are growing by up-to 10,978 subscribers a DAY!



... And just recently had the most affiliates ever signed up for a JV Giveaway launch... 2,656.

Here's the best part:

Over the last decade, he's helped over 503,372 customers unlock the secrets to making money online. That's why this internet marketing veteran is virtually guaranteed to blow your mind at this event. Zero in on the most Lucrative internet marketing strategies in minutes.

Disclaimer:

*These are really “tactics”, but
“hacks” seem to get more attention.
(at least my survey said that)*

ATTENTION is probably the most
valuable asset you’ll have in your
business ... because without it
NOTHING GOOD HAPPENS.

One of the most powerful
things you can do is to make
MORE offers while you have
your subscribers’ attention.

**HACK
#1**

The “Survey” Hack

**I need your help, I just got asked to
speak at an event next friday and I can't
decide which presentation title!**

Please select the one below you like the best?

☐ 17 Email Income Hacks – Instantly Turning Clicks Into Sales

or

☐ How To Boost Sales Conversions From Email By As Much As 180%

Thanks in advance for your help! - Matt Bacak

[Submit Your Choice >>](#)

Matt Bacak - What is your biggest challenge with internet marketing?
Word Density in 7.1 Seconds
"What is your biggest challenge with internet marketing?"

Word	Count	%
money	753	19.32%
internet	279	7.02%
challenge	259	6.54%
what	235	5.94%
is	233	5.89%
biggest	180	4.5%
time	166	4.19%
ask	163	4.12%
need	151	3.82%
hard	148	3.74%
and	142	3.59%
best	136	3.44%
just	134	3.39%
could	116	2.93%

Two Word	Count
internet marketing	117
business challenge	62
marketing money	57
internet marketing	78
internet marketing	41
internet marketing	37
challenge internet	32
ask ask	28
is need	27
ask ask	26
internet marketing	25
money ask	24
ask ask money	24
ask money	74

Three Word	Count
challenge internet marketing	26
internet challenge internet	25
internet internet marketing	13
internet business challenge	7
internet marketing technology	6
business challenge technology	6
understanding internet marketing	6
internet marketing internet	6
ask marketing money	6
internet marketing internet	6
internet marketing internet	6
marketing technology concepts	6
technology understanding internet	5
marketing technology understanding	5

FAQs • How Business • Offers • Case Studies • Order Now • Member Login

AskDatabase

The World's First Search Engine For Survey Data

Friend... congratulations on your decision to get full details about how the ASK Database™ helps you ...

"Discover What Your Customers and Website Visitors REALLY Think ... and Use This Priceless Information to Capture MORE SALES, Dominate More Niches, and Dramatically Increase Your Profits With Little or NO EFFORT on Your Part!"

FR: ASK Database™ Team
RE: Your Risk-Free, 21-Day Trial of the ASK Database™
Dear Friend:
How much more money would you make if you knew:

www.AskDatabase.com

I want to demonstrate to you one of the most powerful hacks of them all now, because when you inject or infuse it in your email follow-up sequences it will make the 15 others just that much more powerful.

I Want To Begin By Telling You A Story.

THIS IS ABOUT A MAN WHO WAS A HUGE SUCCESS, who made his first million right out of college, and who then built that into a thriving business and a lifestyle most of us dream about.

He had 15 thriving companies making multi-millions of dollars every year. A big house. His own private airplane. A happy family.

And the belief that nothing could take that away from him.

**UNTIL ONE DECEMBER DAY IN 2008
HE HEARD A KNOCK ON THE DOOR.**

Two men in black suits and badges stood in front of him. And then they said the five words that can terrify even the strongest person:

***“WE’RE WITH THE INTERNAL
REVENUE SERVICE.”***

They came into his house, sat him down, told him they were with the criminal investigations division, and began to ask him questions.

Questions about his business. His finances. His associates. His family.

He answered whatever they asked,
until finally he said, **“WHY DO YOU
WANT TO KNOW ALL THIS?”**

**“WE CAN’T TELL YOU
THAT,”** they said.

“Well, have I done
something wrong?”

**“WE CAN’T TELL YOU
THAT,”** they said.

“But if you just tell me what
this is about, I’ll do whatever
I can to fix it. But I’ve got to
know what you think I did.”

**“WE CAN’T TELL YOU
THAT,”** they said.

Finally he realized he'd better shut up and get a lawyer before he said the wrong thing. He asked them to leave.

