

17 Email Income Hacks

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We're going to get started and go into and dive into the 17 Email Income Hacks. Now with that being said, for those of you guys, because I don't really talk about myself much anymore, I'm going to give a real short brief about myself. I just want to let you guys a little bit about me. I think it's kind of cool just to share, just update some people. Some people have been around, following me for awhile online and these are my kids. Those are my son and my daughter that are together right there. That's my mom's dog, not our dog. We have another dog. I just thought that picture was awesome of them to. That's my daughter from Prom. She's grown up a lot. All my kids have grown up a lot, if you've been following me for awhile. I've been doing this for 15 years. I just wanted to share with you them so you can see how much they've grown up.

My daughter is freaking brilliant, the oldest one. I forget her SAT score but it was higher than the average Harvard. And my two kids are doing some real cool stuff. I'll share with you. The youngest daughter I have right there, I'll just share with you some of you guys, kind of thing, is my younger daughter she started selling on Amazon a few weeks ago and made her first sale a day later. She's got hooked. And then from that, she went in and we just did a lemonade stand. Those two woke me up the other day and said they wanted to do a lemonade stand. I was like okay, I'm not going to do anything until you guys find a location and you guys got to make the lemonade and make a sign. If you guys do all that and find whatever we're going to put it, how we're going to build it, then I'll be glad to go do it. So I gave them that. They came to me, showed me their sign. They went out there and within one hour, I swear to you, they moved locations because traffic. They found they got more sales by moving more traffic, it was down the road from us. They ended up actually selling out within an hour and they came back, made some more homemade lemonade, went back and went for about another hour, sold out again. So they double sold out. So they didn't sell out once, they sold out twice from a bigger batch the second time. They ended up on their first run, they ended up doing \$61 selling lemonade for 50 cents. I just wanted to share with you. They're cool and now they're getting into doing some more stuff. They're just hooked.

But this is my friend and that's my wife. I just want to introduce you to her. That's me over there with something nice to drink in my hand. That's at Mike Stewart's, a buddy of mine's, place. But enough about that. Just a quick bio, just real quick. So just some people know.

Some of you guys know, one of my last products holds the record, the gravity record on ClickBank, 2086 Gravity. Nobody's really come close to betting it yet. Plus I've been in the game since 1999. I put up my first opt in page in 2001. I've mailed up to 4.1 million emails a day for over a year. I split test every day. I buy solo ads every day, too. I co-run the list building club. That says 13,000 there. I think we're about to break 18,000 or 19,000. We've been growing rapidly. Plus my list grow up to about 10,978 subscribers a day. And basically, recently, I just did one of the most, had the most affiliates ever signed up for a JV, for a signed up for a JV giveaway launch. We had 2,656 JVs sign up for it and I have over half a million customers. Enough about that. I just wanted to share with you that.

When we get into these tactics, if you don't have a pen and pad of paper, I would really recommend doing that. Maybe write some of these things down. Write them down and then apply them to your business. Apply them to your email marketing campaigns. Apply them to and the way I'm going to go

through this, just to be clear, the way I'm going to do it is I'm going to walk you through getting the email ready, the follow up sequence, if somebody meets you and then I'm going to go into things you can do when you're basically starting the email out, sending out a broadcast. I'm going to go into things you can do after the broadcast is over. There's different things you can do and I just want to give you just glamour. These are really tactics but hacks seem to get a lot more attention and at least that's what my survey said. I'll share with you more about that in a second.

The reason I want to bring that to our attention because attention is probably one of the most valuable assets that you'll have in your business because without it, nothing happens. Everybody talks about you've got to have a big list, you've got to have a list but if you don't get anyone's attention, you've got nothing. Without it, nothing happens. One of the most powerful things you can do is to make more offers while you have your subscriber's attention. And you really want to think about this because a lot of people come up to me and say, hey Matt, you know, should I just have people subscribe, like they're buying solos, should I just drive traffic to an opt in page and use my follow-up sequence to sell? I said listen, when you get 100% open rate is the moment somebody opts in. At that moment, you've got their attention. At that moment, if you make an offer right there, when you have their attention, you're likely to get their attention. Think about it, later on, when you send an email to them, you're not going to get 100% open rate. If you believe after someone opts in, you'll get 100% open rate, you're crazy. It'll never happen after that one moment. You want to make sure, think about that. It's when you get someone's attention and that's what you want to do from there. So it's something to bring to your attention.

Hack #1: The "Survey" Hack

Now I want to get into hack #1. Hack #1 and there's some that are shorter hacks. Some of them are longer hacks and I'll tell you, hack #2 is longer because I really, really, really want to make sure that you get this in your mind and get this in your head because this is important. Let me go over hack #1 and why hack #1 is important. I'll share with you, hack #1 is called the survey hack. It's called the survey hack. This is the survey hack and it might be something totally, it might be kind of what you're thinking but maybe it's not what you're thinking. Let me share with you the survey hack. This is one of those moments where I lead up to tell you about this is when I was talking about attention. Everything in here has a purpose and it's in order. The reason I did that is because I just talked about attention.

One of the things you can do is called the survey hack. Here's an example of me using the survey hack in a sense. It says, I need your help and I sent out a survey. I need your help. I've got to speak at an event next Friday. I can't decide which presentation title. 17 Email Income Hacks or How to Boost Your Conversion from Email by as much as 180%. The one that I used was the one that people picked. However, what people don't realize is when you're doing things like this, when you're doing surveys and surveying your list, people don't realize you make so much more money mailing out to your list and saying, hey I've got a survey for you. And after they fill out the survey and push the submit button and make it easy for them to click the submit button. With this one all you had to do was check a box to submit. Make it easy for them because after they click the submit button, then at that moment, you can

redirect them to something that makes sense and that's logical for them to get. And I do it all the time. This is just an example that, it's a great way and you'll find, you'll get more opens, more clicks and more clicks and not only that, you'll be able to make more money. You can't use this hack all the time. But it's a great way to bring in a lot of money.

A lot of times when I'm testing sales letter, when I testing sales letters, I'll kind of sneak them behind. I kind of hide them so no one sees them and I might be doing it behind a survey. So I'll just share with you another reason why this is so powerful and so important because we're going to lead up into this. The reason it's so powerful and important, I use a thing called Ask Database. Ask Database, I did a different survey and that survey was I just asked an open ended question and it had a box. This box people filled in, it said, hey, what's your biggest challenge with internet marketing? Then what happened is there was underneath was a box for people to fill it in and they clicked submit. I don't ask for their email. I don't ask for anything else. Think about this. They're already on my list. Why do I need to get them again? I could segment them and everything else from there. However, what I'm trying to do is collect the data. Not only collect the data but also, make an offer afterwards.

Now let me share with you here and look at this, what this does, this allows me to understand the words that people are using in their conversations. And the terminology that they're using so that I can utilize that terminology. I could utilize that terminology in multiple different ways. Let me tell you why this is so powerful. Because this can give you ideas for subject lines. This can give you ideas for products. This can give you ideas of products to create, maybe affiliate products to promote. This can give you ideas for things in your emails. This can give you ideas for the copy that you're writing. So there's multiple different things from this. Think about this.

You're getting people. You're probably going to have higher opens and higher clicks. Like I said, you can't do this every day but you can do this every so often. Sprinkle it in the stuff you're doing. You'll find you'll get higher opens and higher clicks. Also, if you do it right and you've got something good behind it, you can make even more money. Plus the data you collect will be able to make you more money from there. So you can see things. Like right here, if you look at the one word count, I get the one word count, two word count and three word counts. If I really look at this, I can get some ideas. It'll pretty much give you an example right here.

