

The Formula for Making a Fortune with Email

Magic Money Formula

"This is the best email marketing wisdom ever shared!"
- China Dave Gruber



Matt Bacak & Shawn Casey
Internet Millionaires & Neighbors

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Introduction

SHAWN CASEY: Hi everybody! It's Shawn Casey. I'm here with my friend, neighbor and fellow internet superstar success story, Matt Bacak. Hey Matt.

MATT BACAK: Hi man, how you doing?

SHAWN CASEY: Good, good. So we've jumped on this training session and you can see we've got the fancy white board here so we can make notes as we're talking to you. And we're going to talk to you about the Magic Money Formula, specifically as it relates to making a fortune with email. And we're going to go through all kinds of stuff. We're going to cover some stuff in detail and probably get off on a couple of tangents as we rock and roll. We're going to share everything we can think of with you about how we literally make millions of dollars with email. But first, I just kind of give you a quick background on who Matt and I are and how we first came about together.

MATT BACAK: Yeah, just to share with you, I'm going to introduce you guys to Shawn. I'll tell you something... I've been in the game since 1999 and years ago. I don't know if you guys know Mark Joiner but years ago, we were introduced to a guy named Mark Joiner. He's kind of a legendary, in the beginning stages of the game. Introduced me to this guy named Shawn and we went to dinner. Shawn promoted one of my things that I had going on and he just crushed it through email. It was absolutely the most amazing thing in the world. Shawn kept inviting me to dinner and we actually became neighbors. In a very exclusive neighborhood in Atlanta. The reason I bring that up is because as we got closer, and we started sharing and revealing things to each other, I discovered that he was doing ten million dollars a year on the internet with just three employees. Knowing what I was doing in the market with my company, it was just, mesmerized about this. I wanted to understand his formula. He was using, which we're referring to today as the Ferrari formula. He was using that formula, mainly that formula to make all that money. I needed to get my hands on it to understand how to actually do it. I ended up doing it. I literally did it. He helped me and from that, following that strategy, the first year of doing it, I had eight months to do it, and in eight months of doing it, I made over 2.1 million dollars following the exact formula that he's going to be sharing with you guys today, we're going to be sharing it with you today. I just want to share, we've been good friends. My son and his grandson are good friends. Actually, it's hilarious because we put this together sitting at the country club, eating, breaking bread together and now, I'm at my office and he's at his office at home. So I just want to give you an understanding of who he is. It's not just some guy that you learn from. This guy is, been from the beginning and many people started and actually, I'm going to share this with you guys because he won't do it. I believe and I actually I know, he gave Frank Kern his start, helped him make tons of money at the beginning. Many of today's great names came from what Shawn has done. That's our goal here is to help you become one of those guys too. Just to share with you guys about Shawn, Shawn forgets about that but I don't forget.

SHAWN CASEY: Thanks Matt and you're right. That is our goal is to help people get to where we are and even beyond where we are because we don't care if you do more money than us, seriously. We won't be offended at all. We'll just be glad we were a small part of your success. We can give you the tools and the information to become successful. We can't make you successful. You have to push the send button and send email. But we can point you along the way.

SHAWN CASEY: You know when Matt talks, he's really generally a modest guy as you can tell from his introduction of me because he doesn't mention that he was doing three or four million dollars a year in what we call the Hummer formula. When we first met and he was doing great things there and some other big things. Matt, too, has not only helped a long of guys get started in this industry, who are now well known as gurus. He taught them a lot of stuff. For a lot of them, gave them their first squeeze page and their first marketing sequence that they ever used. Many of those guys, they become a known more as gurus, they paid Matt huge sums of money to spend a day or two consulting with him to learn his business model he built out. Matt is being modest but he is super successful as well as being truly a nice guy.

Overview

SHAWN CASEY: So what you're going to learn here today is the combination of things, of two different ways to approaching the email world and the combination of things you can do in the email world. As well as, what we're going to cover from the beginning is, first of all what we call the magic money funnel. The magic money funnel is really important because you have to understand where it is you're going to go. What is our goal in doing all this and putting people into our email list and how are we going to make money out of them and more money out of them and how the whole system flow so we're going to cover that.

SHAWN CASEY: We're going to cover what we call the key to the Ferrari. In short, the Ferrari formula is fast and furious. The idea behind this is that you're literally going to dive right in, put people on a list and just start pounding them and making sales. We'll talk about how to do that and why that might go contrary to everything you've ever learned, especially if you learned in the olden days of the internet of how things work and why it works better than you think that it does.

SHAWN CASEY: We're also going to give you the key for the Hummer formula. The Hummer formula really can be summed up best now that I think of, of how you can build relationships with people and do big things and literally, just like a Hummer, you can drive forever and drive through any obstacle when you build that relationship.

SHAWN CASEY: We're going to talk about when each of these formulas is most appropriate to use. And we're also going to talk about something that doesn't get addressed much by people because people are worried about what email to sell. We're going to talk about selling lower priced products, which we call small ticket products. And big ticket products, which you can sell even if you don't have them yourself. You can sell them as an affiliate. This is really important because you can't make five hundred

dollars or a thousand dollars at a crack, unless you have a product to sell at that level. As we're going to discuss, many of you might have sold some smaller stuff to your list and maybe once upon a time you've tried a big ticket email and it didn't work or a lot of you have never tried them because you don't think your people will buy them. But I can tell you if you offer them something of value, they'll spend a lot of money on it. Many of you have bought big ticket purchases for software, coaching, high level info product training, and the people on your list are no different. Some of them will buy everything you put in front of them; you just have to be smart enough to put it in front of them. So that's the overview of what we want to cover. Matt, is there anything else you think we want to add to that list or are we good to roll?

MATT BACAK: I think you said, I would like to just clarify, I think more kind of giving us a little credibility in a sense for something for people to know and truly understand... the fact of the matter is and we alluded to earlier, especially in our introductions, the fact that Shawn and I created many people out there. We're not using the names. We want you to be successful. We make a fraction of what you do. That would be amazing. That's what we really want, we're truly doing this to truly help you guys and truly understand you. We also, and I'm going to say this, you guys, I want to share that right now in the marketplace, we're having a moment where a lot of new people. They are descendants of us. I'm not saying that in any way but what I'm saying is, Shawn and I got started in this business. He got started in 1999, too. I got started in 1999. We were there when it really, when I got in, I didn't know the word internet marketing. I didn't know it was such a thing. I was doing stuff on the internet but that's all I thought it was. We were at the infancy of this stuff. We've seen the history. I want to share with you guys the pearls of wisdom we've gained over 15 years in this business. You're not going to be able to every get from some of these other guys because they've never been through the history. They don't know or understand the history of the market. Shawn said something about the old days. There is a reason for him saying that because we've seen the ebbs and flows of the market. We've seen all that stuff. That's what you guys are really getting, some very, two guys that have been around for a long time. And seen a lot of things, tried a lot of things and failed a lot of things. I've been successful with these two things you guys are going to get. Also, if I can actually show you something, I want to kind of, jokingly bring this up, is there any way you can switch these for me to be the presenter real quick?

SHAWN CASEY: Yes, I can if I'm really smart, I can.

MATT BACAK: As long as it won't screw you.

SHAWN CASEY: A good question is am I smart enough to do that?

MATT BACAK: I want to share with you guys this. This one here, I just want to share with you, this is where this all came from. Let me give you guys some history. This is where we just were. This is actually, it was probably winter time in our neighborhood. So we really are neighbors, okay? I can literally walk through across my neighbor's yard. I can go through the hole, the 9th hole and I'm at Shawn's house. I could walk over there but we never do. I drive. I have a Hummer and he won a Ferrari. We used to always go to the clubhouse in our neighborhood. This is where we came up with the whole Ferrari and Hummer thing. We realized it was a mere reflection of our past and even today,

in the future where we're going. The fact of the matter is, that's Shawn's car. This is Shawn's Ferrari and that's my Hummer. I just want to share with you guys this, we're going to teach you when each of these ones apply. There are times you want to use the Ferrari strategy. There are times you want to use the Hummer strategy. Grab the keys to the Hummer; grab the keys to the Ferrari. We're going to go over everything from there.

MATT BACAK: I want to share with you and give it to you from a different perspective. So one day Shawn and I were eating at the clubhouse and he goes over and he's in his Ferrari. I'm in my Hummer. He said, "I can beat you home." I said, "No, you can't beat me home." Now think about it. How fast is that thing? Zero to sixty in 3.9 seconds or something. I can get zero to sixty in an hour. Jokingly, you know but when I push my thing down, it takes awhile for my truck to go. It's in four wheel drive and everything else. The reason I bring that up is because I said, "No, you're not going to beat me home." I said, "I'm going to drive straight through..." if there were a lot of money on the line, I would do it. But I would get kicked out of the club. I said, jokingly, "I would drive straight through the course and beat you home." That's the point I want to make is there are times and purposes for everything. If I'm going to race, there are times when you want to do this. Sometimes both of them are the answer. Sometimes, you want to drive both but you can't. So I just want to bring that up and give you the history of this conversation. Just to prove to you I drive a Hummer and he did win a Ferrari. One of the bonuses is how he step by step to win that Ferrari so make sure you download that. I just wanted to bring this picture up because it's the only one I have of when we used to go. We never use the parking lot, it's usually full. But we couldn't park next to each other but we did that day and took a picture. So I just wanted to bring that up and share with you. We're going to get into it right now and start sharing with you things. I just wanted to give you the history behind that and understand the history and the knowledge that we're going to be distilling in you guys. So I'll switch this back over to you but I had to do that.

SHAWN CASEY: Good... That's good.

MATT BACAK: When I moved into the neighborhood, it was funny. Shawn, I had my neighbors, every time I would walk outside, my neighbors were making fun of me. I said, "this is ridiculous." Shawn asked "why don't you move into my neighborhood?" "When you move here," he said, "your income is going to increase because we have a neighbor, just to give you an idea, our neighbor is one of the guys, invented the ink on the U.S. dollar." We've got some of the most amazing people in the world that live in our neighborhood. It's funny, when I was moving in and looking at houses in our neighborhood. Shawn already lived there for years. I used to look at the houses in my private plane. So the cool thing is email marketing was the purpose and the reason we're able to live these lifestyles. I would say the reason we're able to live the lifestyle we live and do the things we do is because of what we're going to share with you today.

