

YOUR NEW PHILOSOPHY!

It is about delivering REAL VALUE to an audience. Building a long term relationship with that audience. Your crowd.

It presumes the attitude that you look at everybody who you want to do business with, ... and decide you're not going to wait for money to change hands before you start contributing, guiding, counseling, advising and protecting them.

Jay Abraham calls this the 'Strategy of Preeminence'.

<http://www.youtube.com/watch?v=wTVysU9CkQs> PART ONE

<http://www.youtube.com/watch?v=ewxJnCHKXW8> PART TWO

Since 2004 I've based everything I do in business to be inline with Jay's philosophy. It's the cornerstone of EVERYTHING I do.

The Real money is in HYPER ACTIVE CUSTOMERS...

Customer: "Hey Dex I'm wanting to get in on your program but I'm a little short right now. Do you think the price will eventually come down?"

My Response: ">>>> Do you think you are in the "Action Mindset" right now and will take immediate action on the program?"

Customer: "Honestly Dexter I'm not sure I will but I still want the program"

My Response: "If that is the case I would wait as the program will be about half price when it's released as a home study. You will miss out on the masterminding and personal interaction with me but that's only meaningful if you are going to act on the information. Also if you remember ...Email me when the home study comes out and I'll gift you 30 minutes on the phone with me K?"

Customer: "Wow...I can't believe you just told me not to give you money" "I'll be a customer for life...thank you"

Don't bullshit your customers. Tell the truth. You Fuck Up...Then tell them..Hey I fucked up!

Be a person. Be human. Have emotion. Share your scars...

At the heart of the Nerd Email Mastery Program is the Compelling Story Series

KEY POINT: We learn best through stories, we stay engaged at a higher level when reading stories...

Almost all Guru's right "Isolation Emails"...Meaning they are one pump humpers!!

Wham Bam Thank You Mam...

Your emails should have value in and of themselves. Just the actual reading of them should teach your prospect something even if it's just good copy.

When you start an email it should never be one email. It should have a beginning and an end. Each email should build upon the next, have a hook that guides or compels your customers to want to read the next.

Your Emails should resemble:

- Sopranos
- Boardwalk Empire
- Seinfeld
- Fringe
- The girl next door
- Kardashians
- Entourage
- Etc...

They all have one thing in common. CHARACTERS AND OPEN LOOP ENDINGS!

THE PROCESS:

1. Break your product or offer into components
2. Each component is an email
3. Attach a person (character) to each component
4. Leave each email in "cliff hanger" format

THE TWO MAJOR BUILDING BLOCKS

The Hook And The Subject Line

Your hook is what captures attention. Makes you stand out from everybody else.

The Number One Way of creating a hooking is **looking for weakness** in the market and fill it.

Most products or services aren't perfect.

So I build my hook around that weakness.

I create a bonus as the "fix" ... the "Band-Aid".

The "must have" add-on or complementary "ENHANCEMENT".

The hook is that little opening where I can jump in and add REAL UNIQUE VALUE.

“Filling The Weakness” Example:

There are more and more so called Internet Marketing Consultants coming into the market everyday.

As a matter of fact I wouldn't be surprised if by the time you read this another offer hits your inbox.

Everyone is going to tell you they will show you how to get the number one spot in google, how to set up the perfect website, and how to tackle that thing we call Search Engine Optimization.

The problem is that they are going to use the same old ways everyone else does. They are going to go after the same keywords as everyone else.

I'm going to gift you a free video series I've created called "Inside The Minds Of Your Customers".

In these 3 videos I'm going to show you little known secrets as to how your customers are really searching the internet. I'm then going to give you the exact step by step process for targeting certain keywords and phrases you would never of thought of before.

I promise this will bring in an entirely new stream of customers you would of never had.

No one else will do this. Why? Because they are lazy. It's too dang easy to just rank high for the easy main keywords and then move on to the next customer.

I'm going to leave you with a formula and checklist that you can use to continuously bring new customers that need and want what you have to offer.

Of course you can only get this by doing business with me.

.....

Hook: “Super Power”

You and I both know that The Superfly Snooka Keyword Super Tool is the absolute best tool on the market.

However, I'm shocked that nobody talks about this simple, almost hidden, module that allows you to pull up 33% more keywords then you'll ever see by doing it the traditional way.

I'll include a 7 minute video if you order from me today that explains exactly how to do this. Pretty cool huh? Same amazing tool yet a little hack that will make it 33% more effective.