Everybody was talking about money. Like if you look at it, it says money, traffic, pretty much those are the two things. Money and traffic. You know, the things that people were saying. A lot of times, and I'll give you a thing, if you guys really know your list and you really know your market that you're in, a lot of times, you already kind of know what they're going to say. So therefore, what they really desire more or what their bigger challenges are, that's a great question you can ask your list. What's your biggest challenge you have with your health? What's your biggest challenge you have with whatever you're at? But you probably know what that biggest challenge probably is. Therefore, after they do submit, you can actually have them do that or you can start collecting data a little bit early. From there, you can go in and have it so you can have your surveys redirect to something that makes sense because they just said my biggest challenge is money or traffic. So therefore, after that, for this specific thing, would be traffic.

We can go look over here, you know, money, biggest challenge. That's what they're saying three word phrase. Terminology concepts, understanding different marketing, getting started, money, money, money, everybody wants to make more money. It seems here. We're getting traffic, getting started. A lot of times the two word phrases or three word phrases are really good subject lines. Getting traffic, getting started, making money. But just to kind of give you some ideas of what, you know, and this was just one that I did and I chose to pick to give you some ideas. But just think about this. Real big point I want to stress is you could utilize these for subject lines if you can't think of them. You can utilize these for wording in your emails. You could utilize this for products to choose to pick to promote, if you're an affiliate. Email products to create if you're a product creator or also and also, the product or the offer you can put behind after they are submitting in their information.

Like I said, I use a thing called Ask Database. This is what it looks like just to give you a quick screenshot. I've been using it for, oh my gosh, probably since it's been available and I would think it's been out maybe 2004, maybe 2005. If I'm not mistaken, it's been around for quite a long time. So you'll see it from there. And you can go to www.askdatabase.com to be able to get access to that. So that's the software that I use to be able to make that happen. Like I said, I've been using it for forever. Since it hit the market, I've been using it. It's been, it's served me really well and it'll serve you really well having it in part of something you're doing. So that's one thing.

Email Hack #2: The “Hero” Hack

What I want to do right now and that was just hack #1. Alright? So and a lot of people might know, the rest of the hacks I'm going to be talking about, I'm pretty much I will say that you might know a few but I guarantee you don't know them all. Because I really haven't shared them and a lot of times, things get regurgitated out there through different people or also not as many people, there is like not that many people out there I know that test as much as me. I test a lot. We'll get into that later on in some of my testing data. So getting into this, I want to demonstrate to you one of the most powerful hacks. Okay? Of them all. And because when you inject or you infuse these in your email follow-up sequences, it will make the other 15 just that much more powerful. Actually, the other 16, the one we just gave you. It will make it even more powerful. The other 15 that I'm going to share with you, so I want to demonstrate this to you, okay? It's very important you pay close attention. This is more to really get your mind around it. Alright? So let me kind of walk you through this. And this works really, really well in the follow-up sequence like I was talking about. I'll share with you more and break this down for you but I want to do this demonstration here. This is more a demonstration so look at it as that. I'll start off here.

I want to begin by telling you a story. It was about this man who had a huge success, who made his first million right out of college and who then built it into a thriving business and a lifestyle most people dreamed about. He had 15 thriving companies making multimillion dollars a year, a big house, his own private airplane and a happy family. And the belief that nothing could be taken away from him. Until one day in December of 2008, he heard a knock at the door. Two men in black suits and badges stood in

front of him. Then they said the five words that can terrify even the strongest person, “We’re with the Internal Revenue Service.”

Now they came into house, they sat him down and told him that they were with the, not just the IRS, but they were with the IRS Criminal Investigation Division. They began to ask him questions. They were questions about his family, his business, his finances, his associates. He answered whatever they asked until finally he said, “Why do you want to know all this?”

They said, “We can’t tell you that.”

Then he said to them, “Well, have I done something wrong?”

They replied, “We can’t tell you that.”

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

Well, “We can’t tell you that,” they said.

He finally realized he better shut up and get an attorney before he said something, said the wrong thing. He asked them to leave. They said, “Fine, we’ll leave. But we want to let you know that our investigation could result in you ending up in prison for five years.”

So he hired a big tax lawyer and then on one of the top auditors in the country, who combed through his books and all of his businesses. Neither of them could find anything wrong and any clue what brought the IRS down on this guy. Now over the next several months, his life became a living hell. Concentrating on anything was next to impossible. His wife was close to a nervous breakdown. His kids didn’t know why all the things at home changed. And every day he wondered if this was the day he would be carted off the prison.

Then one day, one morning in April, a letter arrived and he saw the IRS logo on the envelope. His hands started to shake. This is what it looked like here. It says, “You are no longer subject to investigation by our office regarding your federal tax liabilities... However this does not pre-include your reentry into criminal investigation by this investigation.”

So he showed that letter to his expensive attorney who said, “In all my practice, I’ve only ever seen two of these. What you have here is a golden ticket. With this, you can get out from underneath the entire ordeal. However, this is not a get out of jail free card. They could come after you again any time that they want and with no warning, no 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?”

So he replied, “I’ll do anything.”

Then his lawyer told them that “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 that you’re currently doing. You couldn’t

be, you can't be associated with anything the IRS might have investigated." In other words, his attorney said, "You'll have to start all 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. "One condition," he said to his lawyer, "I won't leave my merchants and employees holding the bag no matter what."

What he really said and I'll just say this, this is kind of, you know, a little differently, it was "Look, no one is getting screwed here except for me."

So dipping into his pocket, he paid everyone that he owed. He bankrupted all fifteen companies and said goodbye to his wealth, his career and his livelihood. He was finally free and he was broke.

Oh and one more thing you should know, the guy I've been talking about, that's me.

So this is, I wanted to share with you guys and I wanted to break you guys, I wanted to get here and kind of share with you guys, I'm going to break this down for you and give you some things from there. That's 100% true but here in a sec, I'm going to share with you exactly what this hack is called. This is something that works really well in your follow up sequences and everything else. Let me continue here because there's a few other things.

It says, this story is absolutely true. The IRS did come after me, even though to this day, they have never found anything amiss in any of my businesses and they have never said what they were investigating. I tell you this story because I wanted you to know that when that all happened, when I lost everything, I was where many of you are right now but with a burning desire to provide for my family, to create a good life for them, to have a nice home and give my kids a good future. I did have one thing going for me. It says, I knew and you'll see how I used this, it says, but I knew from all my previous experiences that the internet was a goldmine waiting to be tapped and if I could just figure out how so for the last four months, that's what I've done. I learned all the methods and the secrets and the abundant amount of resources that have enabled me to get back to my wealth and have the comfort and the security that I once enjoyed and to know that my family will always be taken care of. Those powerful tools and methods and secrets I'm going to share with you right now. Now, with this information, you can start from nothing like I had to.

That was hack #2. So that right there, what I was talking about it is hack #2. Hack #2 is something. I don't know if you guys are aware of this. You can break it down, make it shorter. That was a longer version but I wanted you guys to see it because I just think, I don't know if you guys realize the process I went through so I'm going to share with you exactly what that is. And exactly what hack #2 is, okay?

Hack #2 is what's called the hero hack. The hero hack, write that down. It's called the hero hack, alright? So hack #1 was the survey hack. Hack #2 is called the hero hack. That story I just talked about, if you can break it up in chunks or you create your own story like that and I'll give you examples of the things you want to make sure you have inside it in order to make it really, really powerful to get your subscribers to know you, love you, like you, to want to follow you and to make more things happen and

to pretty much, you know, it just increases everything. It's called the hero hack. And so, you'll see right here, the hero hack and I had my daughter, the oldest daughter that you saw, she drew this picture for you guys. I actually, some of you guys probably can't see it, I put it over here on the side what they are but pretty much you start off on the status quo. You'll see this and it's called the hero's journey and if you haven't read anything, there's a guy named Joseph Campbell and there's a book about it. It's really the hero's journey. There's a couple other guys out there that do it, that talk about it. But it's a great thing but I'll kind of break it down into the way that we do it is basically, it's called you start off and you're at status quo. Then number two, you'll move to where the call to action. Then number three will be the challenges and number four, help arrives, my attorney arrives. Number five is discovery and then number six is the new normal.