Magic Money Formula Funnel

SHAWN CASEY: Good. Well, let's start talking about the Magic Money Formula Funnel. The key thing with this is, in case you've never seen this, you really want to look at this as a funnel. You look at it and a funnel kind of looks like this. You're going to see I'm not the artist in the family. It really is in the end, that leads go in the top and dollars come out the bottom. That's the concept. The idea of the funnel which gets wider and then skinnier, is you through everything in the top and early on in here, you might sell some low ticket stuff and some medium ticket stuff and eventually, some high ticket stuff. So that the idea basically in a funnel is that you're going to move people along as they get to know you and buy more expensive products and services from you. If you are like mat and I who have been in business for years and you have a lot of products, you're probably using something like this. If not, you're going to aspire to getting there at some point. Which is, you can bring people and sell them an initial product at seven dollars, or seventeen dollars or wherever it fits in your pipeline and then you can move them through the funnel to buy medium ticket stuff and high tickets stuff. In some cases you can go from never having sold them to selling them high ticket stuff as well. We've done that several times ourselves. But in this, this is the concept of a funnel, of getting people in and then moving them down through.

SHAWN CASEY: One of the ways I look at this visually is I think back to Henry Ford. You remember Henry, right? He revolutionized making cars, right? It's simply, he could mass produced cars because he created the assembly line. The assembly line is simply this... parts go in the front end and cars go out the other end. If you want to make more cars, you put more parts in, more cars come out. Same thing here. We put more leads in, more cash comes out.

Why Affiliate Marketing

SHAWN CASEY: Now one of the things and the reason we made this course, Matt, is because you said to me, "Shawn, I've got all these customers on my lists that are buying products like '41 Email Tricks' and 'Solo Ad Blackbook' and all these things" but the number one question that Matt was getting was you know, I started building a list or I have some people on a list, truly I know I should send emails but I don't know what to send them and I don't know how to market to them. It's like I have a list but I'm not sure what to do next. In this course, this is what we want to answer. Part of it is, if you have your own product, it is to build out this food chain of funnels. But Matt, as you know, not everybody has a whole bunch of products and some people in this call don't have any products at all, so what do they do?

MATT BACAK: They become an affiliate.

SHAWN CASEY: Right. Become an affiliate. One of the key things you've got to understand is, you need to be selling and we're jumping ahead to the next step almost but it's an important point here. If you don't have your own products or if you do, you need to sell both. Now Matt you sell your own products and a lot of them. You sell other people's products like mine and other people. Why do you do that?

MATT BACAK: Because it's a bonus. I look at; I make a lot of money strictly by doing that. What I alluded to earlier, strictly by doing that, selling other people's products, I did 2.1 million dollars selling other people's stuff. That's a lot of money. That's money deposited in my bank. I didn't have to handle customer support. I didn't have to handle the transactions; I didn't have to handle anything! I just literally sold other people's stuff. That's probably one of the main reasons, the easiest thing you can possibly do and it's where a lot of people get started. I didn't have to create anything, think about anything... it's a great thing. I built a list and send emails to sell other people's stuff. The other reason, and to share the reason that I like it is because I can't produce everything for everybody and I know that. There's not enough time or enough people, I'm just not willing to have a whole room of people creating and crafting and I like to teach things through the footsteps I walk through. Like we're doing there. It doesn't fit my model. Selling other people's stuff, if it's something my list desires and I can't produce it, I can go find it and sell it. There's a lot more money on the table and a lot easier to create my own.

SHAWN CASEY: And one of the things, Matt, I hear from people a lot of times starting out is I'm building my email list but I don't want to sell other people's stuff. They have a lot of reasons they come up with. Reason number one is that they're going to make a product about x one day and they don't want to sell that product to their list right now because from a competitive, they might not buy that product they've never created. That's stupid for a couple reasons. One is, your assumption is you're going to complete the product that you're going to sell years down the road. The second is that those people are actually going to buy from you. One of the biggest things that Matt and I can both tell you is, let's say we have a course and let's pick something we don't have a course on like YouTube for example. Let's say Matt and I have a course on YouTube and we generate a whole bunch of leads and we hit them with a bunch of messages saying buy our YouTube course. Now we know that not everyone on that list will buy the course. Okay? They won't, unfortunately. We wish they would. We could send an email for somebody else's YouTube course and some of the people that never bought from us and look at that pitch and say, "I've been looking for this all my life." They would buy it in a heartbeat. If we don't mail for that, we don't get paid. The flip side is the people who bought our YouTube course and they are making money with YouTube now are like man, I wish I could get some more information on YouTube and along comes our email selling another YouTube course. So our course comes along and they're going to buy that course, too. Again, we get paid. So, this is really important, right?

MATT BACAK: Here's something that's I've been sitting here and biting my tongue on and I really want to share with people. From my perspective, I'll say there's a third reason why... I look at it and whatever is stopping you from doing it, you need to get rid of it. Here's the thing, why waste your time and energy creating a product that you don't know if anybody wants to buy? Why not allow people to vote with their wallets because the true vote you get on the internet. Let people vote with their wallet. If you think that one day you're going to create a YouTube course, why don't you go out, go find affiliate products for YouTube, for something top selling and send to your list to see if your list wants to buy that.

If they do, it's like hey, let people vote with their wallet. For me, I call it the flashlight. When people start buying, it's like putting a flashlight on something. It gives you the, tells you what you could go and create. Instead of wasting your time and energy doing it... Shawn, you and I both do it. We've been doing this for a long time. I really watched your email habits and I noticed if something really works, if you know it's something you can do and produce, you'll come out with something a while later. You come out with it because people vote with their wallets, not with their pie holes. I don't care what your list says. Shawn and I have come to this conclusion many times. Your list might say they want one thing but what they go and buy is another. So this is a great voting mechanism, not by just people saying, oh hey, I want this. It's a true voting mechanism by people literally getting out their wallets and handing money over. That action is the best vote you can get. That can determine what you can create in the future and give you good ideas to head in the right direction instead of spending time, energy and money doing that and it could be a flop.

Mail Every Day

SHAWN CASEY: Here's another reason why you need to be mailing for that stuff... a lot of people generate a lead and that lead gets on their list. They're the only person who has those leads in that market. Believe me, that's not true. All your active people are on a whole bunch of lists and guess what? Somebody else is sending email to those people. I had dinner in London, five or six weeks ago when we were both in London. It was with someone, I had a long time with him. He is a smart guy. He runs a successful business and he had done some, was dabbling on the side, selling some products online. It really was a sideline; it was a substantial offline business. He said, "I generated a bunch of people and I've got a few thousand people on an email list. But I kind of pick and choose and I don't really mail my list that much." I said this to him as we sat at dinner, "you're worried about what you're going to mail to your list. In the meantime, your list is off spending money. They're buying stuff from other people." You could see the color drain from his face as he started to think about that. He didn't even think about it that way. He thought they were just waiting for him to decide to send an email but they're spending all kind of money with other people who are marketing to them. Your list is buying stuff whether you're sending email or not.

SHAWN CASEY: My dad is a very conservative guy and doesn't spend a lot of money on stuff. Years ago, my mom and dad decided to go camping and they liked it. They ended up, they got a motor home. They spend thousands and thousands of dollars on stuff for the motor home and stuff for traveling. They found something they're passionate about and they spend money on it. So does your list. Okay? You may say they never do that but they're spending money. That's what they do. How do you think, the U.S. economy alone is 13 trillion dollars. Who do you think spends all this money? If the economy had to wait for some of you to send emails, the economy would stop. But it didn't stop because those people went and spent money yesterday whether you marketed to them or not. You've got to be marketing to them and mailing every single day. This is a good time for us to talk about my hotel room theory of email marketing.

MATT BACAK: As you're writing that out, I want to make, you draw that out and what I want to say is this, I might have just lost it. I was going to say something to the effect of what you were toying with and it went away.

SHAWN CASEY: Come back to it when you come to it. This is a really short story. Most hotel rooms, most hotels every day, they have empty rooms. When they hit the end of the day, if they haven't rented that room, tomorrow, the next day, can they rent that room and recoup that missed opportunity?

MATT BACAK: Nope.

SHAWN CASEY: Obviously not. You don't send email today, you don't get paid today. Tomorrow you can't make up for the day you missed, for the lost opportunity, for that lost money. You just lost it. You missed your opportunity. Then you'll feel pretty stupid when I say that to you and you're like yeah. Should have mailed. So you need to be mailing every single day and getting in the game. Now, one of the other objections we get to this, when it comes to this mailing thing, Matt, is people go "every time I mail, somebody unsubscribes from my list." Now I can't tell you the last time and I'm talking years that I looked at my unsubscribe rate because I don't care. Every time I send email, what happens, Matt?

MATT BACAK: I make money or you make money.

SHAWN CASEY: You're thinking in the right tense. I make money. If I don't send email, I don't get paid. If I send email, I get paid. So think about it this way, okay? Would you send an email today if you made a hundred dollars and eight people left your list? Would you say to yourself, I'm not going to lose those eight people? I mean, come on. If every day you mailed and lost eight people and you made a hundred dollars. This month, you made three thousand dollars and you lost 240 people. Would you trade three thousand dollars for losing 240 people off your list? If the answer is no, you need to unplug from this video right now. There are always going to be people leaving your list. It doesn't matter. For those of you who think, oh my gosh, if I mail every day, I'll never have anybody left on my list. Both Matt and I have spoken in places all over the world and I can tell you for certain because I've asked the crowds, how many of you are on my email list? A bunch of hands go up. How many of you have been on for five years, seven years, and eight years? A bunch of people have been on my list for year after year. I've even asked them do you know I send a lot of emails? They're like yes. They know they're getting pounded. I've even asked them, do you know you can unsubscribe if you wanted to? They're like, yeah but we don't want to unsubscribe. Because they're hardcore. They're my best customers. They're the people showing up at events and buying all the stuff. The wussy guy who unsubscribes was never going to buy from you anyway so don't worry about him. If I don't send email, I don't get paid. If you don't send email, you don't get paid. If Matt doesn't send email, he doesn't get paid. So what do Matt and I do every day? We send email. If we're on vacation, we send email or someone on our staff sends email. But we don't miss a day. If we didn't have electricity, we would crawl to a town with electricity to send email.

MATT BACAK: It is actually funny. We live in literally, literally neighbors. I'll text him and ask, is your internet out? It's like, where's the internet?! Where are we going to go to get on? We understand, we truly understand that. If we don't do it, somebody else is going to do it. Sometimes I look at it, there's

going to be a crossover. The people that are on there and the most active, there is crossover in everybody's list, don't think you're the only one. I know that if I don't mail, Shawn is going to get my money. That's honestly how I think Shawn. It's like if I don't do it, Shawn is going to make it. I don't want you to have my money. I want my money. That was what I was alluding to earlier and lost it. That was it. I really say that. If I don't do this now, Shawn's going to get it from me. I'm going to go get it. I actually joke around with some of my students. I say you've got some of the people on my list. Either you get the money or I'm going to get the money. If you're too lazy to do it, I'll take the money. Actions, in actions, things are rewarded. One thing I'd like to say, you made a comment, and I wrote this down. I want to put this out here. He made the comment about people who are focusing on unsubscribes or focusing on what I call the dumb numbers, the numbers that don't matter. You've got to get out of your head. Quit looking for reasons to lose or reasons why things won't work but look for reasons why things will. If you've got two guys talking to you right now who've made millions upon millions of dollars... I mean Shawn's got an elevator in his house. I'm not saying the monetary things are the most important but I've helped so many people. I just gave a check for a charity home, just last night. The possibilities of what you're able to do, look for reasons why things will work. If you come from that attitude that I'm going to make this work, you're going to be the successful ones. I like what he's writing here. Mail daily. Get paid daily. That's it. That is the key to my success and Shawn opened the door for me to truly see that. I will tell you, I use to not. Before I met Shawn, I will tell you what I used to do. I was under the old school thought of process, I mail on Tuesday or Thursdays or whatever. That's all I mailed. On Sundays, I would do a family thing. That's fine. I called it love messages. Now I call them love messages to my list. You can make a decision on doing it but I've found that every day that I mail, if I don't mail an offer, I don't make money. If I do mail an offer, then I make money. It's just really that's how things do work.