"Fine," they said. "But you should know that our investigation could result in your ending up in **PRISON FOR FIVE YEARS.**"

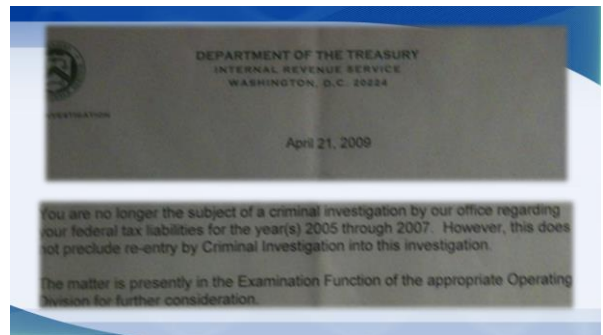
SO HE HIRED A BIG TAX LAWYER, and then one of the top auditors in the country, who combed through the books of all his companies.

Neither of them could find anything wrong, or any clue as to what brought the IRS down on this guy.

Over the next several months **HIS LIFE BECAME A LIVING HELL.** Concentrating on anything was almost impossible. His wife was close to a nervous breakdown.

His kids didn't know why things at home had changed. And every day he wondered if this was the day he'd be carted off to prison.

And then **ONE MORNING IN APRIL, A LETTER ARRIVED.** When he saw the IRS logo on the envelope his hands started to shake.



He showed the letter to his expensive attorney, who said, "In all my years of practice, I've only ever seen two of these. What you have here is a **GOLDEN TICKET.**"

With this you can get out from under this entire ordeal.

"However," he said, "this is not a **GET OUT OF JAIL FREE card.**"

They could come after you again any time they want, with no warning, and no more explanation than you got this time. The question is...

**“ARE YOU WILLING TO DO
WHATEVER IT TAKES** to make
sure that this never happens to
you and your family again?”

“I’ll do anything,” he said.

“Then,” his lawyer told him,
**“YOU’RE GOING TO HAVE TO LOSE
EVERYTHING.** You’ll have to
bankrupt all your businesses.
Cut all your business ties.

And stop doing everything you’re
currently doing. You can’t be
associated with anything the IRS
might have been investigating. In
other words,” his lawyer said...

**“YOU’RE GOING TO HAVE TO START
OVER FROM NOTHING.”**

This was NOT what he wanted
to hear. He was mad. He was
depressed. And he was scared.
But he had no choice.

“Just one condition,” he told his lawyer. “**I WON’T LEAVE MY MERCHANTS AND MY EMPLOYEES HOLDING THE BAG**, no matter what.”

So dipping into his own pocket, he paid everyone what he owed them, bankrupt all 15 of his companies, and said goodbye to his wealth, his career and his livelihood.

HE WAS FINALLY FREE
...and HE WAS BROKE.

And **one more thing**
you should know...

THIS GUY I’VE BEEN TALKING
ABOUT?

...it’s **ME.**

This entire story is absolutely true. In 2008 the IRS came after me, even though to this day they have never found anything 'amiss' in any of my businesses, and they have never said what it was they were investigating.

I tell you this story because I want you to know that when this all happened, **WHEN I LOST EVERYTHING, I WAS WHERE MANY OF YOU ARE RIGHT NOW...**

...with a burning desire to take care of my family, to create a good life for them, to have a nice home and to give my kids a good future.

BUT I DID HAVE ONE THING GOING FOR ME...

I knew from my previous success that the Internet was a gold mine waiting to be tapped, if I could just figure out how. So for the last four years that's what I've done.

I'VE LEARNED THE METHODS, THE SECRETS, AND THE ABUNDANCE OF RESOURCES that have enabled me...

...to get back the wealth and the comfort and the security I once enjoyed, and to know that my family will always be well taken care of.

And **IT'S THOSE POWERFUL TOOLS AND METHODS AND SECRETS I'M GOING TO SHARE WITH YOU** now.

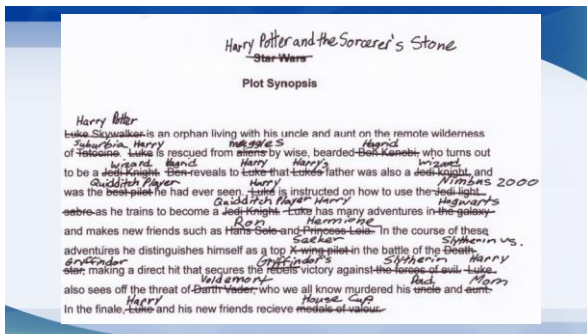
With this information, you can start with next to nothing, like I had to, and achieve all the prosperity you want for yourself and the ones you love.