So that's kind of the process that you want to think about. So you start off with status quo and if you kind of think about the, how I broke that down or how I did that and you kind of think about things, you can see how it works, you want to see how you can utilize it inside your business, maybe it's your company, however you want to do that but it really truly works really well because what you'll find is that many people will start putting themselves inside that story whether or not they went the same issue. It could have been a divorce for them. It could have been they got really fat and they couldn't get out of the house. It could have been and then someone came by and told them they were fat and they had to work out. I don't know what it is. Just giving you guys some examples and some different things that can kind of put in there and just kind of think about. Maybe what that help was arrived and what the challenges were. Things like that that can apply and you can use and what you'll find that does good, through this movement here and so it starts off as status quo and then you have the discovery from there. Then the new challenges.

So from there, you'll see, now what I want to do is give you an example, you guys don't know this but the hero's journey in everything, if you watch movies, all the best selling movies that have been around for a long time, once people started discovering this, especially in Hollywood, it's been used in every element. If you look at the top ten movies of now, every time you'll find that pretty much 9 out of 10, or 10 out of 10 of them are going to be utilizing this exact method. You know, we've got, it's all over the place, in everything, Rocky, I mean we could go all over. But I don't know how many of you guys have ever watched and I kind of assume some of you guys have watched the movie Harry Potter. And you might have watched the movie Harry Potter and also Star Wars. I want to show you the comparisons so I can give it to you, I just showed you one from me and let me show you one from the movies to kind of make it even, now that I showed you what it is, let's look at it from the movies.

We'll look at Star Wars. Luke Skywalker is an orphan living with his uncle and aunt in a remote wilderness of whatever it's called. Now let's look at it differently. Harry Potter is an orphan with his uncle and aunt in a remote wilderness called Suburbia. Luke is rescued from aliens from wise bearded Ben Kenobi who turns out to be a Jedi knight. Harry is rescued from moguls by wise bearded Hagrid, who turns out to be a wizard. And you know it could go on and on and on. So you'll see, you know, once you really grasp this and think how you can apply this or how you can utilize this in your follow up sequence, what you'll find is all the other hacks are going to work even more. Just like I did here, where

you see me doing the difference between Harry Potter and me doing the difference between Star Wars, I want to kind of do, I gave you one way that I've used it. Let me show you another way, too.

So now that you kind of understand it, and you know it, I want to do it a little bit differently, in a different context. You know, and how I've utilized it and how you can utilize it, you can kind of see, I'll give you another idea for it. Kind of like how I did it with Harry Potter and Star Wars, same thing, you've got the one, my wife refers to it as the Apocalypse. Then you've got the other one which I'll show you right now. Now that you kind of understand, like I said, it's the hero's journey, here's how it breaks down. What I want you to do is look through it and see how you can apply this inside your follow up sequence. A lot of times you can apply this to your sales letters. You can apply this to your emails. You can make short snippets of it and apply it to your emails and things like that. because it really works really well from there.

So and like I said, I want to apply this again so that you can see it knowing, now knowing what it is, okay? So that's exactly what I'm going to do. I'm going to apply it so you can see this knowing what it is. So now we're in it. So I'll just kind of share with you this is how I've used it. So I'll go into it. I haven't wanted to talk about this before but in December of 2008, I had an experience that my wife now refers to as the Apocalypse. Basically, my world got turned upside down and I had to start my life all over again. I went from being super successful to dead broke practically overnight, with, nothing left to invest in any of my new businesses and no enterprise to fall back on. I was wounded. I was shell-shocked but somehow, I had to start all over again from scratch. So for the next two years that's exactly what I did. I needed to generate some income quickly so I started using a website called ClickBank to market other people's products online. What you'll see is I'm utilizing the story, also embedding, in a sec you'll start seeing me embedding, we're getting off this for a second and I'm giving you guys a side thing but you'll also notice while I'm going through this that I'm embedding or sharing and also doing some teaching in it. So pay close attention. You'll see all those elements but also, I'll actually embed some teaching in it, too.

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. So for now, let's just say it's 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 basically using my background in internet marketing, I gradually crawled out of my hole that I'd been shoved into until a few months later, I was back earning a good living. The great thing is actually within less than six months, I was back to making over a million dollars.

I pretty much had lost everything and just so you know, the Apocalypse was not just, it was all my companies went away. Everything got auctioned off. It was absolutely insane. All I had was my personal expenses. When you're living at that level, actually, all my companies combined, we were doing over 20 million dollars a year. Think about the lifestyle I had. I had my own private airplane. I was flying back and forth to my companies. It was crazy. All that went away overnight. Actually, I had my own pilot, too. But just to kind of share with you, I mean, getting back you know after that and I also, one thing I was told was and I'll just share with you, one thing I was also told was I was not allowed to do use any vendor, anybody I ever used. So therefore, I couldn't use the same autoresponder I was

using or the same hosting company. Anybody that I ever paid, I couldn't use because we couldn't be a continuation of my current business model of anything that I did. I went from, I cancelled every event that I was doing back then. I was doing \$5500 events. I had \$1200 events. I had all this stuff going on. I had to cancel all that and start all over. So just to let you know, when we talk about but back to this.

So it says, the problem was I wasn't happy and I wasn't fulfilled. I felt very angry and victimized by what happened. More than that, after two years of marketing other people's products online and information, I realized I deeply, deeply wanted something of my own to offer the way that I'd done in the past. I know that you're all here because you want to learn how to increase your income to better your life for yourselves and for your families. But I also know that the greatest professional satisfaction comes from using your knowledge and expertise to touch and benefit as many people as possible. That's exactly how I felt and I wanted to create a product of my own that exponentially increases the number of people whose lives I could transform. In short, I needed a win. I needed to do something big and audacious, something that had such high levels of success that I knew I was on top. I wanted to change the rules of internet marketing.

I started out and created a new product that was downloadable. It was two hour videos that I called Mass Money Makers. Basically, it was information that grew out of my years of experience in bleeding edge internet marketing. What happened was we were able to take opt in pages to the top of search engines. I haven't seen that happen in forever. We were able to get them out there and actually create huge contact lists resulting in mass amount of money. So I knew the information was unique and it was powerful and it was effective and could truly allow anyone to come online and make money with relative ease. The challenge was creating awareness of the product to an unheard of number of affiliates, people who would promote the product to their own list for a share of the revenue. ClickBank was the destination and they refer to it as Gravity and it's a measure of how popular a product is with affiliates. But simply put, basically, every single affiliate, just so you guys know, every single affiliate who sells a product counts as the Gravity. So a rating of one for that product, if you sell ten and I sell one, we still get 2 Gravity points in a sense. So if ten different people are selling your product at any given day, the gravity for that day and they actually sell, that Gravity would be 10. The average product offered on ClickBank would have an average, has an average Gravity rating of 10 to 15. However, a new product with a very successful launch, the Gravity might reach around 500. But before I launched Mass Money Maker, I found that only 4 people in the world have ever reached the Gravity of 1000.

So I declared when I released the product that I was going to reach a Gravity of 2000. Now remember I had to achieve an unheard of level of success and to really believe I was back on top. I also had my own personal record that I was determined to break. In my entire career, the most successful that I ever had to achieve, which is still a huge success, which was 1500 sales. So I decided to do this. We were going to reach 20,000 sales in a single week. Now and finally, even though everyone that has the holidays, say the holidays are the worst time to launch. Most people say they are. My new product of mine, I set it to launch on December 28th, 2010. So December 31st is my birthday so celebrating the success of the launch would be the start of my new life. With the product in place, my goals clear, the launch 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. I would highly recommend it if anyone hasn't read it. I decided I was going to create, amass an army.