Numbers Don't Lie

SHAWN CASEY: How many times have we had this conversation? (Numbers don't lie.) All the time. Matt is an emotional guy. He wears his heart on his sleeve. I've never realized we had these conversations until years later, I would ask you what do the numbers say? Let's look and see what really happened.

MATT BACAK: I'm sitting here in my office. I'm looking at this white board and it says how many subscribers we have, the EPC, the numbers. I'm looking at how much traffic we have coming in from our traffic buys. Here's the, me building my list and making money. There's another thing on here which I'm not going to share but I'm staring, but I'm sitting in the room with numbers. The numbers don't lie. I know exactly what's going on and I understand the heartbeat of my business because business, just like he said, we're all running business, we are the reason we're successful is because we're running business. A lot of guys when they're teaching you the game, they're teaching you they're running a hobby. They got woken up, made their first 100,000 online or probably that's what they did. They feel they're God of the internet. You're listening to two guys who have been around for a long time. If we made 100,000 dollars in a year, we'd slit our throats. Not literally but... We're making millions of dollars

a year. We treat this like a business, not like a hobby. You've got to be careful. There are a lot of false idols on the internet. They're good at their craft because you relate to them because they're just like you. Some things we share with you, if it stirs you up, then you might want to say I need to look at myself, and look at your bank account because those numbers don't lie. I've always believed in this one theory and this is something that got me to where I am is follow the piles of cash. If someone has a smaller pile of cash than you, I don't listen to them. If you guys even make half of what we make, you'll be better off than you are right now. The numbers don't lie and treat this thing like a business.

SHAWN CASEY: Definitely. We're talking about numbers but we're not talking about anything complicated. This is not higher math. This is like my grandson and Matt's son in first grade could do most of the math that's required for you to know what's going on. Some of this is basic math. If you didn't mail today, how much money did you make? Zero. We want to do better than zero. You sent a horrible email, you only make 100 dollars. It's better than zero. You sent a great email; you made 500 dollars, that's awesome. Then the other part about the numbers and why Matt's saying they have a record, as do I. we have, literally, I have detailed records of every single mail we've sent for the last few years. The subject line, how many people it sent to, what product we sold, how many opened, how much dollars we made per click, per mailing. We have enormous stats.

An Internet Marketing Secret

SHAWN CASEY: Now, I'm going to treat you one of the greatest secrets of the internet, of marketing, of email, of business, that you're ever going to hear and you're going to laugh when I tell you this. But if you do it, you're going to make a lot of money. Matt can already guess where I'm going.

MATT BACAK: I don't know yet but I guarantee you that some of the greatest secrets are the simplest things.

SHAWN CASEY: When it works, do it again.

MATT BACAK: I'm laughing because that's what Shawn said to me when I was in London. I wasn't the guy he was talking about earlier.

SHAWN CASEY: How many times, years ago or whatever...

MATT BACAK: Let me talk about that conversation. I said to you, man, I keep on mailing this affiliate offer. I sent it out sixteen times. Every time I mail, I'm making over a dollar a click. You've got to understand, I'm sending a lot of clicks. A couple thousand every time I mail. He said, "Matt let me ask you a question." He jokingly said, "You're going to leave it, aren't you?" I said, "Yeah, I'm thinking about it." He said, "Matt, I'm joking!" You set me up. You knew what was going through my head. You said, "If it's working, why are you leaving it?" I got on the horn to my guy that does my mailing for me and told him we were about to go in the wrong direction. Just keep on doing it until those numbers tell us differently. We have an average and once we go below that average, we move. We didn't, that's our rule. We have rules in the office for numbers we follow. If it works, do it again. This is a big thing. I will

tell you, that was one time it happened. Just the other day, yesterday I think, it worked great when I got it to work. I fixed everything and lost it. Why did I do that? I had something that brought in half a million dollars, why did I do that?

SHAWN CASEY: Part of that is the entrepreneurial curse. I had this conversation with a lot of successful guys. Being the old guy, I got to be known as Old Man Casey. I made every mistake you can make. Some of them I remember not to make again. One of them is, you know, it's easy to get bored when you're an entrepreneur because you have all these great ideas. You build a system and it'll work and you'll get bored with it and you want to do something different. It could make you a million dollars a year but you get bored and you forget about the fact that the next thing might not work. Maybe you should take care of the million dollars a year business. Dabble, play and try some different stuff. It doesn't have to be boring. Don't forget what got you where you are, what made you successful. When it comes to sending emails, it's really simple. If you send an email and it makes a lot of money, send it again. Send a variation. Keep sending it until it stops working. Then you keep it in the archive because you bring it out again. Two weeks from now, it'll work again. If you're on my list and paying attention, or on Matt's list and paying attention, you'll see the same things come out every couple weeks. We probably shouldn't tell everybody this.

MATT BACAK: Mine's a couple months. The thing is if you understand human nature, our attention span, today we live in a micro society. People forget. We have so many things thrown at us, people forget. You see a commercial on TV, can you think about all the commercials you saw after the episode is over? You probably can think of one but not all of them. Then you see a commercial, you see it all over again and it's like, oh, that's amazing. You forgot you even saw that commercial before. It's the same exact thing that we're talking about here. Especially in our human nature, we forget things. Shawn even stated it here. I'm older. I've been around for awhile. I see things. There are some things I just don't forget but a lot of us, there is a lot we forget. Shawn and I forgot more than we have remembered. That's the same thing that your list does, too. It's a mere reflection of what's happening here, if you analyze yourself. Your list is the same way.

SHAWN CASEY: Yeah. So very important that you follow this, remember this. I was going to say, you were talking about that, for example, I deal with smart guys who've been affiliates of mine. We had a huge seminar promotion we did. This was years ago. It was several people. It was really successful. A lot of guys got five figure checks. Someone got a six figure check out of it. So we go back to them months later and say, "guys, we should do this again." And everybody except one guy said to me, "Nah, we already did that. My people aren't interested." I'm like we just sent you 23,812 dollars. Are you making that from anything else you've done? No. Okay, so why aren't we doing this again? "Well, you know.. my people..." That's why I get up on these rants because it's easy to fall into that trap but you're always adding new people. If they have something your list likes, you assume everybody bought who is going to buy. That's a horrible assumption. It's completely wrong. The way you know that an offer no longer works is when people stop buying. That's the only way you know. So, don't ignore the numbers because they really don't lie. They tell the truth every single time as to what's really going on with your business.

Creating a Sequence

SHAWN CASEY: So let's talk about, Matt, let's move down to the next section and talk about how do you make sales. Now you're really good because you tend to think big picture wise at selling at a sequence, right? So, how do you come up with a sequence that you're going to follow through to sell people?

MATT BACAK: In what light?

SHAWN CASEY: In terms of you're going to sell a product this week, let's say you're launching a new product, you don't just mail once and say I mailed, right? You have an entire sequence of how you mail out and approach people and sending those messages and sending multiple messages. Before you send the first one, you have an idea of how the whole thing is going to go, right?

MATT BACAK: Right. Are you getting into sequence to the affiliates to sell my stuff?

SHAWN CASEY: Sure, the sequence you would give to affiliates selling your stuff or if you were selling your own stuff. Or if you were selling my stuff and writing and coming up with a sequence of emails to do that.

MATT BACAK: Actually, is there any way, here, Shawn you might get something out of this. It's very simple. This is the simplest thing in the world that I came up with. It's, you've got to understand, I don't mail for myself. I have to think about these things. If you had asked me this question five years ago, it would be different. If you asked ten years ago, it'd be way different. Today, what I've done is something radically different. This is the answer what we're looking at here. I'm going to do something here. I'm going to get online real quick. I'm going to go to a page and then I'm going to flip it over here and give you the answer to this question. Let me... I'm going to take over control, Shawn. This is so freaking obvious and I think we've all missed this.

SHAWN CASEY: You want to be presenter again?

MATT BACAK: Yeah. I guess it doesn't matter. Nothing is showing here. I'm trying to move some things.

SHAWN CASEY: I know you don't want to give away passwords or anything. Just tell me when you're ready.

MATT BACAK: There we go. I'm good. So whenever you're ready. Just to share with you here, I'm looking at a WSO here. I want to use this as an example. This is one of my clients here. So what most people don't realize is this, this is how I think about; you've got to understand this. I want to bring

something up to get clarification so you understand this. When I'm promoting somebody else's product or my own, there are two things that are going to be sold in today's marketplace. There is one, which will be a long sales letter which is something like this. A long sales letter is long and all wording. Or this can be actually re-crafted and turned into a video. On a video, I've got to type a lot more. I've got to pause. I've got a thing on my computer that allows me to do that and share with you a tool that I use. When I press play, something will pop up. I can slow this down, speed this up. I don't know if you guys can tell.

SHAWN CASEY: It's called enounce. Literally enounce.

MATT BACAK: Enounce my speed allows me to listen to things super speed and allows me to slow these things down to very very... here, hold on. So, it sounds like I've been drinking a little bit.

SHAWN CASEY: Again?!

MATT BACAK: So now one is mine, I can slow it down, increase it. So I can fast forward things. So that's how I do a video. I didn't realize there was a video in there still. Sometimes it's a video selling the whole time, which is really cool. I trained my brain. If you do this enough, you can train your brain to actually listen. I can actually three times the speed everything I do. I can retain it, write it down and go. So that's probably why I talk as fast as I do because that's the speed of my mind.

SHAWN CASEY: That's funny. I don't think you talk fast.

MATT BACAK: That's because your brain works as fast as mine. Basically, here, we're going to go here. This is a long, long sales letter. What most people don't realize is, let's just analyze something here. I want to analyze, you've heard me allude to this earlier when I was calling it the flashlight. When I'm selling, I've used it in the context of when you're selling affiliate products. Why do you sell them? Because when you're selling affiliate products, a light goes off and you think this is something I should probably create or product because of that light.