HACK
#2

The "Hero" Hack



1. Status Quo
2. Call To Adventure
3. Challenges
4. Help Arrives
5. Discovery
6. New Normal



I want to apply this again, so you can see it – knowing what it is.

I haven't wanted to talk about this before, but in December of 2008 I experienced what my wife Stephanie now refers to as **"THE APOCALYPSE"**...

Basically, my world got turned upside down and **I had to start my life again.**

I went from being super-successful to dead broke practically overnight, with nothing left to invest in any new business, and no enterprise to fall back on

I was wounded and shell-shocked, but somehow I had to start over – from scratch.

So for the next two years, that's what I did. I needed to generate some income quickly, so I started using the website ClickBank to market other people's products online.

Don't worry if you've never heard of ClickBank – I'll be showing you how to make it one of your best revenue sources in just a few minutes.

For now let's just say it's like a big, wholesale warehouse that provides you with countless products and information sources that you can market online in return for half the revenue you generate.

So using my background in Internet marketing, I gradually crawled out of the hole I'd been shoved into, until, **after a few months, I was back earning a good living.**

The problem was, **I wasn't happy, and I wasn't fulfilled.** I still felt angry and victimized by what had happened.

And more than that, after two years of marketing other people's products and information...

...I realized I **desperately wanted something of my own to offer**, the way I had done in the past.

I know you're all here because you want to learn how to increase your income, to provide a better life for yourselves and your families.

But I also know that your greatest professional satisfaction comes when **your knowledge and expertise can touch and benefit as many people as possible**.

That's exactly how I felt. I wanted to create a product of my own that would exponentially **increase the number of people whose lives I could transform**.

In short, I **NEEDED A WIN**. I **had to do something big and audacious**, something that had such a high level of success that I knew I was back on top.

I wanted to change the rules of Internet marketing.

I started by creating a brand new product – a downloadable set of four, 2-hour videos I called the **MASS MONEY MAKERS METHOD**.

This information, which grew out of my years of experience at the bleeding edge of Internet marketing...

...would enable anyone to generate Google 1st page keywords, and then use those to create huge contact lists resulting in massive amounts of money.

I knew this information was unique, powerful and effective, and could truly allow anyone to come online and make money with relative ease.

The challenge was to **generate awareness of the product to an unheard of number of affiliates** - people who would promote the product to their own lists for a share of the revenue.

ClickBank has a designation they refer to as GRAVITY. It's a measure of how popular a product is with affiliates.

Simply put, every single affiliate who sells a product counts as a gravity rating of 1 for that product...

So if 10 different people are selling your product on any given day, its gravity for that day is 10.

The average product offered on ClickBank would have a gravity rating somewhere around 10 or 15...

For a new product with a VERY successful launch, the gravity might reach as much as 500.

But before I launched Mass Money Makers, only 4 people in the world had ever reached a gravity of 1000.

So I declared that when I released my package, **it was going to achieve a gravity of 2000.**

Remember, I said **I had to achieve an unheard of level of success to really believe I was back on top.**

I also had my own personal record I was determined to break. In my entire career the most successful launch I had ever achieved – *which is still considered a huge success* – was 15,000 sales, so I decided...

Mass Money Makers had to reach **20,000 SALES IN A SINGLE WEEK.**

And finally, even though everyone says that the holidays are the **WORST** possible time to launch a new product, I set mine for December 28TH of 2010

December 31st is my birthday – and **celebrating the success of this launch was going to be the start of my new life.**

So with the product in place, my goals clear and the launch date set, **I began my campaign** to create an unheard of level of awareness and anticipation.

I knew achieving the impossible was going to be a huge battle, so I began reading *The Art of War*. And I decided **I was going to amass my own army.**

I contacted all the experts whose material I had been marketing for the last two years, told them about my new product, and asked them...

...if they would be willing to pass my promotional material on to their own affiliates, just as a favor to me.

They said, "You've been promoting my stuff for the last 2 years, and you've never asked for anything. So of course I'll be glad to help."

Then word started to spread, and **by the time of the launch we had 7,551 affiliates** marketing my material.

SO WHAT WERE THE RESULTS?