I contacted all the experts for the material I had been marketing for the last two years and I told them about my new product. I asked them if they were willing to pass my promotional materials on to their own affiliates. Just as a favor to me and they said they would be willing to promote my stuff. Since I was promoting their stuff for the last two years, day and night and never asked them for anything, they would be glad to help.

So the word started to spread and by the time it was done, we had 7,551 affiliates marketing my material. So what were the results? Real quick and it's by December 30th, the day before the launch, the phrase Mass Money Makers had generated over 125,000 website results. By the end of the campaign, it had appeared over 9 million websites. On the day of the launch, Alexa, the site that calculates the most popular topics on the web ranked Mass Money Makers #1 ahead of Angelia Jolie and Jennifer Anniston. Number 4 on the list was New Year's Eve. We also later on outsourced New Years on New Years.

Remember reaching my goal of 2000 ClickBank Gravity? On January 10th, 2011, we hit 2086 Gravity, which still remains the highest Gravity record on ClickBank. My 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 3,000 but what's important to me is the fact that tens of thousands of people continue to benefit from that program. And I also had hope, as I had always hoped, when the launch was finished, I was able to say I won and I was back on top again. I knew exactly how and I wanted to know exactly how I do all this stuff, you can follow the same things I did. Remember what I was telling you about? That's what I'm about to tell you about. So that's me telling them, here's the deal. That's what I'm about to tell you about, you're going to learn.

But the story isn't quite finished. Shortly after our record breaking launch, we got a call from Dan Kennedy and Bill Glazer, two of the most highly respected names in internet marketing. They said we're going to lock you in the room for two days with all our best customers so that we can show them step by step how to accomplish the impossible. So what they did was gathered 500 of the top affiliates and charged them \$2000 a piece to attend. They recorded my presentation and all my ideas, all my information and assembled it into Super Affiliate Secrets, a single package of DVDs, CDs and materials and bonuses. Basically, you can see that they're selling it for \$997. Later on I'll share with you how you can get your hands on this for free.

So that was hack #2. What I wanted to do was, like I said, it was going to be a longer one and the reason is because if you start utilizing that, you know, elements of that, you can shorten it down and everything else but if you can use elements of that in your follow up sequences, in your emails, in your communication, even in your sales letter, what you'll discover is everything will be even more powerful.

Hack #3: The "Broadcast" Hack

So let's get into hack #3. Hack #3 is this, okay? Hack #3 is called the broadcast hack. This is not sending out a broadcast, sending out an email. This has nothing to do with that. Broadcast hack is actually sending out a voice blast before you send the email. Give you an example. Maybe you've got something time sensitive going on, whether you've got a webinar coming up. Maybe you've got a new product coming out. Maybe you're just sending them an email. Send them a voicemail saying hey, check your email box. I'm about to send you an email that's very important and it'll be in your email box tomorrow at 11:00 so make sure 11:00 EST. However you want to do it and let them know before you send it out, what you're going to find is it will increase your open rates and clicks. It will also increase the curiosity and getting people to take action. So I use, who I use to make that happen is called VoiceShot. Of course you probably want to do it to your buyers but VoiceShot and that's who I use to make that happen. I took a screenshot of them. You can go to www.Voiceshot.com. Alright? So that's the place to use that hack.

Hack #4: The "Yahoo" Hack

Now that was hack #3. So hack #1, just to share with you, hack #1 again, was the survey hack. Hack #2 was the hero hack. Hack #3 was the broadcast hack. So now we're to hack #4. Hack #4 is this, hack #4 is called the Yahoo hack. Now I don't know how many of you know the Yahoo hack. I don't know how many of you ever have trouble coming up with subject lines but one of the great ways, because you've got to realize I split test subject lines all the time. We split test five radically different subject lines. So we're doing five radically different subject lines and I had multiple lists but in one of our lists, we split test radically different subject lines in the morning and five radically different subject lines at night. Most people think of one a day. We have to think of ten. So when we're lost and can't think, we go to Yahoo.

To give you an idea, we'll go to Yahoo. Especially in the make money markets and things like that, you probably want to go to Yahoo because what I'm looking for is the ads. I'm not just looking for just the ads, what I'm looking for is the headlines of the ads because a lot of times the headlines of the ads, the headlines of the ads, people are spending money to be there. They're short. They're two or three words and they're subject lines. They're headlines for here but they're subject lines in emails. So utilizing Yahoo works really well. You could also do it on Google, I mean, depending on what markets you're in. Different markets can use that. I like to go to Yahoo because it seems like they're a little more lenient on things.

So we go over here and so we'll look at one. Here's one that says, I know I've used web traffic that converts. You can see it in the bottom right hand corner. Advertise your website, eh. I mean, want to look at all the ads over here on the right. You see a few of them on the upper left. It could give me some ideas. Get 10,000 free visitors. That probably wouldn't work because I don't, but I could make some changes from that. So a lot of times what we'll do is when we're creating subject lines to make things happen, that's exactly what we'll do is go to Yahoo to make that happen.

Hack #5: The "Radical" Hack

So that's hack #4. Hack #5 is this, it's called the radical hack. So the radical hack is this. The radical hack is basically like I told you, we're split testing five radically different subject lines. Now, I want to be clear on a subject line, you know the way that we do it and the reason we're testing our subject lines. Because if you're doing it right, if you think about this, typically, 9 times out of 10, you know, nobody is selling straight from an email. Like, I mean, you know, it's they click a link and they go to the order button. We used to do that years ago. When I first started, we used to send the long sales letter out in the email. We changed it from doing that because the spam filters got it. We ended up, we took them and put them online and sent them short emails with a link and have them go to the page because really, if you think about it, this business, this market, email marketing was pretty much started by direct mail guys. They're used to putting the letter in the mail. That's what we used to do, send the whole long sales letter out.

Now one of the things you want to do, when it comes to email marketing, train your list to click. If you're training your list to click, especially early on, whether you're sending them to a blog, to get information, whether you're sending them to a page to buy or to a survey to you know, fill out, however it is. One, the action you really are looking for is the clicks. A lot of people will sit around and say, oh the open rates, I want to look. I want the best open rates. I don't care about the best open rates. If you hear people, I don't know if you guys know the difference between a big list and a you know, quality list. But there's a radical big difference. I will take a 10,000 buyer list and I would much rather than taking 100,000 you know, solo ad freebie seeker list. I would take that and then of that, I would much rather have a webinar sign up list, you know, more than I would rather have traffic coming in from you know, even Facebook. You know, it's a better quality subscribers.

The reason I say that is because when I'm split testing we're not just split testing for open rates. I mean, that would be, that's stupid actually. I really will say. What we're doing is split testing to find out which ones getting the most clicks. This is what most people don't realize. And I've done enough split tests, now you've got to understand, that's probably, well since about 2009, probably maybe 2008. Well, if you go back to the more Apocalypse story for a second and I'll just refer back to it as the Apocalypse, you've got to understand something. I was left with nothing. Really nothing. I had to squeeze as much money out of everything that I was doing as fast as I possibly could. That's when I became really good at split testing and I started split testing emails. First thing I did was start building my list after I started doing that. I started split testing emails and split testing subject lines. Why? That was one of the easiest things for me to do but it wasn't just the easiest thing to do, I noticed that the highest open rate subject line, 9 times out of 10, the highest open rate subject lines creates, I'll have something that's a lower open rate subject line will have, will create more clicks than something that has you know, something that has more. It fascinated me. I started noticing that. If the game, you know, you want to do is have people to click on a link and go to a page. If no, if everybody opens the email and nobody clicks, what good is that email? It's nothing. If people open up your email and from that, they click because it will increase, clicks are the key.