MATT BACAK: I want to bring it in a different perspective. This is different. If we're going through here, this is how I taught the guy in my office who mails for me. I said, watch where the flashlight shines. It was kind of a joke but it's a way for me to bring this up. There's a flashlight here. It's highlighted. "Think about this." Look, there's a flashlight here. It's in a box. "Google updates their algorithms with a zoo animal name like Panda and then you watch your websites and blogs drop in rankings. Then you go broke because you don't change control. Google does, they have you by the kahunas." So when I'm writing a sequence, this might be my first email.

MATT BACAK: The first things that appears, we actually, I test a lot. I split test pages and I test in the flow of the traffic that goes through. If I touch my opt in page first, the traffic will go there. I go through the flow of the traffic. The same thing I do with my email sequence. I first go in the flow of the traffic as they read. First message, this could be the first thing. "Think about this" could be the subject line. It's not hard. It's not rocket science. Sometimes the simplest things... this could be the email- "Google

updates their algorithms with a zoo animal name...” Actually, write this out and say, “They have you by the kahunas.” Then I can add a call to action. That’s the first email in my sequence. The second email in my sequence could be something here.

MATT BACAK: It’s the flashlight. There’s a big flashlight here. Here’s small wording. The flashlight is not here. The flashlight is where I put, something I felt or the designer or the writer of the page, felt the reason these things are bigger is because this is actually the headlines. There is a lot of time and energy that was put here. People already went through and come up with, because I write copy I know this. When a copy writer writes copy, they spend the most time writing the name of the product. If I don’t split test, it’s one of the best subject lines I use which is just the name of the product. It’s one of the thought out things people do.

MATT BACAK: The next thing is I go to the headlines. This is a pre-head so I knew there was a lot of time spent on that. This was the first thing that drew people attention. As I move down to the next email in my sequence, it’s really simple. “Isn’t it time to find a better way?” That’s a great subject line. “Here’s the authoritative, hands-on, real life, ‘here’s how you do it’, guide to getting bulk-rate traffic (1000 visitors for 17 bucks).” Email is “this is the hands-on, real life, here’s how you do it...” I don’t know if you guys are getting this. You guys, people making things too hard. So now, let’s go. Highlight again. It means there is a flashlight on there. I can choose to use it or not. This could be something. “9 out of 10 internet marketers are losing money with CPV and don’t even know it.” Click here to find out. Something like that. All I’m doing is adding a call to action. Best regards, Matt Bacak.

MATT BACAK: I want to give you guys some more examples. Here’s a headline, there’s a flashlight here. If I’m sitting here, this is a highlight. I’m looking at this. These are things that are drawn out to catch people’s attention. This is drawn out. “Yes, you can really get traffic for pennies and a lot of it...” So I can actually combine a few things and “extremely powerful traffic source” would be a great answer. “Here’s how fast it works. You’ll see the results in 25 hours and fifty one minutes.” Click here. Best regards, Matt Bacak. Then it’s p.s. you can really get traffic for pennies and a lot faster too. Look at the things that are blown up. This is drawing attention. I’d use that. “Look over an internet marketer as he goes through step by step.” My sequence is done in the progression in which it’s done in the video or done on the page. Look at the bullets. They spent a lot of time on this. These are great things. Looking through here but I don’t know if I made a good point here but that’s how I create my sequence.

SHAWN CASEY: No, you made a great point Matt and you made another one without even consciously thinking about it. A lot of times, first of all, if you’re mailing affiliate products, they will give you email promos a lot of times. Some of them are well written and some of them completely suck. They’re horrible. A lot of them these days are blind. For some reason, marketers equate getting a lot of clicks with making a lot of money. And you know, yes, you need to get clicks to get someone to see the sales message but if you do a sequence like Matt is talking about where the person going knows why they’re going there. Not, hey, you know, not something like that, congratulations you’re the only person in the universe who got this secret message, go here. So the guy goes in blind. It’s got to be a great sales page to make that work.

SHAWN CASEY: But if Matt stirs up somebody's curiosity and they go to the page and it's congruent with what Matt has sent them by email, then it continues the conversation that has already started in their mind. He had a headline that said 9 out of 10 marketers are screwing this up. Then down below that in the message he has a thing that says "nine out of ten marketers are losing money with CPV and don't even know it. Are you one of them?" Go here and they go here on this page and learn whether or not, yes it's them and what they should be doing. An easy way to solve that problem and then all of that makes a lot of sense. The person clicking doesn't feel like he got tricked. How many times have you clicked on a message and you're like, that guy just tricked me. So you're annoyed. You're not likely to buy because you have half a brain. Your list isn't going to want to be treated any differently.

SHAWN CASEY: Now when we talk about the Ferrari method and yes, we're going to talk more about the Ferrari and Hummer method. We're not talking about... we talk about sending a lot of email. I'm not talking about sending crazy messages. We're talking about sending messages that are congruent with what you're going to sell them on the next page and that's what Matt is talking about here. The other thing you've noticed, we've talked about a couple times and it bears repeating. You're going to sell a product, especially if it's something new to your list, it's a new product of yours, then you're going to send a sequence of emails. Not just one email. If you're getting people onto an auto responder list, which y'all should be using. We should talk about auto responder sequences before we're done Matt. It's the one thing we didn't put on our list of things to make sure we cover so we'll talk about that and come back to it so we don't too far field here. But just because we're going to send a lot of message or pound them hardcore, it doesn't mean we send them crazy stuff. We still want to be congruent. We still want to make sense. If we say to somebody, here's something cool on YouTube, then they're going to go to a page that talks about YouTube, not a page about Facebook. Then they would say, "You said it was about YouTube. This is Facebook. You don't know what you're doing. You're idiots." So we want to stay that way.

SHAWN CASEY: What Matt just showed you is a great shortcut to creating emails. Particularly just for yourself. If you have a sales page you slaved over or you have a copy writer paid to do it, you have everything you need to write a great series of emails to your list for you to use for you to use on an auto responder, for affiliates to use, etc. The other thing is you notice is that Matt's emails that he was talking about are generally short and sweet. He doesn't usually write them like seventy five paragraphs. Now, that's important for a couple reasons. First of all because the longer the email is or you think it has to be, the more intimidated you are to write that copy. So shorter is better from that standpoint. It's also better from delivery standpoint generally because there is less stuff to clog down the email filters. And it's better from a reader's standpoint because all you're trying to get them to do is click. You don't have to make the entire sale in the email. That's the function of getting them online, on the internet. But you want it to be short and sweet. You'll have a much better chance of getting a click. Particularly if you take into account that today half of all emails are opened initially on a mobile device. So you get a guy that's holding an iPhone or Android or whatever models there are out there. If you write him seven hundred words in an email, that guy is going to be like oh my God. Will he ever shut up and get to the point? Come on. And we don't want to be that guy. You want to be the guy that's short, sweet, to the point. Give them a clue what it's about, arouse their curiosity and get them to click.

MATT BACAK: Here's my thought on that. Just to chime in because it's really important to stress this point. First of all, you do that, it suppresses the clicks. The true clicks that you truly need. The other thing is this, the fact of the matter is this is my belief and maybe it's your belief. But this is my belief. I'm strong on this belief. This is what I tell people and affiliates. My job as an affiliate marketer, because we're talking from an affiliate marketing perspective, if I'm selling an affiliate product, my belief is the fact that it's my job to send you qualified traffic. It is your job to sell that qualified traffic. If you don't do your job and I did mine, it's not my fault.

SHAWN CASEY: Right and you're also not going to mail again.

MATT BACAK: Right and I'm not going to mail again. But the fact is I shouldn't have to sell it. I should be able to make sure that I identified the right people on my list. Have them click on the link, go to your page. Your sales letter should be good enough... I'm not saying it for you but the affiliate person; it's their job to do that. People do these crazy things with bonuses. If your sales letter sucks that bad that I have to through a bonus in there and devalue one of my own products to sell your product, I'm sorry that's my thought. There are great people who do that method and its fine; it does work if you use it once in awhile. But what my point being is I shouldn't have to go the, do that. I should have to be the one that just gets the qualified traffic. That's what I believe. That's my personal opinion.

SHAWN CASEY: I agree one hundred percent on that and I think it's very important that everybody get in with that. One more thing I want to talk about email standpoint content real quick is that one thing I like to do, because I think it adds to congruency is when I have a subject line that I like and it make sense to do this with. Free video reveals secrets of x and I use that for my click through line as well, that I hyperlink in the email body. So if it's you know, as long as it makes sense to do that. If my subject line is hey, making hey the hyperlink doesn't make sense. There's a good call action when we go there. A lot of times I'll tie that subject line to one other call to action that I want to them to click to on the message. The other thing talking about message content is that I will generally try, unless it's a super short email, to give them two calls to action. One right at the beginning and one right at the end. Even though the email is short, I give them two places to click because you don't want it to be that hard for them to do it. They see it once maybe they click. They see it twice, maybe they'll click more. So I try to weave it in, even in short emails. So, Matt, let me have the control back here and we'll go back to the white board.

MATT BACAK: I was just actually, you don't see this but I want to show you something real quick just because some people in their mind might have confusion. This is part of a little quote I have. It's right here. What Shawn was stating, it's a recent conversation, that's why I bring it up. Yeah, Matt Gill brought this up. I want to show you I drew this out. The example of what he was referring to at this moment is this, okay? It's going to go here. This is a post here I did on the Warrior Forum. I want to show you what I was talking about. Here's the subject line- 4 Simple Methods of Recurring Cash. And look, here's my link. Then it has /4simplemethodsofrecurringcash. That's what you were talking about, correct?

SHAWN CASEY: Well no, wasn't I just talking about that. You're actually showing them the link. We will hyperlink text in our emails. So the text one I would have used as well there is seventeen ways to get recurring cash or whatever.

MATT BACAK: Okay, so see right here. Is this what you're talking about? Subject line, this works, you should check this out. This works as a hyperlink.

SHAWN CASEY: Exactly. Just like that.

MATT BACAK: I knew I had it here. I wanted to give you a visual representation of what he just spoke about. This right here caused a huge conversation piece. There are ninety different things going back and forth. A guy named Matt Gill mentioned this. He said I need to change this banner. He was going to give us a tip. It's the same exact tip that Shawn just gave and one light, the same tip that I do. We've found that this tip, we both came to the conclusion and now this is the third time and I actually, Matt and I covered it very similar. What Shawn just said is exactly what I said. I usually say in my office and it is if three or more people agree, it's true. So I'm going to say this is truly a golden nugget. You need to write this down. You should write this down because it's going to increase your clicks and the amount of money you make. Stuff like this really truly works really well. This is what we're talking about here. Subject line- this works. This works. Basically, I can't do that there but I would turn that into a link. This would be a hyperlink and then the signature. I just drew it out really quickly. That's exactly what we're talking about in that conversation. I'm going to flip it back over to you. I just wanted to give them a visual.