By December 30th, the day before the launch, the phrase **MASS MONEY MAKERS** had generated more than **125,000 web searches**.

By the end of the campaign, it had **appeared on 9 MILLION web sites**.

On the day of the launch, Alexa, a web site that calculates **the most popular topics on the web**, ranked **Mass Money Makers #1** – ahead of Angelina Jolie and Jennifer Anniston.

#4 on the list was the phrase
“New Years.”

**We actually outscored
“New Years” ON New Years!*

And remember my goal of reaching a Gravity of 2,000 on ClickBank? On January 10th, 2011, we hit **2,086**. It remains **the highest gravity rating every recorded on ClickBank**.

And that goal of selling **20,000 units** in a single week? We did it – **IN THE FIRST DAY**. By the end of the first week, we had sold more than 30,000.

But most important to me was the fact that **tens of thousands of people continue to benefit** from that program.

And as I had always hoped, when the launch was finished **I was able to say, "I won. And I'm back on top."**

I know you want to know exactly HOW I did all this. And how **you can follow the same steps I did** to reach a massive number of people with your products and ideas.

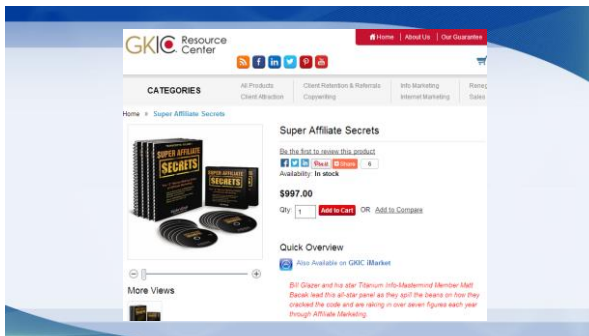
That's what I'm about to tell you. But the story isn't quite over.

Shortly after our record-breaking launch, **I got a call from Dan Kennedy and Bill Glazer**, two of the most highly respected names in the world of Internet marketing.

They said, "We want to lock you in a room for two days with our very best customers, so you can show them step by step how you accomplished the impossible."

They gathered 500 of their top affiliates and charged them \$2000 a piece to attend.

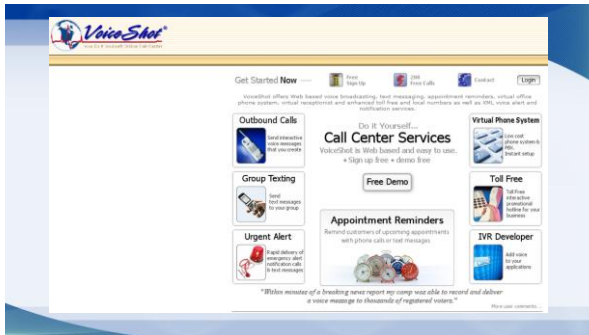
Then they recorded my presentation, compiled all my ideas, all my information and all my insider secrets and assembled it into **SUPER AFFILIATE SECRETS**, a single package of DVDs, CDs, workbooks and bonus materials.



Later on I will share with you how you can get your hands on this absolutely FREE!

HACK
#3

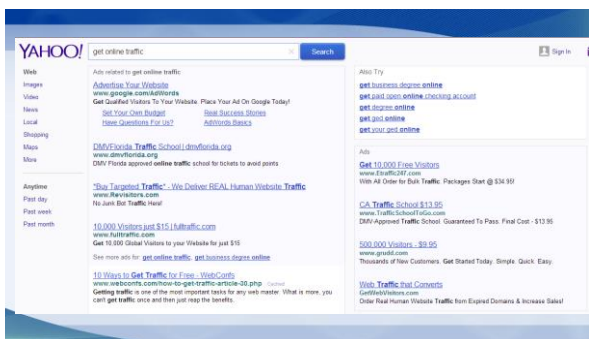
The "Broadcast" Hack



www.VoiceShot.com

HACK #4

The "Yahoo" Hack



HACK #5

The "Radical" Hack

The countdown is on...
 Tick Tock - Countdown is ON!
 FINAL Countdown!
 Less then 35 hours...
 Grab it.