The reason I want to share with you this is because what I do is we actually create a ratio. We look at the click, we look at which one creates the most clicks. If we're looking at these subject lines right here. There's five radically different subject lines. We're not looking at open rates. We're looking at the ones

that create the most clicks. Of these five, we've got one, two, three, four, five. These are radicals. Radically different ones. And I'll show you a more similar ones here in the next example but you'll see, you've got to countdown is on. You've got tick tock, countdown is on. Final countdown. You know, less than 35 hours. You've got Grab it.

Now if you really think about that, just think to yourself and just kind of guess. Kind of play a game with me. Guess to yourself, I and this is what I do every day. When we're split testing subject lines, it's kind of a game to me. It really is. I'm like okay, which subject line is going to get me the most clicks today? Which one is going to be the winner? I'm always asking because it's fascinating to me. So if you look at these, take a pic of which is the winner. I do this every day. Almost every day. Oh, I think maybe grab it. You know, maybe this is the one that's going to create the most clicks.

So just give you an example, just to share with you my data results is this. Actually, you can see and this is why radicals are really important. You'll see the countdown is on created more clicks, 34%. It created more clicks than anything else right there. You'll notice the next one underneath it. Or even go down, less than 35 hours. I mean, 18% of the people that opened up the email clicked the link. Go look at this, from here. I mean, and so 34%, I mean, that subject line created 34% more clicks than the other ones. So I mean, so you really want to pay attention when you're split testing, you want to split test radicals. If you can split test two subject lines and what you're doing is you're looking at not, you're looking at which subject line, same email behind it, let me be clear. So you're writing two different subject lines, the same email behind it. So you have that one thing that doesn't change. The only thing changing is two radically different subject lines and what you'll find is sometimes the subject line that has the highest opens is not going to create the highest clicks. It happens all the time. It happens almost 99% of the time. You want to pay close attention to that. You want to look at which subject line creates the most clicks.

The biggest thing I want you to get out of this is split test radicals so you can find which subject line creates the most clicks. Which one creates the most clicks. If you can only do two split tests, that's great. If you can't do, you might want to look around and you want to do that because it's a difference as night and day in the amount of money you can make when it comes to affiliate marketing, selling your own products and the amount of things you can get people to do to take action. If you're trying to get people to take action, it will typically require clicks. So I'll give you another example.

This is what I'll call slight variations except for the last one which is more of a radical. Let's just say time was running out is the winner from the last campaign. So if it is, or one of these could be the winner from the last campaign, just as an example. But just to share with you, you'll notice by even making a little change and so, time is running out probably was the winner from last one, that's why I said it. You'll notice all I did was change the first letter of each word, the first word. I mean, look at the difference. I mean, it's all the same. Time, look at this. I mean, just by putting, this was all lowercase. Had 39.68. This one right here, time is running out. Same exact wording, all I did was put the first letter of the first word, every word and it's 50%. Crazy! So I mean it's one of those things and the reason I tell you that and actually, that was, I'm pretty sure the way these were working is the first one is always the winner. I make slight variations and might come up with a radical to see if I can beat it from there.

That's a good example to show you slight variations but typically, I go from radicals. I start off with radicals because typically you'll get radically different results. We can come over here and go backwards and see radically different results. 18 to 34. Then you come over here and you'll see, well, that was a big radical, I mean, that's crazy. But that's I mean, that's one thing you're looking at. We're picking the ones that actually are creating the most clicks from there.

Hack #6: The "Brother" Hack

So that was hack #5. Hack #5 was the radical hack. Hack #6, okay? Hack #6 was this. It is the brother hack. Alright? I call this the brother hack. I kind of sat back and said what the heck do these hacks, just to give you a good example. It's called a brother hack, it's kind of what I called it because this is truly what I do. And we'll flip to the next page, this is me on the far right hand with the dog and that's my brother over there with the doll. He probably would be pissed when he knows I'm showing this picture of us when we were kids. That's our cousin in the middle. That's probably at my grandmother's house. That looks like their old house in Delaware.

So you'll see the reason I want to bring this up is because as you're writing to your list, sending out emails, you want to think about who you're writing to. The one person that I write to, every time I do it, I do it write to my brother. The reason I write to my brother is because I want you to kind of, I want to place him. Let me give you all these facts I want you to think about that are going through my head when I'm thinking about the brother hack. I'm thinking about my brother. My brother went to college. He got good grades. My brother graduated top of his class in high school. My brother went off to college. My brother was a basketball star, went off to college. That doesn't have to do with anything but he went off the college, to go get a good job, to get a good education. He got a good education and a good job. He came out of school and got a good, you know, you know, he got a decent pay and you know, but he has a desire once he sees me doing stuff on the internet, he has this desire, this piece of him that wants to learn how to do what I do. You know, he dabbles in it and he just, but he hasn't really jumped in all the way.

So I started thinking about that. I think about him because one, it's someone I love but also, not only that, I think about when I'm writing emails, I think about that type of person. You know? Because that's really what I'm communicating, that's kind of like most of the people that I'm talking to. A lot of the people I'm talking to. I know everybody doesn't fit in the category but I have some people that I know that when they write their emails, you know, they're in a different space. When they write their emails, they think of Al Bundy, that's what I was thinking, Al Bundy, sitting on the couch with his hand down his crotch. His kid, the door knocking because the police officer is carrying their kid in the, the police officer is there and has their kid because they just got arrested. I mean, the daughter just dropped out of high school, you know. Or whatever it is but that's who, when they think about who they're writing to, that's how they write, like that. So I want you to think about that. Who is it for you? Who are the people you are truly writing to when you're writing because you're not writing to a list. That's the big point here. You're writing to people. Who is somebody that you can write to that can represent that person that, the average person that you're writing to?

So something to think about and every market, every market is different. So you know, every list can be a little different but think about that. That's what I call the brother hack.

Hack #7: The "Mirror" Hack

Now that's hack #6. #6 was the brother hack. Hack #7. Hack #7 is this. Hack #7 is what I call the mirror hack. Now many of you guys probably don't know this one or never really kind of realized it. But what we find is and I took it, here's an example here. This is actually a client using this. I took a screenshot off. It's called the mirror hack. I told them about it and they ended up going and doing it. What it is is your subject line matching the link in your email.

So if you think about this, when you're sending an email out to people, a lot of times people will create what's called a redirect. It's like theiirdomain.com/whatever and then when someone clicks on it, it redirects to their affiliate link or redirects to a product page. A lot of people do that. If you're not doing that, you should. You should never just send out a link to, like a JVZoo link, just giving you an example. The reason that popped in my head is because I saw someone do it today. I'm like what are you doing, you idiot? Because the fact is you can screw up the whole network, like affiliate networks. Don't mail an affiliate network link. Don't mail a ClickBank link. Don't mail a whatever link. One, you probably won't get good deliverability because someone could screw it up for the rest of them. You want to use your own. And plus, because if you send out just a straight up affiliate link, here's the other thing to think about. If you send it out and you know, you mess up, and that page isn't working at that moment, once you, you can't pull back that email. So you can, if you have a redirect on, you can go in and switch it. So you can switch it to go a different place until it gets fixed.

But the fact on this one is you want to make the subject line mirror or the link in your email mirror the subject line you're using. You'll see right here that the subject line is four simple methods for creating recurring cash. You'll see down there, seven simple methods for creating recurring cash. You see that? I just wanted to share with you. It's something to really think about. If you think about this, if people are opening, then people will also be clicking because that already got them to open because you've already got them to click.