Webinars

SHAWN CASEY: You know so we talked about sequence in emails and content in emails. So we've covered a lot of stuff for five words on the screen. A couple other things we want to talk about with this is webinars. We've talked a lot about selling stuff. Usually emails straight to a low priced page can work. Even to a video for things but we want to mention webinars because if you're going to sell higher ticket products, whether your own or sell them for other people, you're probably going to use webinars to do it. We're not going to go off on how to do webinars because that's like an entire course. Matt and I have done a lot of them and sold gazillion dollars on them. And my point is that...

MATT BACAK: Actually, we come from a time age when there wasn't a thing called this, it was called tele-seminars.

SHAWN CASEY: Back when we had to talk on the phone, yeah.

MATT BACAK: I jokingly say that because I went to this thing that was all about webinars. I said I came from the era before tele-seminars. You guys use computers today but we used to use telephones. Before the visual screens. So if you ever hear the word tele-seminar. They're all interchangeable. They're selling high ticket stuff.

SHAWN CASEY: So, for a webinar, there are a couple things you want to mention. You would send out several messages to fill a webinar. This is where the idea of the sequence comes in. The first thing you're going to go do, this comes back to email marketing, you're going to have a sequence to fill the webinar. Then depending upon on how well it does, a lot of times you'll want to have an encore. In which case, you would turn right away as soon as it works really well and do an encore webinar and do it live again. An encore just means you're going to take the same exact thing and do it over again. Why would turn around and do it again? Because not everybody shows up. The attendance rates are not a hundred percent. They're nowhere near that. Some people can't make it. The live event creates sales. We do a successful webinar, we do it again. Once you've done it a couple of times, you won't do it more than a couple times. During that time of the encore, if you do it, if you did at 3 PM EST for the first one, do the next one at like 8 PM at night EST. You bring in people from different parts of the U.S. and the world. The middle of the afternoon in the U.S. is a horrible time in Australia. There is a great base of people. It's just the wrong time. A lot of buyers over there. You're knocking them out. You do it at eight at night, EST; people in California are loving you. It's 5 PM for them. The people in Australia it's like noon or something over there, 11 AM noon somewhere in Australia. In the UK, it's 1 or 2 AM. It's like, those people are asleep. You want to vary it and give people a chance to get on your webinar from that standpoint.

SHAWN CASEY: Once you've got those two things done, you'll have recorded that webinar. You're going to do a replay. You can post the video online and send people to a replay of the webinar. Hey guys, you missed the webinar, come to the replay. You're going to make more sales from the replay. And how do you know when you've mailed the replay too many times? The answer is people stop buying. If you're selling high ticket products, you don't have to make a lot of sales to make it worth sending an email. Even if you get one or two sales and you're making 500 bucks at a crack, it's not a bad day, right?

SHAWN CASEY: Now, one of the things that people don't realize that they can do but you can because it's your list and your email is you can create a deadline. This works for a whole lot of different things. In webinars, this is an easy sequence to see. So what I mean by a deadline, let's say you start your replay series on a Thursday. There is no urgency to buy or go to the email or the sale page. There's no urgency to follow up because it's there, it's online, it'll be there forever. What's the hurry? On Friday, you announce that this all going to die. Go away forever Sunday at midnight. You put a countdown timer on the replay page and a countdown timer on the sales page where the sales video is. You just put very simple language at the top. This is done at midnight on Sunday when the countdown timer hits zero, this deal goes away forever. We're going to close it and we don't know when we're going to reopen it. Generally you don't want to kill something forever unless you're really never going to sell it again. Don't lie to people. You might sell it again three days from now. You can close it down. So the clock is ticking. So Friday you send out a warning that it's going out on Sunday. Saturday you send out a warning, it's going out on Sunday. Sunday you send out, it's going down tonight. At 8 PM, you send them a message. I'll tell you if you do this and you will feel stupid sending eight emails in four days for the same thing. Who could possibly not have bought? I'm going to tell you, if you follow that sequence, you're going to see eight, nine o'clock, midnight, man, you're going to see right in here, a flurry of

buyers. Seriously, you're going to see this flurry of buyers. People will be firmly convinced and they should be that they might never see this deal again at midnight. But what do we do? We put everything off until the deadline. When you make the arbitrary deadline, you force people to make a decision. When you do, some of them will decide to buy that were not going to decide otherwise because you didn't make them decide. They could put it off for years but you made them decide between now and midnight on Sunday. When you do, you'll get people that will sign up. You can do this with any product but it's especially effective with a high priced offer, a webinar kind of offer where it's worth sending multiple emails with a deadline. I just did it as recently as a couple weeks ago. We doubled the sales we would have had from doing it. It's a very good thing to do.

The Ferrari Method

SHAWN CASEY: What else do we want to cover? That's pretty much how to make sales. Let's get off on a whole other topic unless you have anything to add on this. Let's talk about the Ferrari method. So let me, I just have to clean the board for a second on my end so I can see the writing. Look, it's all gone. Okay, so here we are and we're going to do the Ferrari method now. As we mentioned in the intro, the Ferrari method is fast and furious. We want to get email out to them fast. We're not building a relationship. We're not caring about having a relationship. We don't care if they know our name. They're a lead. They're a number. We're just trying to make money. If you're not a guru, and you don't want to be a guru, if you have nothing big ticket to sell and you don't care if anybody ever knows your name. You're going to be an affiliate. All you really want to do is generate leads and get paid; this is the method for you. Hands down. Now this is going to fly in the face what many of you think and how you yourself would want to get treated. Now, we grew up with treat people like you'd want to be treated, right? Don't think about that in terms of this. Because you want people to romance you and do everything else and make friends with you before they sell you stuff. But the truth is that your list, if you asked them, would tell you that. Matt and I are friends with a guy who is no longer in the internet marketing business, who was successful in it, had built up a list. He polled that list, asked them what they really wanted and what they really wanted, they didn't want emails every day. They wanted him to summarize everything up and mail it in one big email and give them a lot of content and send to them in a newsletter and they chose Friday as the day. So being an idiot, because when he announced this, we both called and told him he was an idiot. He actually believed his list and so he did that. A month later, he came to us and said, guys, what could I mail that I could make some money because this isn't working at all. This is disaster. I haven't made any money for the last month. My list said this is what they want but they're not paying with their wallet. What did Matt say earlier? They're going to vote with their wallet.

MATT BACAK: Not with their pie hole.

SHAWN CASEY: Sorry, I forgot the pie hole part. It's really important. You don't need to build a relationship with people to get them to click and buy. You just have to capture their interest. Their email box is flooded with emails. Yours is, Matt's is, mine is. Everybody's is. All you want to do is get

their attention, get them to click, get them to buy. That's the concept of the Ferrari method. This came about because especially, like I said, if all you're going to be is essentially a mass market guy, you know, you're just out there, and you generate leads. You're buying solo ads. You're putting leads in a list. You're just simply selling as an affiliate. You might be selling solo ads. If you're selling solo ads, again you don't care what you're mailing; all you want to do is get paid, right? In fact, while we're talking about selling solo ads, I have to pimp my new site, Matt. There is a site called soloadmarketplace.com. It's my partner Brian Koz and I own. You can go there and sign up for free as a buyer. More importantly, if you are a seller of solo ads, you want to list your solo ads there. You don't pay us any money to list. We take a small fee if you make a sale but we have active buyers there and we need more sellers. If you're selling solo ads, list your solo ads there so we can generate some buyers for you. If you're in the mass market, this is what it's all about. Now, you know, I've generated a fortune doing this. Matt has. We have other friends who have. Generate leads, sell them stuff. Even if you're selling your own smaller ticket products, you're still going to want to focus on this type of marketing where you literally, somebody gets on a list and it's like, bing bing bing bing bing. A whole series of messages go out. You have an auto responder series that's going to go out daily. On top of that, you're going to mail some broadcasts daily. At least once, some people mail twice a day. Anybody you know Matt?

MATT BACAK: You?

SHAWN CASEY: Me. So, we've got us that do it and a lot of other people? Why do we mail twice a day? Because we make more money when we do.

MATT BACAK: I make twice the amount of money.

SHAWN CASEY: Yeah. It's funny how that works. I can make a thousand dollars in the morning and a thousand at night, should I keep doing it? Yes. You guys should not mail because you're going to clog up the email market for us.

MATT BACAK: It's like the bankers; they don't ask how many times I mail. They don't care.

SHAWN CASEY: Does your banker ask how hard you worked for the money?

MATT BACAK: No.

SHAWN CASEY: No. The easy money and the hard money, they both work the same at the bank. So, when it comes to this, the Ferrari method is just we want to mail, we want to mail aggressively. You want to mail low ticket products, you want to try high ticket products because both can work. We sell, my partner Brian and I have products that go up to 3,000 dollars for some specialized software that helps business owners get leads. I know people who say I would never pay that for software. You might not. A guy who runs a business who needs to generate leads, who spends literally 100,000 dollars a year on leads that can use our 3,000 dollar software and can save fifty thousand dollars a year generating leads thinks that 3,000 dollars is a bargain. So, it's all relative to how it fits your particular needs. There are people on your list that would spend 1,000, 2,000, 5,000 dollars if you gave them the chance. Whether you're sending them to a webinar, a webinar replay, whatever it is. Whatever marketplace

you're in, you need to find high ticket products that pay good commissions because you can make sales of those and make bigger checks from doing it. Even if they're not yours. The truth is that most people are going to be affiliates for high ticket stuff, they aren't going to create them and that's fine. There is nothing wrong with that. Don't be sitting around thinking one day I'm going to make a course on YouTube so I'm not going to sell that thousand dollar YouTube course that everybody is selling. All those people that are making the big money on it, I shouldn't mail that. Because three or four years from now when I make my course, my list will be ready to buy it. You need to mail and cash it while something is hot. No question about it. You need to be doing that right away. So anything else you want to add to the Ferrari method Matt?