The countdown is on...	34.78%
Tick Tock - Countdown is ON!	22.22%
FINAL Countdown!	32.65%
Less then 35 hours...	18.00%
Grab it.	31.25%

time is running out
 Time Is Running Out
 Time is running out
 change is coming

time is running out	39.68%
Time Is Running Out	50.00%
Time is running out	36.30%
change is coming	43.72%

HACK
 #6

The "Brother" Hack



HACK
#7

The "Mirror" Hack

Subject: Simple Methods for Recurring Cash (Instructions inside)

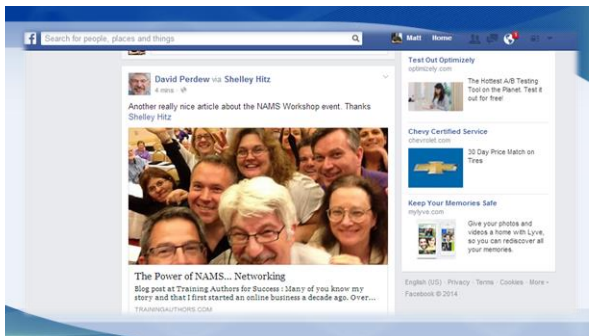
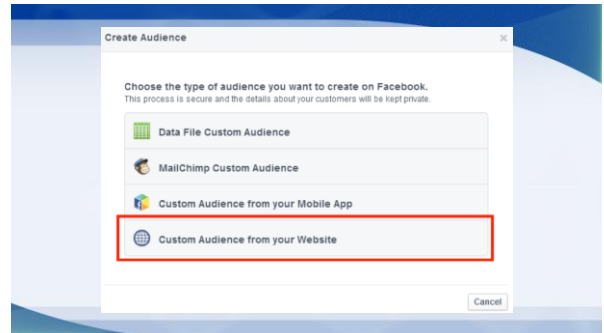
Hi Friend,



==> [http://\[redacted\]SimpleMethodsForRecurringCash](http://[redacted]SimpleMethodsForRecurringCash)

HACK
#8

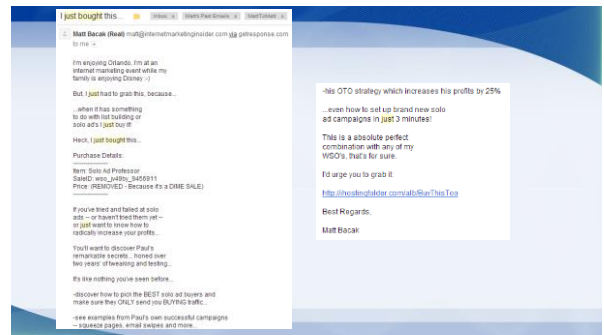
The "Pixel Dust" Hack



www.SiteScout.com

HACK
#9

The "Receipt" Hack



HACK
#10

The "Lack of 3" Hack

Let's take a look at these
3 words in particular.

Cost, Pay, Price.

Notice how this naturally
creates resistance...

- * This product will **COST** you \$1997
- * You need to **PAY** \$1997 for this product
- * The **PRICE** of this product is \$1997

Verses...

"Your investment in this product is a mere \$1997, which is really a tiny drop in the ocean compared to the priceless benefits this product brings you."

Spot the difference?

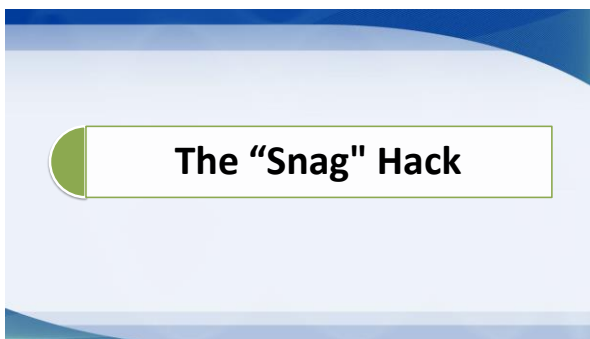
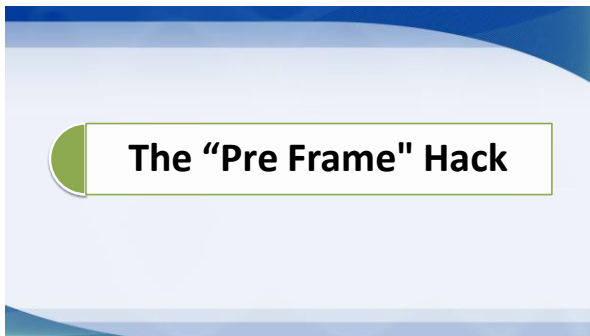
Sometimes, it's really not what you say, but **HOW** you say it....