Hack #8: The "Pixel Dust" Hack

So that's hack #7. Like I said again, was the mirror hack. Hack #8. Hack #8 is called the pixel dust hack. If you guys aren't using this, I'll tell you guys, you're really missing out. It's something that more, you know, a lot of people might talk about it or just, really secretly I think a lot of people were talking about it. I haven't seen it hit the mass market as much as it is but it's called the pixel dust hack. What I'm talking about is and now notice I said pixel dust, not pixie dust. Basically, what it is is you can, when you're sending out your links and what people are clicking on in your links, there's a couple different things you can do. One thing you can do is what you want to be able to drop pixel or drop a pixel so that you can retarget or remarket those people later on. You can do it with, I'm doing it with two different ones and I'll share with you who I use.

I use Facebook and you'll see right here, if you're doing Facebook campaigns, you can, create customize audience from your website. I use a thing called Affiliate Link Bomber and it allows me to put it in there. You can also create what's called a meta refresh redirect and so when someone clicks on a link, your link, they go see the page for like two seconds. It pops a pixel and then so you know that person clicked. They reacted to that. Then you can drive them to whatever page you have there. Especially if you're doing affiliate marketing. If it's your own page, you don't need to worry about that a lot of times. It's one thing you can especially when it comes to affiliate marketing. It's dropping those.

When you do that, what happens is, and I just took a screenshot of my page and that's actually, there's an event called ... and you'll see over here, I was out looking for cars. I went to their page and now, my wife is looking for a new car and I went to page. Now I've got Chevy chasing me around and I don't even remember looking at Chevy. I know I went to the page and all the sudden because that's the only reason for it to make sense for it to be there. It's tracking me around. Now I've got Chevy chasing me around or someone acting like Chevy chasing me around, some page I went to probably reading about the difference between the different models of different things. So just to give you an example. What it is is when you're dropping that pixel, it will allow you to create a target audience and anybody that's using Facebook specifically, we're using the Facebook one, anybody that gets that pixel dropped on them or that pixel, or people click on that pixel, if you run ads, you can say I want to run an ad, whatever the ad is, to these people inside this audience. Really the people that clicked. I want to run an ad to them. So you can run an ad to them and you'll find it will increase your ROI big time.

So one place I do use is Facebook for that. Another place I use is called SiteScout.com. That's another one. The reason I use the combo, a lot of people talk about different programs out there, different places you can use. I use Site Scout and the reason is I use both is because Site Scout does not have Facebook in their group. Where you're able to leverage so I'm using both of these at the same time. So I've got Site Scout. The cool thing about them, you can set up an account for free, I think. Yeah, you can and you can start building, you can go in there and start building an audience or you know, yeah, you can start building an audience. They will actually give a link for you to use so you can say, you can take your affiliate link and then you can put it inside here and say, anybody that clicks on the link go the affiliate links. What it's doing is tracking all the people clicking on that, building a list for you so you can serve it out there to the market. But that's who I use. Sitescout.com is a great place to use. It doesn't have Facebook inside there so I use a combo of both. I'm using both of those at the same time.

The reason I like SiteScout, there's multiple different reasons but one of the big reasons is they're a lot more lenient than some of the other ones like AdRule and stuff like that. I've had a lot more success with SiteScout than I've had with anything else.

Hack #9: The "Receipt" Hack

So that was #8. So #8 was the pixel dust hack. #9 is basically the receipt hack. Now many of you guys that are on my list, you're going to see this. I do this a lot. Not a lot. It really what you're going to find, the pixel hack is something you should be doing all the time. The survey hack is an occasional hack. The mirror hack is something you can do all the time. There's different, like I said, there's some hacks you

can't use all the time. Specifically, this one right here. You can't use this one every single time but it's a great way to actually make more money by you know doing it. It's called the receipt hack. Basically, this is kind of like show and tell. Not really show and tell but basically it's proof. Here's an example of an email I sent out. You can kind of see how it works, how I'm doing this. I'm going through the process of you mailing. So first, you're picking subject lines. From the subject lines, you create a link. A lot of times you create an email and then the email goes out. I'm kind of going through that direction on these hacks.

So to give you an example, here's an email that I wrote and sent out. Subject line was I bought this. Now do you think that just the I bought this is going to create people that click or are going to be buyers? This works really well. Hey, I'm in Orlando. I'm at an internet marketing event with my, while my family is in Disney. I just grabbed this because when it has something to do with list building or solo ads, I just buy it. Heck, I just bought this. It was called the Solo Ad Professor. I removed the price but I showed my whole purchase. Here's my purchase. I did buy this. I wanted to show people. The receipt kind of give them details of the receipt. Sometimes what people will do is send an email attachment of the receipt but just proving to your people on your list, letting them know, like, hey look, I bought this. You know, from there. And hey, you should buy it, too.

Then it goes, maybe if you've tried and failed, you know, at solo ads or haven't tried them yet or just you know, want to know how to radically increase your profits, you'll discover Paul's and I just kind of got some ideas. This is a perfect combination for anybody that's bought any of my WSOs. I urge you to grab it and then my link is buy this too and that combination worked really well. I bought this, buy this too. But giving the receipt back works really well. You know, especially if you're in the information business. It works really, really well. Letting people know hey I bought this. Here's my information, proof that I really did. I'm recommending you buy it, too. It's more powerful than saying I just got a review copy.

It drives me nuts when someone says can I have a review copy? Just go buy it. I would buy it from you instead of a review copy. I'm going to buy it and then guess what? I'm either going to use this hack or there's another hack I'll show you that I would use. I'm going to use one of those hacks if I really want to get a review, I buy it. I always do. It's more powerful proving to people that you've bought it than saying, hey I've got a review copy for free but I want you to go buy it. You know, it's like no, it's like you're encouraging everyone to ask for it for free. You're not encouraging people to go buy it. Just to be clear, I mean, I don't know. Some people just don't make sense.

Hack #10: The "Lack of 3" Hack

Hack #10. Hack #10 is this. The lack of 3 hack. Alright? So this one is the lack of three hack. The lack of three hack is something you want to utilize all the time. You want to utilize this hack all the time. Let me just share with you what it is. Let's take a look at these three particular words. Cost, pay and price. Cost, pay and price. So you'll notice how this naturally creates a resistance. This product will cost you \$1997. You will need to pay \$1997 for this product. The price of this product is \$1997. You know, it creates resistance when you use cost, pay or price.

So let me just share with you versus doing it this way. 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 can bring you. You spot the difference? I just want to share, see the difference and the way you can position things by you know, by not using those three words. So the reason it's called lack is try not to use the words cost, pay, and price when you're doing it.

So sometimes it's not just what you say but it's also how you say it. That could mean a world of difference when it comes to your results. It's something to think about from there.

Hack #11: The “Premium” Hack

That was hack #10. We're at hack #11. Okay? We're at hack #11 and just to share with you, hack #11 is called the premium hack. The premium hack is pretty much similar, kind of similar to a hack I showed you a little bit earlier but it's a little bit different. And instead of sending them a receipt, or actually, I'm sorry. Instead of you sending them your receipt, have people send you their receipt for a gift. Alright? So what I mean by that is one thing that works really well specifically when it comes to, a lot of times with more affiliate marketing, and I think this gets overused. When people use this every single time because if you use this every single time, what you'll discover is if every time you promote a product, you're giving out a bonus, it devalues the other stuff you're giving away but it also means every time you do it, you have to or must give away, you have to do it. If you don't, then no one will buy. Then you have to do it every single time. I like to say use this sporadically. Use this occasionally, not all the time. Once in a while but basically, tell people hey, if you go buy this product, I think it's absolutely amazing, I'm going to throw in this gift. All you've got to do is email your receipt to prove that you've got it so that I know that you had it and then I will send you whatever I promised you.