MATT BACAK: Actually, I do. The big thing is this. Let me give you a pearl of wisdom that I share with a good friend of mine, years ago before I ever met Shawn. I lived in a one bedroom apartment, living on a cot. We were two guys dreaming. You know the guy, Mike. Mike and I used to dream of this world we're in now. We started together and went off and drifted in our own ways. Then we came back together. Now we just share our insights we got through our past and becoming as successful as we came. One of the things I said to him that he said was the turning point for him. I'm going to share it with you guys because I think it's important, especially at this moment because some of you are listening to him share with the whole Ferrari philosophy. It's not a philosophy, it's a way of making a lot of money and it is. You shouldn't question something that works because it works. The reason, we're giving you the clues to your success but I said something to him. Because he noticed the change, and it was because of Shawn, he noticed a change in my mailing. I did have some unsubscribes and I did have this but I started making more money. Now, the reason I bring that up is because I said to him, look, I came to the conclusion that my list is not me. And he came to the conclusion that what I think is true, whatever I believe to be true, I just do the opposite. Cause that's in a sense what Shawn is doing. Shawn has a background. He doesn't like to talk about it. He has a background as an attorney. He sees things differently than I do. I noticed that when I had a private training in my theater at my house. Shawn came over and we paid this guy how to teach us to speed-read. As we were sitting there, I didn't see it, Shawn did. He saw it right off the bat. I'm like how did you see it? He said most attorneys see it this way. Shawn saw right through it. The fact of the matter is and I'm bringing this up is because you guys got to understand and realize that you're not your list. That's why your list is on your list. That's why they're following you. So don't get in your own way of your own success. If you're sitting there questioning yourself of anything that was said, try it out and let your bank account tell you if it's right or wrong. Don't let the unsubscribes, don't let things like that, we've already kind of hit on that but I want to reiterate, you are not your list. That's a very important thought to instill in you guys to move into the more conversations we're bringing up.

The Hummer Method

SHAWN CASEY: That's all very good info. You're exactly right. What did we say earlier? Numbers don't lie, right? Numbers don't lie. What we've got up next is the Hummer method. Now, you know, there might be some people listening to this who don't know what a Hummer is but you saw a picture of it

next to the Ferrari. This is based upon the jeep. A military vehicle, idea that it's made to go through anything. It might not get up to speed very quickly but it's pretty much unstoppable. This method is completely different. Matt do you want to explain to them the Hummer method?

MATT BACAK: Yeah, absolutely. Just to share with you guys, the Hummer method is pretty simple. Actually, I will go ahead and sit in my Hummer while I'm telling you this. So, but the fact of the matter is, the Hummer method is just think about this. It is a slower process. What we just talked about the math, zero to sixty in a real quick time frame was a great way to make a lot of money. However, the Hummer method is where we kind of alluded to it. It's kind of old school but it does truly work. It's where you can mail, as people come on, you're communicating with them and building them up. It's really, I come from a perspective of every email that you send out, actually I came from a perspective of everything I do has a purpose. There is a purpose for me to this, a purpose for me to do that. Sometimes my assistant thinks I'm crazy. I say you won't understand until the end. But the same concept is here. It's the fact that every email that I send out leads to that one thing. You know, it's slower to get to it but every email that, for example it could be, three emails to sell a particular product and it's the way I used to do things and I'll inject it into my campaigns. He talked about the selling webinars. Selling emails to sell a webinar but this is, you're building up the anticipation but also educating and getting them to get ready for the thing you're about to announce or release is the way I look at it in my mind. It's whether it's three emails of talking about, like we talked about the visual which I gave you earlier when writing emails. It could be hey, have you ever heard of CPV, if not, let me share with you what CPV is and just educate them about it. Just give them some education. It's a great way to get a lot of free traffic. I came up with another one. Here's some cool studies of what I've done with CPV and the next one could be you know, these guys use CPV and here's the cool things about it. The next one is here's a course on CPV. And CPV stands for cost per view. You don't need to know that specific thing. So, and it's more, it's a slower method but it can build, you're building the anticipation. You're educating them and getting them to buy. However, that's the concept that people use. That was my thought in it originally and then it hit me that there's a hybrid.

MATT BACAK: We have cars out there called a hybrid. I just noticed Porsche is coming out with a hybrid. I want to add a third to this when we finish it Shawn and talk about the hybrid method that combines both of these two methods and puts them together. We're not going to put it together in these, in these Leafs. If somebody's got one, I'm sorry. There's a lady that doesn't like me because I drive a Hummer and she drives a Leaf. In my parking lot and I pay a lot of more money because I own this and she works from... it's a long story. I'm not talking about a Leaf hybrid strategy. I'm talking about a Porsche hybrid strategy. If I'm wrong, it doesn't matter about the Porsche hybrid coming out. That's what we're talking about, the Porsche hybrid strategy, I want to hit on. That's the key that I've come through filtering through, and as we've been uploading this information to you, I'm downloading some things and filtering it through my mind and it hit me, I have a third and it's the new thing coming out. It's one way that I tell people, if you don't want to do the first strategy or the second strategy, there's a third hybrid strategy and I'll share that with you in a second. What I'd like to do and maybe Shawn, you can give your thought on the Hummer strategy, from your perspective. Then I'll go into the

hybrid strategy, the Porsche hybrid strategy. That'll come out with you guys shortly because I think for some people this might be the way.

SHAWN CASEY: Yeah, you know, on the Hummer side, a lot of this I use these techniques. I think part of what Matt's about to tell you, I might allude to. But the thing with the Hummer method is that it has its place. In particular, it has its place, I wrote down, when you're going to sell yourself or your services. You want to be a consultant, you want to build a relationship, and you want to build rapport. You want to build high ticket products and services. You want to get a little more relationship with somebody so you want to move a little bit slower at the start. So, it's, this has its place for [Sound dropped out].

SHAWN CASEY: As Matt said, if you're promoting a webinar, it fits. If we're going to bring people in and we want to build up them, build them up to get them to consider you know spending five hundred or five thousands dollar with us, we've got to build that rapport and that relationship with them. That's where all of this heads when we're doing the Hummer method. It takes us awhile to get up to speed and get going but once we get going, especially when we're selling this higher ticket stuff, we're pretty much unstoppable. We can go through anything. Like Matt said, you know, there's two ways to getting a place. You can drive the Ferrari on the road or you can take the Hummer and go straight from point A to point B. Both are effective methods of getting where you want to be. So let me delete all this and let's go the hybrid method, Matt, which we're going to call the Porsche method.

The Hybrid Method

MATT BACAK: Exactly. This is a pretty cool concept. This is what I came up with because I have, I deal with many, I do have high end students that I work with. A lot of them kind of push back. I guess you'd say, with the way that Shawn and I have made tons of money. I said, okay, you want to do it one way. Some people are like it's what about content. I guarantee this is going through everybody's mind right now, what about content? We just discovered in the Hummer method, that's the content side of things. But the content to me, every piece of content that you've ever sent out should have a purpose. You don't send out random content because you don't get any results. Your purpose of your content in the Hummer method is specifically designed to build that, gear up to get you to where you want, to lead people to. With that thing in motion, I have found and I want to be clear that, I have found that when do I use; I want to be clear on one thing just to... the hummer method for a second. When do I use the hummer method? The Hummer method to me is best utilized when it's maybe a new concept, too, a new idea that is being brought forth. Something the market has might not seen. It needs that anticipation. It needs that perspective. Or it might be something your list might not have heard of. It would, it needs that extra attention to create that sometimes or also, what he talked about, if you're a guru or consultant and typically with that, it's relating to nine times out of ten in my perspective, it is a high ticket items. That's why you see people doing it with video. We're talking about email but if you send an email, it goes to a video. That video gives them content and information. The next one gives another piece of the puzzle. Then here's the whole puzzle and you can buy. That's the Hummer

method. You can do it any way you want but you know, you can do it by email and that's what we're talking about here.

MATT BACAK: Now, imagine combining them both. There's a friend of mine and many of you guys and Shawn you probably have heard of his name. He's been around as long as us. He's well regarded. He kind of went off and became a Charmin or I don't know. He went off and became very spiritual. I think he even started a church. His name is Matt Fury. Matt Fury has, and we've spent some time. I don't know if you guys know a guy named Ted Nicholas. They call him the four billion, I don't know what he's at now, the ten billion dollar man. He wrote that much copy, or sold that much information through copy, stuff through copy. Well, we were in a mastermind together. This is where I want to give credit to Matt because I borrowed this from Matt but it's the Matt's concept is really the hybrid, the Porsche method. The hybrid method, what it is, this is the way he did it... you could adapt this any way you choose because it will work. Some people found that and the way I like to look at it is, I like to identify, if I'm mailing twenty today, we know for my list, we know what night or morning emails out produce. We know that information. Now, I'm not going to give you that information because everybody's list acts differently. I noticed some of my students that what I found is opposite from theirs. Mailing twice works, that's why I shared that with you. I noticed the time, for me, in the morning I find my list doesn't react as much in the morning. Night mailings for me are more money making than my morning mailings. It doesn't mean it's true for you. Based upon what I know with my numbers, this is why this works. What I'm saying is, the hybrid is pretty cool.

MATT BACAK: This is what matt stated to me. I'll say it this way because this is exactly what he said. He said it's kind of like sex. To interrupt your pattern a little bit so you can hear this, it's kind of like sex. You have foreplay in the morning and then you have sex at night. And what it is, in the morning, you're creating the teaser. In the Hummer method, it's kind of the teaser. We were talking about a longer teaser. This is a morning teaser, it's foreplay. So foreplay in the morning is the teaser. It's like hey, just letting you know I discovered an amazing new concept called CPV or cost per view where you can get a thousand visitors for 17 dollars. I'll tell you more about that later. Then it's kind of like that teaser on a when you're watching the news and it's like hey, up next it's going to be this. It's like that. At night, when you're doing your second mailing, that's when you have sex. That's when you say here, buy this product on CPV. That's what I would consider the Porsche hybrid method. You can build, you can take the Porsche, the Hummer, and you can combine it with the Ferrari and get this hybrid. The way to do it is something like that. If you're sitting there and saying, I really, I've been giving people content for a long time, that's fine. You can use this Porsche method. Where it's teasing in the morning.

MATT BACAK: Now remember, here is one thing I found. I want to be clear on this and I know Shawn will be like yeah. I know that's true. This is more to please you. This isn't to please your bank account, okay? I want to be clear on that because if you, in the morning you're mailing, you're not mailing to make money, you're mailing to tease them about the next thing. I have found this through my testing. I test a lot. Everybody who knows me knows I do. I do test a lot. I have found it actually does not, has not increased the amount of money I make in a day enough... I make more money if I mail two offers, using the Ferrari method than using the Porsche method, just to be clear. However, this is a good way that you can feel that you're giving that love. Sending that love in the morning, sending them content,

some ideas of what you're going to mail that night. Actually, you can say I'm not going to do two days. You can take one day, there's seven days in a week. You can mail day one, mail the teaser. That day you're not going to make money. You mail the teaser. The next day you're going to mail the offer. Then, the next day you can do another teaser and mail the offer. The hotel theory, realize when you're doing this, even though you did mail, you didn't mail something to make money, you really did still waste that money making space. So, but and it does, however you're looking at it, it does increase the sales a little bit but not if you're mailing two offers, it's not going to increase. It's something to put in your mind because some of you just emailed for some reason aren't going to listen to us and that's fine. I wanted to throw this out there because you can always get the Porsche.

SHAWN CASEY: Yeah and you can do whatever you like. It's your list. But at least send email because either way, you're not getting paid if you don't send anything. As matt said, your real measurement is how much money did you make. Do it one way, do it another way, play around with it. Do different things. The other thing that goes along with this hybrid methodology is that one of the things we want to do is we want to treat a lot of cases, different parts of our list differently. For example, if you have customers, you can treat them differently than leads.