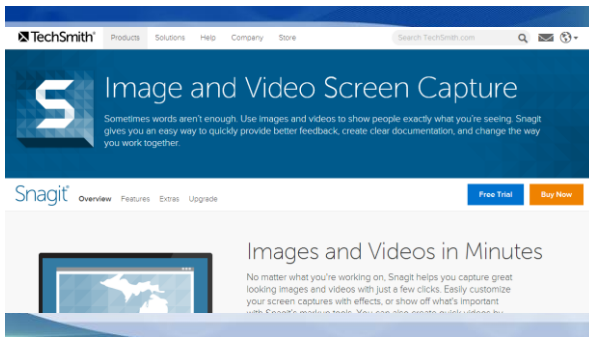
...And that can mean a world of difference when it comes to results.

HACK
#11

#11

The "Premium" Hack

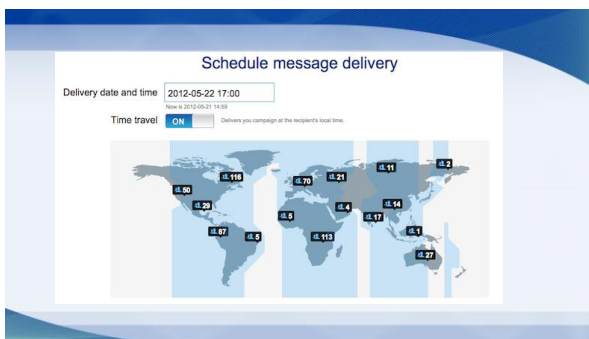




www.techsmith.com/snagit.html

HACK
#14

The "Time Travel" Hack



The “Real Person” Hack



Sender Verification

mark here,

I'm protecting myself from receiving junk mail.

Please click the link below to complete the verification process.

You have to do this only once.

<http://www.spam-arrest.com/v2/3AQV9AnD4Amcqt45wL3uPM22un3H29a541uqf1>

You are receiving this message in response to your email to mark, a **Spam Arrest** customer.

Spam Arrest requests that senders verify themselves before their email is delivered.

When you click the above link, you will be taken to a page with a graphic on it. Simply read the word in the graphic, type it into the form, accept the Sender Agreement, and you're verified.

You have to do this only once per **Spam Arrest** customer.

HACK
#16

The “Bounce” Hack

Every ESP is different.

HACK
#17

The “Spring Cleaning” Hack

Openers, Clickers, Countries

If all else fails, use the:

“Judge” Hack



With your permission, I want to give you a once-in-a-lifetime opportunity to get my **Personal Help** for almost **97% Less** than what others normally have to pay and get your hands on the Super Affiliate Secrets course.

Typically, there are only **2 Ways** to work with me at this level...

You can spend **1 Day** with me one-on-one for \$20,000...

OPTION #1 - FULL DAY OF PRIVATE CONSULTING:



You can spend the day together working on your online business.

This is the best way to have Matt look at everything you are doing in your business and spend the whole day fixing it or just making it that much better while you are at his office.

You and, at your option, your associates or employees will have an in-depth discussion of your issues and questions in a closed door, private consultation with Matt Bacak.

Price: \$20,000 a day.


(For offsite visit: Please add price of first class ticket and hotel suite for Matt)

Please [contact Matt Bacak's office](#) for his next available Full day opening.

Or you can spend **1 Hour** on the phone with me one-on-one for \$2,000...

OPTION #2 - TELEPHONE CONSULTING:

One-on-One Mentoring via



You can get on the phone together to work on your online business.

Normally available only to full-day coaching clients, private telephone consulting is available under certain conditions.

Price: \$2,000 an hour on Phone/Skype/Chat

If you're interested, please also [contact Matt Bacak's office](#) for availability.

Again, his rates are not negotiable and he finds it offensive for someone to ask. If you find that his fees are not suited for you, there are less qualified people available somewhere else. You are paying for Matt's time and his years of online marketing experience.

And this is typically for only my high end clients that paid over \$3k, so pay close attention...



You see... **every single week** I conduct a Q&A webinar only for my high-end clients.

Every week they have an opportunity to ask me their **most pressing questions** and I answer them 'live'!

I call them my...
"Internet Marketing Insider"
group-coaching calls.

Because you showed up, you proved to me that you are an "Action Taker" and I love helping action takers.

As you know...

Business today is more competitive than it ever has been.

There are more products and services than ever before.