We build our websites on top of the number one internet platform on earth. Wordpress.

Most people are going to come in and build your site and then go on their merry ways.

We've taken some extra time to make sure you have everything you need when we leave.

When your site is done we are going to give you unlimited access to our 17 part "Wordpress For Dummies" video series.

In this membership site (valued at \$399) you will have access to up to date tutorials to update your site, install plugins, change graphics, update and upload new posts, etc...

This way every time you can't seem to figure out how to do something you'll not be forced to call us or someone else to do it for you.

We've saved you money and given you tutorials to be able to do just about anything you'll ever need within your website

Right now if all you did was add a "Hook" to your current emails they would outperform better than ever before!

Use Hooks to build Interest and Desire

OPEN LOOPS

Open loops are "elements" of a story that don't tie up in that same email.

Think of them as UNFINISHED STORIES or story elements.

An open loop is when you start an idea, thought, or story, and instead of finishing it, you move onto something else.

"OMG! X Just Walked In On Her Husband Cheating!".....end of episode

"Then as Sally opened her browser to look at the results of her Facebook Ad Campaign she literally broke down in tears. Not because she was sad but because she had just made enough to quit her job. Then as we began to break down what had taken place I almost peed my pants when I discovered something that was responsible for 67% of the sales. It has absolutely nothing to do with Facebook. It was something Sally did that I wasn't even aware of. But it's so easy I am laughing right now that everybody isn't doing it"

Next time I'll share this simple yet powerful tactic with you. Be on the lookout for an email titled "I laughed when I saw this tactic that brought 67% more sales".

Always add value then leave an open loop leading to the next email...

KEY POINT: PEOPLE NEED CLOSURE!

Ever watched a horrible movie yet still watch it cuz you have to know what happens at the end?

A lot of people do.

Subject Lines: (It's sole Job! Get The Email Open.)

Shock and Awe!

Why I P.E.E. On My Sales Letters

Copywriting Boob Jobs

Taming The Hell-bitch

Brilliant Copy Won't Sell A Turd

Talk Dirty To Me, Dexter

Why I Like Making Women Go
"Eeeewwwww!"

Behind Every Crooked Politician ... Is A
Copywriter

What To Do If Your Business Goes To Hell

Naked Lady Teaches Me Some Skillz

Why I Delete Your Emails

Drooling Biz-Opp Idiots

Sociopathic List Pimp

Make Me Sweat And Squinn, Ben

Selling Skid-marked UnderWear

How To Fart Your Way To Success

Stab Your Competition's Eyes Out

Mexican Food And Bad Gas

When Life Flips You The Bird

Naked Superhero's Marketing Tips

Curiosity Killed The Cat Examples

Disturbing Things I Do On The Phone

My Uncensored Opinion Of

The Disease I Might Have

What Never To Test In Your _____

Marketing Tricks Being Used On You

Ex-Goo-roos In Orange Jumpsuits

Is Obama A Good Salesman?

Will FaceBook Kill Email?

World Class Marketing Books Nobody Talks
About

Customers I Hate Selling To

Alpha Male Myths And Misconceptions

More...Curiosity Killed The Cat Examples

Who's More Dangerous: Bureaucrats Or Goo-roos?

My Favorite Marketing Gurus

Do You Really Need To Test?

What Never To Put In Your Swipe File

Best Music To Write Sales Letters To

Marketing Gurus I Avoid

The Case Against Video

What Your Prospects Are Thinking

Are Women Better Marketers?

"Just The Benefits" Examples

How To "De-Stress" When Things Get Crazy

How To Get Clients In A Tough Economy

Writers Block Cured

How To Write "Sticky" Email Subject Lines

How To Joint Venture With Celebrities

How To Master Copywriting Books And

Courses In Half The Time

The Secret To Unlimited Clients

Cool Testimonial Trick Nabs More Sales

Proof 2.0: How To Be Taken Seriously

How To Stick Out Like A Sore Thumb
Curing Copywriting Impotence

How To Write Lots 'O Bullets

Profit From Uncle Sam's Stoopidity

How To Get Celebrity Endorsements

How To Be A Social Media Stud

How To Get Bum-Rushed By New Customers

How To Sell To Complete Strangers

How To Make Copywriting Less Frustrating

Write Great Copy Without Being A Great
"Copywriter"

Annihilate Writers Block Forever

Crazy Ass Bizarro Examples!