MATT BACAK: I'll tell you, thank you for bringing this up because I think this, really this is, we're going to go get to the wrap up but I think this might really wrap the concept and the ideas in people's minds to give them a lot of clarity. I really recommend paying attention to this because to be honest, people ask me all the time, Matt, what method do you this? I will say, I have three different auto responders. I have three different mailing systems. I make a lot of money. I have a lot of lists. Each of them, I use different methods for. So this is really good. I just want to stress- pay attention to this.

SHAWN CASEY: Thank you. So, why is this important? Well, if they're just a lead and they're not a customer, how much are they worth to you? Well, they're not worth anything. Collectively, we know leads are worth x amount of dollars in a given marketplace. But you know that's all the leads. If you have a thousand leads and they're worth ten dollars apiece, then the whole piece is worth ten thousand dollars. The truth is not everybody is worth ten dollars. That's the average. Some are worth zero. Some are worth a thousand dollars. Some are worth eighteen dollars. As you pull out the buyers, you can treat them differently. In two ways, one is what you'll mail them. Sometimes we don't mail all of our offers to all of our customers. We mail all of our offers to all of our leads. Generally we mail them all to our low ticket customers but some of our bigger ticket customers don't get pounded by us. There's a reason for that and that's because we don't want to be perceived by our big ticket customers who know who we are as beating them up to much. If somebody spent two or five thousand dollars with us, I don't want to destroy my relationship with him. If he spent a thousand dollars with me, what is he likely to do when we have another thousand dollar product? He's highly likely to buy that one too. We do treat people differently based upon their hierarchy as they go through the funnel, whether they're customers, they're higher ticket customers; we're going to treat them differently as Matt said, he mentioned auto responders which we'll come back to in a second to a screen all by itself. We're going to treat our customer slightly differently, particularly with our auto responder messages.

Auto Responders

SHAWN CASEY: Now, one of the things that everybody seems to worry about when they're new marketers is that you're going to put people on an auto responder list and it's going to have three hundred and sixty five messages on it for every day of the year. There's going to be a guy that is going to buy something from that and he's going to see a follow up message for the same exact thing. Now, everyone worries about that except those of us who have stopped worrying like Matt and I. While we try to stop people from getting that message, it happens all of the time. Now maybe once a year somebody contacts us and says, why did you send me a message, I already bought this. We say yeah, sorry and it goes away. The truth is that we're less worried about that than not sending messages to get us paid. So again, how annoyed could somebody be because you sent them an email to buy something they already bought? They can't be that annoyed. Versus making sure we get a message to all the other people who didn't buy it so we can make sales.

SHAWN CASEY: This hybrid method can work both ways and in case it wasn't obvious, this is more of the Hummer method. We're keeping our relationship alive and the leads, the Ferrari method because we don't have a relationship yet with them. We're just going to pound them until they start buying stuff. Once they buy something, they move over and they can get into the hybrid part of the relationship. Matt, if that part is good with you, let's move to talk about auto responders and auto responder sequences and I think we'll have dumped a massive amount of information to people here before we turn them loose and get them doing it on their own.

MATT BACAK: Absolutely, yeah. I'm ready to roll.

SHAWN CASEY: So auto responders and just so we make sure everybody knows what this is. When you have an email marketing company that is handling your list like Get Response, iContact, Aweber, this is technically an auto responder service. An auto responder is something that auto responds. So, you trigger it, it responds by sending an email. The original auto responders were one. Technically, these are sequential auto responder which means you can put a whole sequence of messages in there. Once that sequence is triggered, you're going to get email forever from the people or as long as the sequence goes. The sequence we have plugged into most of my stuff is 365 days. Why is it 365 days? Because it can be. It covers me for a year and by then, they'll have bought or died. One of the two. We literally go 365 days and we plug in a sales message every single day in that auto responder sequence to our leads. Day after day, that message will go out. People like that's fine for you Shawn but blah blah blah excuses. Let me cut down on your excuses by a lot. I didn't say 365 unique messages. It doesn't have to be. We don't need to send them a brand new different message from day one through day three sixty five. Like Matt said earlier, people can't remember what they got last week, much less what they got last month. What we really have for most of our lists is a thirty day sequence we repeat.

MATT BACAK: Let me bring that in a better perspective. The comment that we've also alluded to a few times. If you guys are building a list, you can probably all attest to this, people can't remember they subscribed the minute after they subscribed. Some people, there are people who are in my support

box, Shawn and I both individually have assumed over half a million customers in our lifetime. Guys, we've made a lot of money. I've broke over half a million and he has over half a million customers, we both have. The reason I say that is because we can both attest to this, when you sell a lot, you'll know this too. People will buy and it really doesn't matter what price point. Next day they'll forget that bought something the night before. We didn't get into their purse and get their credit card. If you sell enough, you'll see this. You get enough subscribers, you'll see this too. People forget. People are going to forget that they saw that email three weeks ago. I just wanted to bring that up, to bring in another perspective, it's true.

SHAWN CASEY: Yeah, we want to follow up relentlessly with them. Now what we're going to mail them is, in terms of this, a couple of different things. Depending on what you're trying to sell. One of the things it's going to do at the start of this sequence, let's say they opted in to buy a, well to say they opted to buy Webfire for example which is a tremendous software tools me and my partner sell. If they opt in and they become a lead for Webfire, now, we've got twenty seven different software tools in there. What are we able to do? We could have twenty seven messages all about Webfire, one about each tool. That's twenty seven days worth, right? But we know they opted in because they want more traffic, sales, leads, and exposure for their online part of their business so all of our messages are going to be focused on this. Our initial series of messages to this list, if not all of them, will be regarding Webfire. We're going to focus on this because we want to sell this product to this list of people who opted in and we know are interested in traffic stuff. Will all of them buy Webfire? No. They're insane. They should, of course, because I sell it but they're not going to. We will also offer, because this is a traffic related product, we're going to start with Webfire, right? Then we're going to come off and we'll also offer some traffic related products. Some of them might be other things that we have, whether they're done for you services or other pieces of software tools we have or they might be other people's products or services because we can't supply everything they want or sell them everything they want. All of this will be congruent.

SHAWN CASEY: If on the other hand, I just mass generated a lead. I literally just got someone who signed up because they want to learn how to work from home to make money. And I'm an affiliate. So as soon as they opted in, I sent them over to an offer, an affiliate offer on Clickbank or Clicksure or wherever. Then I don't care so much. What I'm going to do, especially early on, is I'm setting up my marketing system. I'm going to send thirty different messages and there's a good reason why. Why am I going to send thirty different messages? Because I'm schizophrenic? No because I don't know what they're going to buy yet. If I send thirty different messages, they might be for the same product. If I send thirty different messages and put a bunch of leads in here, what are your numbers going to tell you at the end of the month? They opened this one, this is their favorite one to open and this is their favorite one to click on. Most importantly, you'll be able to look at your affiliate stats and look, message seven made twice as much as any other message. This is the simplest thing of all when you start looking at numbers. Message seven worked better than anything else. What are we going to do? Number one, mail message seven more often. Number two, that product obviously sells so let's get some messages that sounds like message seven but aren't message seven, selling that same exact product because we found that sweet spot for the traffic we're generating and what they like to buy. You don't have to be

that smart to come up with thirty different messages for affiliate products. You can just copy and paste messages other people wrote and put them in there. If you do this, you will generate stats that tell you the results of what people are really clicking, opening and buying and you'll know exactly what your list responds to. How come Matt and I know how to market to our list? Not because we've done it but because we know what we've done and what the results are. We use those results to guide our future actions. We get approached all the time by people who say, hey listen, I've got a product you should sell to your list. Matt and I can look at that product, pitch and sales letter and instantly know whether or not it's even worth trying. People come to us and we will say nope, not going to work. They try to tell us we don't know what we're doing but we do. We know how our lists thinks, what they respond to, what we've tried, what we've done. Twenty eight years combined. You will too because you'll know your numbers. That will make all of the difference.

SHAWN CASEY: Now, this is, we talked about leads. Matt mentioned customers. Somebody buys a product, what do you do? You have an entire 'nother sequence for them that sell s more expensive products that you have. You might have follow up content in training. Now a lot of times what we'll do with customer sequences is we'll alternate. So you know, day one is welcome and day two is maybe training. We already got their money. We don't want to be too abusive. Three will be sales method. Four, we'll go back and do some training lesson. Then we'll alternate every day after that. We alternate day after day. That way, every day they're not getting sold as a customer but we are still making sales. We know they're buyers. They'll buy more stuff if we let them and we should let them because they want to. Your customers want to give you money. You just have to let them. What would you like to add to that Matt, anything? **MATT BACAK:** No, I think you pretty much nailed it. I mean, I can't think of anything more.

Closing Comments

SHAWN CASEY: We've given a lot of content over the past hour, probably more than an hour now.

MATT BACAK: Actually, what I'm kind of secretly doing behind the scenes is making our closing comments and a couple things to say near the end. You know, I just, I think, I really, the one thing that came up for me is just saying to people, and you've just nailed it. We've given a lot of information. Some people are to the point, I think, the reason I believe my success was created because I listen to something like this. I get one little nugget and I take that and I run with it. I know I can't then I go back to it and get another gold nugget and take it and run with it. I keep on going as much as I can. Then I go back to it and take another. I keep on doing it. Because there is a lot of stuff in here to do but don't get overwhelmed and over thinking this is crazy. There is a lot of stuff here that can be utilized. You can choose a method you want to choose and apply it and as things go, you've got to understand Shawn mentioned earlier in this conversation, some people haven't been around that long and some have. Look at the stuff you have around and just you can apply it to your stuff. Whether it's the sequences, emailing and everything else from there. We've been around for awhile so we've got more. That doesn't mean that you can't build to this ideal. Shawn and I are always building, as we're adding, we're

building more. As you grow, you now kind of have a map or blueprint or a way of thinking to create that. That's the place I want to come from. I don't want anything thinking, I just want you to know. I think that's a big thing.