The choices customers face are overwhelming.

To merely survive in today's marketplace, you must be above average.

But if you want to be a **TRUE STAR** — and enjoy all of the **MONEY, PRESTIGE, and RESPECT** that goes along with it you must do something more.

You must **MAKE IT RAIN**.

That's why I'd like to *let you in* on these weekly **“IM Insider Q&A calls”** every single week for a [fraction](#) of what others paid to get on...

You **won't** have to invest over \$3,000 with me to get on these calls...

I give you access to these calls and the recordings for **12 months**, for....

Not \$3,000

Not \$1,200

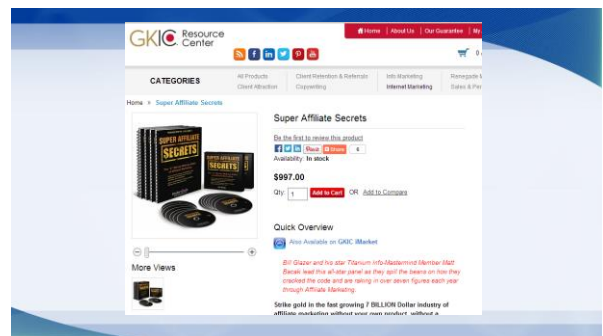
But for **Only** \$997

Here's the link to get in:
www.internetmarketinginsider.com/join

That means **1 Year** of
Weekly Group Coaching
 for the investment of
 ...only \$997.

To give you a BIG NUDGE to grab
 this I'm going to throw in
“Super Affiliate Secrets”
 absolutely FREE!

“Super Affiliate Secrets”
Home Study Course
 – The Revealing Tell-all Behind the
 Scenes Look at One of the Biggest,
 Most Successful Launches in History.
(Value: \$997)



Every secret...
Every step...
Every missing puzzle piece...
 revealed at the 2-day Super
 “Affiliate Secrets Bootcamp”

Steal every idea or just the parts
 you like best for creating your own
 massive affiliate marketing success
 with this professionally recorded
 audio CD and DVD pack...

Includes 15 Audio CD's so you can listen on the go and 11 DVD's that will make you feel like you are there in person so you won't miss a single detail.

However, that's limited to the

FIRST 7

...that grab this today!

Because, I really don't want to tick off Dan.

So I urge you to grab this right now before the 7 are gone!

Changes Saved Successfully!
Your changes have been saved.

Details Pricing Product Settings Custom Fields Configurable Options Upgrades Free Domain Other Links

Product Type: Other

Product Group: Group/Category

Product Name: One Year of 10 Masterclass CDs

Product Description: This may use HTML in this field. Add an image using the **add** button below.

Welcome Email: None

Requires Domain: ☐ Tick to show domain requirement on the form

Stock Control: ☒ Enable Quantity: 7

Start Date: Enter a start date to restrict the default setting on the order form

Apply Tax: ☐ Tick this box to charge tax for this product

Hidden: ☒ Tick to hide from order form

Retired: ☐ Tick to hide from admin area product dropdown menu (does not apply to services already with this product)

Save Changes Back to Product List

7:40 PM 8/5/2014

Here's the link to get in:

www.internetmarketinginsider.com/join

Also, if you are one of those first
7 people, I'll even throw in...

Matt Bacak's
"Private Collection"
of Email Swipes.

I'm going to hand you a swipe file
of all my private collection of
Emails & Subject Lines
that Ryan Deiss, Dan Kennedy,
Russell Brunson...

...Jeff Johnson
...**Frank Kern**
...Armand Morin
...**Mike Filsaime**
...and many more sent since 2005.
(Value: Priceless)

My swipes of Ryan Deiss emails
...dating back to 1/24/07
My swipes of Dan Kennedy emails
...dating back to 5/2/05
My swipes of Russell Brunson mails
...dating back to 6/9/06

My swipes of Jeff Johnson emails
...dating back to 5/25/09
My swipes of Frank Kern emails
...dating back to 2/2/05
My swipes of Bill Glazer emails
...dating back to 6/17/05

My swipes of Ryan Lee emails

...dating back 10/21/09

My swipes of Armand Morin emails

...dating back to 1/25/05

My swipes of Mike Filsaime emails

...dating back to 3/7/05

However, you must be one of the **FIRST 7** people to get that... because once we hit 7 the extra bonuses are off the table forever.



Here's the link to get in, one last time:

www.internetmarketinginsider.com/join