Phantom Pooping Prospects

Rebuking The "High Priests Of Hype"

Marketers Shouldn't Play With Dead Things

Fart Your Way To Success

Psycho Chick Explodes Business

Emails Abducted By Aliens And Bigfoot

The Headless Marketing Freak

Goo-roos Prancing Around The Bohemian Grove

The Haunted Sales Letter

Psycho Rednecks Reveal Secret Stash Of World-
Class Headlines

Beware The Black Eyed Goo-roos

Dead Ads Rising From The Grave

Bizarro World Customers

De-fanging The Sales Tooth Fairy

Selling In The Devils Trap

Curse Of The Marketing Monsters

Encyclopedia Of Marketing Monsters

Bigfoot's Big Sales Tips

The 9 Riders Of The Email Apocalypse

Drooling Biz Opp Idiots

"Numbers" Examples

5 Ways To Ruin A Good Sales Letter

7 Ways To Make Writing Easier

3 "Hidden" Sales Lessons

9 Dumb-Dumb Email Marketing Mistakes

10 Ways To Monetize Twitter

5 Tips For Getting Jobs When Nobody's Hiring

7 Weird Tricks For Internet Video

3 Reasons Not To Sell eBooks

The 7 Rules Of Marketing Zombieland

Top 10 Swipe File Ads

8 Ways to "Unsell" Your Product

6 Words The Marketing Ex-sports Dare Not

5 Ways To Ruin A Good Sales Letter

7 Ways To Rob Yourself Blind

9 "Financial Tsunami" Survival Tips

7 "Small" Product Launch Lessons

10 Copywriting Killers

5 "Sexy" Sales Letter Secrets

8 Second Ad Killers

7 Copywriting And Marketing Sites Nobody Knows About

Authority Examples

Traits The Best Marketers Share

Einstein's Genius Copywriting Secret

Computer Scientist Uses Cartoons To Writes Ads

Dan Kennedy's Depression-Proof Secret

Gary Halbert's "Warp Speed" Copywriting Tip

Gary Bencivenga's Secret Copywriting Weapon

Benjamin Franklin's Forgotten Persuasion Secret

Hollywood's Billion Dollar Marketing Lesson

The Bible's Secret Email Lesson

World's Oldest Info-Publishing Secret

Copywriting Superstar Gives Up The Goods

Persuasion Secrets Of A Mensa "Cruelty Artist"

Marketing Scientist "Dissects" My Emails

Evil Crime Boss Sales Tips

CNBC's Corny Sales Secret

Obama's X-Rated Selling Secret

Matt Furey's Free Copywriting Swipe File

Gary Halbert-Trained Marketing Dude Speaks

Interview With "A List" Copywriter

Interview With Jay Abrahams #1 Top Gun

****You can also use Movies, TV, Quotes, Songs, Popular Current Events etc...****

UNORTHODOX SECRET #1: Screw The FREE LINE

Iphone And Android Apps, Play Station and WII's, Television and Movies...

Give people what they want.

ENTERTAINMENT!

INFORMATION PLUS ENTERTAINING STORIES

UNORTHODOX SECRET #2: Speak Like Your Talking To Your Best Friend...

Quit being so damn concerned about spelling, grammar, and sentence structure.

Ummmm....Awmmm...Geez...Damn...Fuck...Shit....Gosh Dang It!...

UNORTHODOX SECRET #3: Tell Compelling Stories!

Frank Kern, Dan Kennedy, Anthony Robbins.....All incredible Story Tellers!

UNORTHODOX SECRET #4: Motivate

Tell people stories of poor to rich, handicapped to overcoming, didn't have a chance to success,
...

It's ingrained in us to be moved by these type of stories.

UNORTHODOX SECRET #5: Checklist and Cheat Sheets

People love short cuts.

"Top 7 Books I read on SEO"

"9 Best Websites For Getting FREE Traffic"

Etc...

Tie it in to your product at the end.

UNORTHODOX SECRET #5: Email Daily – Get Rid Of The FREEBIE Hunters

Your going to get unsubscribes. Don't take it personal.

Balance selling with entertainment and free line.

This is the principle of "Shaking The Tree".

What's left are buyers and fans.

CREATING YOUR COMPELLING STORIES

1. You've Got To Understand Your Audience...

2. Structure And Direction

3. Putting It All Together

**Most Guru's don't give a crap "What They Write About".

This is a typical email:

7 New Ways To Dominate Your Niche

Hey...I've made a new video go check it out [HERE](#)

You've Got To Understand Your Audience...