So that works really well. It's a very powerful thing. I think it can lose its power if you use it every single time or actually, it'll become status quo or something you have to do every single time. Because if you do it that way so I would highly tell you to sprinkle it in, not choose it every single time. I have clients that do it. I think that they're just, they're about to kill themselves and not realize that they're training everybody to come to the point where hey, the only thing every time they promote something, they're going to have to do it which is going to suck after awhile. So something from there.

Hack #12: The “Pre Frame” Hack

So that's #11. #11. #12 is this and it's called the pre frame hack. Now this works really well to increase your conversions in a lot of things, like this sometimes if you're promoting a product and it's not converting as well and you want to kind of boost its conversions, you can and make more money from it, you can use the pre frame hack. This is an occasional thing. This is not an all the time thing. It's called the pre frame hack. A lot of you have seen me use this and a lot of people ask me about this and I call it the pre frame hack. It looks something like this.

Give you an example. I've used it, you might not have seen but I used it when I do promote things so I'll use a snippet, maybe from the copy or I'll use and have people read, click and find out more. Or what I'll

also do is sometimes I'll use proof so it'll be a proof element. You know, maybe I can have a proof element. Hey, I made tons of money using this strategy, you can too. Click here to find out how to use it. Or whatever it is. It could be proof. A lot of times proof works really well on the pre frames. It could be you know, something but it works really well and all it is is just so for mine, I'll have mydomain.com/ and then it might be this, whatever the name of this page is. Then that link down there could be my affiliate link. So I'm not mailing to my affiliate link. I'm mailing to this link on this page will have my affiliate link. They click on the link and go to my page or have a tracking link that has my affiliate link. However I have it but basically what it is, it's pre framing the next page. Works really, really well from there.

Hack #13: The "Snag" Hack

The snag hack. I think I almost alluded to this. The snag hack is a lot like the receipt hack. It's pretty similar to the receipt hack but it kind of puts it on more steroids or what it does, it puts it, it adds more towards it. The snag hack is this and the reason it's called the snag hack, hold on. Oh, the snag hack was thirteen. It's kind of in a different order. That screwed me up. The snag hack is 13. The reason it's called the snag hack is because I use a thing called Snagit. You can go get it and you can do a free trial and you can go and get that.

The reason I bring it up is because I can go and take a screen capture, video capture of me going in and remember I was talking about the receipt hack? The receipt hack is me going and buying and saying here's the receipt. Instead of me just giving them, showing them here's the receipt information, instead of doing that, it's actually me showing people me going to the page, clicking on the link, going to the page, putting in my credit card information and going to the next page and then telling them, showing them, I just want to prove to you. Hey, I got this. You should get it, too. Let me just show you going and getting it, proving here's my receipt. Here's the access to the product area. That's one thing, if I'm going really quick with them, I could just do that. If I want to go more intense or more describing it more and really utilize this to kind of sell it, you know? Then I would put it on a pre frame page.

On that pre frame page, remember I was telling you proof? I could do a combo of the pre frame page and this. So when people go, they're going to a pre frame page and that's me showing them hey look, watch this. I'm going to go get it right now. This is absolutely amazing. I think you should get it. Go buy. Here's the download area and I could just show that. Or I could take it to a whole 'nother level and put it on steroids. Now I just got it. Let me take you in here and show you all this cool stuff. This right here, this bonus, I can describe stuff. This bonus right here I think is worth the whole price. Here's why, like when I open this thing up, like, look at this right here. There's stuff in here that just blew me away, whatever it is. I could go in and I can actually sell on top of them selling it and just prove to people I've got this, you should get it too. It helps solidify the sales. I use a thing called Snagit to make it happen and that is a techsmith.com/snagit.html. They have a download and a free trial where you can get it from there.

Hack #14: The "Time Travel" Hack

Hack #14 is this. The time travel hack. Now I don't know which autoresponder you guys are using. I know different people use different ones. Some people are using InfusionSoft. Some people are using, it could be anything, iContact, Get Response. They could be using I don't know. Everybody is using something different. So this one right here is from what I understand at this moment and it might be other places, I know for sure Get Response has it. There's probably other places that have it. You might want to check with your autoresponder and see if they have some similar. I call it the time travel hack.

It's allowing you to schedule the messages not to go out at, most places you go and schedule the messages to go out at 11:00 EST or whatever, you know. Or go out at one specific time. What this does, time travel means it's going out, delivering the message, scheduling the message at the exact 11:00 in the time zone of that person. So you know, 11:00 for somebody in you know, it shows you right here. You know, at 11:00 it'll go at their 11:00. So it's not just sending one big blast. It's once it hits 11:00 where someone lives, the email goes out. When it hits 11:00, it goes out. Instead of sending it to them at night, even though it's 11:00 your time. Right now Singapore, it's, let's say it was 11:00 at night right now. If it was 11:00 right now, at night, it's 11:00 in the afternoon in Singapore. I know that just because of our time. That's an easy way to say it. That might make sense but there's some places when you send out at 11:00 EST, you know, it could be the middle of the night and nobody's reading their emails.

I talked to the owners at JVZoo. They said when they started doing this, it jacked up their income so much and I don't have the exact quote. It was something crazy how much more money they made by using this scheduled hack. So I mean the time travel hack. It's actually inside Get Response. They have inside Get Response. Like I said, check to see if they have something similar. They won't call it Time Travel on yours. Basically, it's sending out the time zone of that individual. So you're scheduling it for the time zone of that individual from here.

Hack #15: The "Real Person" Hack

So that's hack #15. Sorry, hack #14. Hack #15. So we're down to the last two. So hack #15 is this. It's the real person hack. The real person hack is probably not what you think about. I think a lot of people do not do this because of laziness and I'm telling you, you're missing out on real people. You're missing out on, you've got real people that on your list that are getting emails from you and the people that aren't actually real are getting emails from you. The real people not getting emails from you are not getting them because you're not using this hack. A lot of times it's because you're overwhelmed, it could be. It may be because you need to tell your assistant to do this. It may be because you need to tell someone in your office to handle this or maybe you need to handle this. Maybe you weren't aware of it.

So I want to tell you to start doing this. And it's really, you'll find when you're mailing out to your list, especially when you're getting new subscribers, you'll get this. We get these all day long. We get a lot of subscribers coming in. I have someone who manually goes in there, get spam verify sender, people are protecting themselves from junk mail. So we click on the link. We go to it and now what they'll do is basically, it requests the senders verify themselves before their email is delivered. So you do that and

guess what? If you do that, I guarantee you you're getting a real person. That's not getting email box full every day because nobody is doing this. So it's a great thing to do. It gets you to a real person. You think a not real person is going to use this? No. But I mean, they're not using Spam Arrest. People that are real are doing this. Now you're going to get access to a real person that will not have as many people in there and I would highly recommend you and urge you if you're not doing it yourself or if you don't have your assistant do it or you don't have someone in your office or team doing it, I don't know. Get someone to do that. You want to do it on a daily basis. You want to make sure that it's done, I would say on a daily basis more or less. What will happen is, if someone allows them to stack up after a couple days, you might find that you're going to have that person, that same person will get five emails and get really pissed off.

You want to make sure that you have the ones and many times when you do these, I use Spam Arrest as an example. That's a screenshot I was able to get. There's other companies out there that have similar things where you to have verify. Sometimes you have to put in a captcha key. It's not just the idea of clicking a link. Sometimes people have to go in and read the captcha and push the button, make that happen. That will get you to real email addresses. It's a great thing to do. You've got to do that every day.