MATT BACAK: I'm going to tell you something you guys probably don't know. I don't know if Shawn I've ever mentioned this to you but I say this about you a lot. One of the things I've gleaned from Shawn from a distance. Shawn and I share information a lot. We sit and we eat a lot at the country club and talk. We meet at the kid's birthday parties and everything else. We usually get into an internet marketing conversation. One thing I've noticed that Shawn does and I want to share with you because it's a characteristic that I believe that everybody listening to this needs to take on and become more of, Shawn does a lot. He literally, I see Shawn, he'll go and do something. He doesn't get upset if it doesn't work. I've seen him go and we've all had failures. He is so persistent. That's the characteristic that I'm talking about. Shawn makes the money he makes and I will tell you, I mean, I'm just saying at this moment, Shawn, we're very competitive; Shawn does make more money than me. That's going to change soon. I'm going to drive through that golf course and beat him. But the fact is I want to bring up and this is for all of you guys to take in, persistence is the key. He's consistently going out, doing it, mailing. If something doesn't work, he moves on. Doesn't emotionally attached. Its one characteristic and I sit back and I watch. He goes. When I, he mentions sometimes that I have my heart on my sleeve. Sometimes I get too emotionally involved. It stops me. I'm just going to tell you, from that perspective, I'm going to challenge you guys to be persistent. Go out and do this stuff. And as you go, you're going to learn and start discovering. Shawn and I, we do use these methods and we talking about this, we can really identify what our list truly wants. That's how we know because we see. They vote with their wallets and buying stuff. If people are buying things about traffic, we sell more things about traffic. The famous words you wouldn't hear Shawn say but he's said to me, and I've repeated this a few times to a friend of mine, when the gravy train is leaving. He said this is the gravy train and yeah, it is, let's ride it as long as we can. I want to share with you today, when you're mailing, you find a gravy train and you find something like that and you ride it. Make things happen.

MATT BACAK: I just wanted to share because I think that's going to be good because we gave a lot of content. Taking on some characteristics that we do and sometimes I'm actually too anal over it and it's stopped me from, I realize sometimes I realize I can be anal from my split testing. I make more money if it goes out. Sometimes I just have to get it going, it doesn't have to be right. That's something I want everybody to take on. You don't have to get this right, it's not going to be 100% right but as you go, you're going to mold it and make it better. You're going to have, instead of, you're going to turn your cars into rocket ships of cash. If you know anything about rocket ships, rocket ships exert most of their energy and fuel taking off. Once it hits a certain point, then it releases everything and it doesn't need to consume as much. That's something to think about. When you're taking on some concepts like that, it'll take some time but when you get it there, you're going to be so excited and so happy about what you created. Shawn and I have been email marketing for 14, 15, it is it. This is the game that's the most profitable that you can play when it comes to internet marketing. That's what I believe. That's why we play it. We just gave you guys the keys to the kingdom to make that, I don't know what you guys want to do and what your dreams are. Whatever those things are to you, grab them and put them on your

computer. Stare at them. That's what I do. Put them on the wall or whatever you want. Email marketing, I don't care what anybody says. Everything will tell you everything out there.

MATT BACAK: I wrote a book about email marketing in 2005. That's how Shawn and I met. I talked about email marketing and building a list. There is so much money to be made. We know guys that are making more money than us. I know guys who are dropping 20,000 clicks and making tons and tons of money. It's remarkable what can happen as you grow and build this thing. Just take the things we said to heart and start applying those things and just keep on going. If you're getting frustrated, be like Shawn. Be persistent. You'll notice Shawn is one persistent guy. He doesn't, if something gets in his way, he's going, and he'll turn if he's got to. He'll move out of the way and keep on going. He's always consistent. If you're not consistent, you want to keep mailing because that's how money is made.

SHAWN CASEY: I'm speechless. Thank you for those kind words. I appreciate that.

MATT BACAK: I'm dead serious. I do. It's great and that's for all of you guys. That's for everybody to realize. It's great. Shawn and I, getting around people that are in it and you have to be careful. Just, actually, can we flip it over because we're done with content, right? Why don't we flip it over and go to my screen real quick. We discussed and I was trying to review some of the things and share with you the flow we walked through. This is the magic money formulas. We went through the magic money funnel. We talked about the golden key to the Ferrari. We talked about the golden key to the Hummer. We talked about actually, we also brought in the golden key to the Porsche. Also, we talked about when each applies best. We talked about that. We talked about small ticket and big ticket items, whether it's your customers. We talked about different things. We talked about multiple products and price points. We went through selling your stuff, other people's stuff. Sequences of emails, video pages, how I get emails. I just want to really because a lot of people get stuck on how to write an email. I gave you this. I don't think, making money is easy when you get out of your own way. I think some closing comments on that. If you get out of your own way and see where, I call them where the flashlight is shining. The flashlight is shining on, if I mail an offer and it makes a lot of money, guess what? That's where the flashlight is shining. [Audio drops out]

MATT BACAK: The things we shared, is what I'm trying to say is we shared a lot with you. The big thing is the things we shared, it's really this thing is one of those things you can listen to once and you can always go back and let's do it and I'll tell you something that I've learned over the years. I have just gone back and went to, I got back into leading the field by Earl Nightingale. Some of you probably never heard of him. When I started, he was huge. When Shawn and I started, we used to sell tapes, cassette tapes. I don't know if you guys realize that. We came from cassette tapes and VHS tapes. Shawn might have sold 8 tracks. I'm just joking Old Man Casey. We did come from an older era. I remember the transition from tapes to CDs. That's something we questioned. I remember going from VHS to DVDs. We were in that transition. Some of you guys listening right now. I've met people who were in elementary school when I was getting started. In high school, some of you remember those things but the reason I got into that is because I actually pulled out some old tapes I had. I still had some of those old tapes. I pulled it out and I told my wife the other day, I said wow, I'm hearing things I never heard then. I'm saying you can always come back to this later on, once you've gone on. There is a lot of, I

mentioned earlier at the beginning that we're going to unleash pearls of wisdom and I know we have. I heard it. I've got a lot out of this. I'm going to go back and actually add some other people. I literally walked out. The moment I walked out, I said this stuff is good. This is good. I had it on mute when I did that. There's a lot of good stuff. I got a lot out of it and I know you guys did too. I just wanted to share that in my closing comments. Shawn, do you have any closing comments, we'll go there. Then I have three more slides that are really simple to finish this up.

SHAWN CASEY: Ok, good. You brought up a lot of good points and I want to reiterate what Matt said. The biggest thing is to get started. Send email every day. Keep building your list. Keep working at your business. Matt used a rocket ship analogy. I like to use the penny doubled every day analogy. You probably heard the story and if not, I'll tell it to you. There's an old riddle kind of that says, the king wanted a reward a knight for doing a good deed and he said, hey I'll give you a choice between a million dollars and a penny doubled every day for thirty days, for a month. And the knight being wise fellow took the penny. [Audio drops out]

SHAWN CASEY: You're done doubling this penny every day. But what no one ever thinks about is that on day one it's just a penny and it doesn't seem like much. Then it's 2 cents, and then 16 cents and then 64 cents. You worked a whole week and it's only \$2.56 and you're like God, this sucks. Then it's only five dollars, ten dollars, twenty dollars, and you go a couple weeks and you've got \$320 bucks. You notice how it starts getting bigger faster. And all the sudden, what started out as not seeming like much, you built up this momentum and you started building and leveraging and getting bigger. And all the sudden it turns into real money. There's an old saying that the big get bigger. When it comes to building a list and leveraging a list and using the list, a big part of it is you know, using that list. The more you mail, the more you build the list, the bigger you'll get to be, the more you'll get to do.

SHAWN CASEY: One of the things we didn't detail much here but I want to mention right now is the fact; the best ways to make money with your list is to swap promos with somebody else. There is I think the last time I counted, 1.2 zillion people that have a list on the internet. You can find any of those 1.2 zillion people in places whether it's the Warrior Forum or the Digital Point Forum or Safe Swaps, wherever you want to go. You can find a lot of people to swap with. Once you swap with somebody and you show up and do your part of it. I'll explain what you're doing in a minute. You can access your peripherals with other people they swap with. Pretty soon you swap your promos. Why do you want to swap promos? It's like this and I do this all of the time. Matt and I are friendly competitors. And if I say to matt, listen, let's swap promos, here's what's going to happen. I'm going to give Matt my promo with my affiliate link in it so he can get paid as an affiliate. He's going to send an email. I'm going to get leads, buyers, and Matt is going to get paid as an affiliate. I'm going to get paid because I'm the product owner. I'm going to get money, customers and leads. In return, I'm going to mail for Matt, same deal, as an affiliate. I'm going to get paid as an affiliate. Matt's going to get leads, customers and money. So it's like getting paid twice. The bigger your list is and the more you swap, the bigger your list gets to be and the more you can swap and get more leads and build your list. We do this all of the time. But some of you are saying my list is small. Doesn't matter. It's easier to find guys with small lists than big lists. It is. There are more of them. If you go out and do this, you will find you can grow your list and you don't even have to spend a dime. You might be spending twenty dollars with Get Response to have your list.

If you mail, you spend twenty dollars. If you don't mail, you still spend twenty dollars with Get Response. Why are you wasting the money? Mail. Swap promos, find stuff to mail. If you're on Matt or my list and you're in the internet marketing, you'll see lots of messages and products and things you can promote simply piggybacking and mailing what we mail. There's a reason I'm on everybody's email list. We watch the market and see what's hot. We follow the market and go do it. If you guys will put in this effort. Start out doing anything. It will build and build and build and great things. Just like that penny being doubled every day. Every day you'll send an email. If every day you'll keep building your list, this is an integral part of this, you will build up something that is more powerful than the Ferrari and the Hummer and the Porsche all put together. It will be unstoppable and it will provide you a stable, ongoing source of money you can count on for the rest of your life. So Matt go ahead and hit those last three slides.

MATT BACAK: Alright, so, I'm just making sure I have this ready to go. Interesting enough, I've played in, I'm going to go through and share. While we're doing this, I actually made this for you guys which is funny because in the closing comments is what happens when you double a penny every day. Now you can see this visually. The fact is, here we go. One day, we go through and day fifteen it turns into \$163.84. Day sixteen, look at this. Look at the exponential growth. It turns into a penny doubled every day for thirty days turns into \$5,368,709.12. Not bad. That's where it comes to the conclusion that the big difference, once you look at it, you would be getting over five million dollars for that penny. It's something like starting a business or doing something new like that. It's like starting a rocket ship. You spend eighty percent of your fuel taking off. Once you reach that certain point, it goes to minimal consumption. To turn your car, which we gave you the car to turn into rocket ship. Starting off with the Hummer method, the Ferrari method or the Porsche method. However you want to do it and don't let the looks of that car deceive you because what we stated earlier, we have found that there is a lot more money in, it's just one of those things we talked about. Remember the opportunity cost. I wanted to give you guys a closer. Close it this way. You have the choice. The choice really is yours. With that being said, Shawn, it's been fun talking to you on the phone.

SHAWN CASEY: Yeah, it's been awesome. I appreciate the invitation to work on this with you. It's been great. I love sharing this information. What will make me happier than ever, people go out and do stuff with this. People will post stuff on Facebook or talk to me in a conference, I heard you and Matt and it inspired me and I made a bunch of money. We love to hear that. As you put this stuff into play and it works for you, please feel free to post up and let us know that something good happened. We always love to hear that.

MATT BACAK: Absolutely. Thank you very much. We will see you guys, we'll talk to you guys soon.