Hack #16: The "Bounce" Hack

So that's hack #15. Hack #16 is the bounce hack. The bounce hack. Now, the bounce hack is something that I've discovered over the years and actually, I would say I mean, this is something that most people don't realize. This is something that most people wouldn't realize because most people are kind of trusting of their autoresponder service way too much. What I mean by this is when you send out an email, every email provider, iContact is different, Get Response is different. Different in the way they handle the bounces. Just so you know, there's sometimes when you send an email out, when you send an email out, they're going to make sure that that email is going to get delivered. If that email doesn't get delivered, it'll say you know, this is a soft bounce. Or this a hard bounce. What you're going to find this, a hard bounce typically is 100% a hard bounce. That means that email, that person doesn't have an email account anymore. That person is gone. You'll never be able to talk to them. It got shut down. They're could be many reasons why that happens.

However, with soft bounces, there are times that places, you know, manage them a little bit wrong. It could be and I'll give you an example, is and there's a lot of money sitting in your soft bounces. What I mean by that is I'll give you an example. I don't use iContact anymore but I was using them and here's what I discovered with iContact. Hopefully they've got it fixed because I mentioned it to them. But with iContact, for example, if I, now after three bounces, just let me be clear, after three bounces, they will, most of the time after three bounces, your email service provider will take them off your list. So they'll take them off the list. Everyone is different, like I said. Everyone is different. Let's just go generality here.

After three bounces, they take them off the list. You can't mail them anymore. You can only mail the ones that are getting delivered. So iContact, I noticed that there were real people that I knew, I'm like

what in the world? How's that person in my bounces? Even me, I was in there! What the heck is going on? So I started noticing that if, you know those vacation replies? So when there is a vacation reply. What I'm talking about is you know, you send an email to someone that says hey I'm out of town. Or hey, I'm not in the office right now. I'll be back in the next, I'll be back in a couple days. Those you know emails that automatically come back, an auto reply or vacation reply, were actually being counted for some reason in iContact as a bounce. I had real people who were on vacation for a couple days not getting emails from me anymore because they were bounces.

I will tell you, if you go look at your soft bounces, what you want to do is if you can extract your soft bounces from your autoresponder service and see if you can go to another service and mail those bounces. You'll find you'll get a lot of openers and clickers, people that have been wanting to get emails from you for awhile. They didn't do anything. For some reason, the way that their algorithm, the way they count bounces at the system you're using threw them into a thing. You'll find that every different ESP is different. They'll do it differently. That's one thing I'll tell you, you have a list sitting there and if you don't try that out, you'll find like I said, you'll find that these bounces.

Some places like Yahoo. Each ESP actually has a better relationship with different places. You'll find that you'll mail one place and they like, AOL lets them through every single time. You mail out from another place and Yahoo lets them through every time. The other place wasn't getting through Yahoo all the time. Now there's all these bounces. It couldn't be just your fault. It could be the fault of the ESP that you're using and now you've got these bounces, these good people bouncing from there. What I'm telling you is a lot of times what we'll do and we don't do this all the time. We do this occasionally. It's go in, find the soft bounces, mail them through another place. You know and get the good ones back, you know? I got real, there's real gold sitting there and it's an easy place for you to go and revive some of your list.

Hack #17: The "Spring Cleaning" Hack

So that was hack #16. That was the bounce hack. Hack #17 is this. It's called the spring cleaning hack. My wife kind of gave this one its name. I wanted to call this the unemotional hack. That's really what was the original name. The wife looked at it and said no, you have to call it the spring cleaning hack. I was like okay, I'll change it for you. The fact of the matter is it's really one and it's also the unemotional. The unemotional spring cleaning hack. But now, it's the unemotional hack, too. You've got to be unemotional to do this one. Basically what it is is every three months what I do is I go in to every three months, yeah every three months, I go into my autoresponder and I get rid of, pretty much I only keep my clickers. That's what I do. I put openers.

Some people do it by openers. Some people say if you haven't opened, bye bye. In the last three months, you're gone and they remove everybody from their list. I actually say if you, in the last three months, if you haven't clicked in the last three months, you're gone. Because to me, that's what I want. I'd rather have a list of clickers... well, I'd rather have a list of buyers. I don't do this to my buyer list, just to be clear. I do this to my opt in list of people that have opted in for free stuff. Basically, I'm getting rid of the dead weight. I'd rather the people that haven't clicked, get rid of all the people that haven't

clicked. If you're not clicking, you're not making money. I know that. You're not going to click to buy something from me, if you just opened the message, I don't know what you're doing. You're spying on my emails. I don't know what you're doing. But the fact is because I have a lot of people that do that but the fact is I'm looking for the clickers. I want to clickers.

I want to be really clear. Don't do this to your buyers because that would be dumb. But I do this to my all my freebies. So I have a couple different email accounts. Actually, I have a couple different Get Response accounts. I have a different Get Response account for this. I have different platforms I use, too, but let me just give you an example. I have one with my buyers. I have one with my solo ad, I buy a lot of solos and all those subscribers. I have another one that are from a totally different strategy. So but on those two, my buyer list I don't do this to, on those two, I go in and I remove everyone that doesn't open.

What I also do and I want to share this, I think it's really important, too. A lot of times when I'm doing my advertising and I'm only advertising the top tier countries. So I'm only advertising to United States, Canada, Australia, New Zealand, Singapore, Malaysia maybe. And the United States. I'm just trying to rattle some off the top of my head. But basically, I get rid of, I go in and not only just get my clickers but I go and I sort them and find all the ones, I get rid of the countries that are you know, I've just never had a buyer from. That are kind of deadweight, too. I will also go and do it by countries. I won't just do my clickers. Now that I've got my list down to people in the main countries that buy. Those are the ones I want. Plus, that cuts down the hard costs and it increases the quality of the list really quickly over night. Now you know why my wife called it spring cleaning and why I call it unemotional. You've got to be unemotional about this. And really happening from there.

Do not do like I said, I want to be clear, we don't do this to our buyers. We do this every single, every three months to our list. Especially because we've got, like I even said at the beginning, I'm getting, there could be days up to ten thousand subscribers a day. Not every day, I'm just going to tell you. But we've had up to 10,000 subscribers outside of a launch scenario. I've actually had more than that at a launch. In a day of buying traffic, solo ad swaps or whatever I'm doing, you know, it's one of those things. I want to get rid of you know, get rid of the crap. So on the list, so what this, like I said, it's unemotional. It's you know, and it's spring cleaning and you want to go and do that.

What you'll find is and then that will automatically increase your opens and clicks, especially if you got clickers in there. It will also, in that clicker stack, you're going to find that your buyers will be in there, too. Especially if you're doing affiliate marketing, you've got your buyers in one place. If you're doing affiliate marketing, a lot of times you don't know who your buyers are. The only way you can identify your buyers is by identifying your clickers because they had to click the link to get there.

Conclusion

Those are the hacks from here. Let me just go, the spring cleaning hack was hack #17. The bounce hack was #16. The real person was hack #15. The time travel hack was #14. The snag hack was #13. The pre frame hack was hack #12. The premium hack was hack #11. The lack of three hack which was hack #10.

The receipt hack was hack #9. The pixel dust hack which was hack #8. The mirror hack was hack #7. The brother hack was #6. The radical hack was hack #5. The Yahoo hack which was hack #4. The broadcast hack, which was hack #3. Then this was the hero hack. Then from the hero hack, also before that, which was #1, which I'm not going to go all the way up there. Which was #1, which was the survey hack. Those are the 17 hacks I will tell you from there. Like I said, the broadcast hack, here was the URL. It was VoiceShot.com that was on there. I also told you, let's see. There's a couple other URLs that I gave you guys from that. Oh, sitescout.com if you didn't get that. I don't think I gave any more URLs from here. Also Ask Database was the other one that I talked about in the survey hack. Here's the other one for snag hack, which you can go get Snagit. It downloads and puts it on top of your screen.