This begins with these questions:

- What does my customer want to achieve?
- What are the roadblocks that stand in the way?
- What are the steps for achieving it?

- What is one thing I can give them in each email to move them closer?
- What are the fears that are stopping them from achieving what they want?

Two Most Important Things You'll do:

1. Start taking surveys and polls.
2. Do FREE 15 minute consults with your best customers. Get to know them.

GO DEEPER AND DEEPER WITH YOUR NICHE/MARKET.

CREAT YOUR CUSTOMER AVATAR

Examples: <http://Otocash.com/story/>

You absolutely must put yourself in your customers shoes.

You've got to know what they are thinking.

What is the conversation going on in their head?

****CREATE 2 CUSTOMER AVATARS IN YOUR NICHE/MARKET****

Frank AN ANNONOMOUS AVATAR

Frank may be 45 years old or 20 years old. He's **extremely stressed, with big dreams and secretly frustrated that he's achieved very few.**

Frank will not admit that too many people though.

As a matter of fact Frank will fiercely fight anyone who attacks his current status or where he is at in life.

However, Frank is constantly coming up with new business ideas to take his current business to the next level or start one that will catapult him to a new level of success.

Frank is an avid opportunity and business, marketing reader. Meaning that Frank is up to date as to who can help him in his field. He's on everyone's list and **wants so bad to attend the many seminars and products that are thrown at him on a daily basis.**

Frank satisfies these desires by searching for cheaper means of obtaining the information thru blogs, books, and audio programs. However, **Frank has plans to one day be one of those people that are at each of these seminars and life changing events** he so badly wants to be a part of.

Frank extends himself on credit and budgeting to get the few things he can, yet still feels as though he's missing something big because he has limiting resources.

Frank is very scattered in thought, barely able to keep focused for more than 20 minutes at a time, therefore needs to be marketed to in a much more personal and repetitive way.

He's constantly pulled in twenty directions and his life is full of distractions and putting out fires. Franks never really fully "implements" anything.

He's great at starting things yet can't seem to finish them. He's always looking for something to make it easier on him or a better way of getting projects done. If someone can help Frank Implement he will be grateful forever.

Frank lives in a home that's probably just above his means, in a middle class neighborhood, as **Status is very important to him.** He works 50 – 60 hours per week and yet is never fully at work or at home as he is constantly **having an internal struggle as to what he should be doing** and where he should be.

He's distant emotionally with his wife and children. He secretly feels as though he isn't enough. He's promised many things that have not come true. He is fiercely committed to achieving his goals though and **has a never give up mentality.**

He probably likes movies, video games, surfing the internet, or some other kind of brainless hobby and is highly susceptible to addiction as he does these things to avoid "feeling" and practice avoidance.

He's overweight and never quite feels right because he doesn't eat right nor exercise much. However, Frank is constantly making new plans to make these things better. Frank is bright and smart on his feet.

He's highly influenced from the outside and can be "motivated" very easily. Marketers, however have to work a little harder to get Frank to "write the check".

He has between two and four credit cards, yet all of them are always near there limits.

He drives a mid level car, probably a Honda or Toyota, yet dreams of Fancy cars and the fast life. This is the trait that drives him as an entrepreneur.

He wants BIG things and a Big Life. Significance is very important to Frank and he probably tells a story of his life that he's began to believe that maybe a bit stretched and imaginative. Yet he's not delusional in his private moments. When one on one with himself he's honest and knows that he must get and be better.

He strives and yearns to be a good person with a great lifestyle. Because the majority of Franks are into there Early to Mid Thirties and Beyond they want the secret to youth. They want that vitality again they once had.

Killer Subject Line + Kick Ass Hook + Stories



Roadblock

#1

Doesn't Like To Workout
To Much Pain Associated

**Email #1 Solves
This Problem**

+

**Told In Story
Format**

+

**Emphasises
Hook**



Roadblock

#2

Doesn't Like
"Diet" Food!

**Email #2 Solves
This Problem**

+

**Told In Story
Format**

+

**Emphasises
Hook**



Roadblock

#3

What Supplements
Really Work?

**Email #3 Solves
This Problem**

+

**Told In Story
Format**

+

**Emphasises
Hook**

DESIRED RESULT!

The Nerds Shortcut To
Email Mastery

Dexter Abraham

Master Cheat Sheet

What is the goal of this email?

Who am I talking to?

Email Subject Line #1

Email Subject Line #2

Email Subject Line #3

What is the Ideal End Result for you
client/customer?

What is The Void in the market that your
Hook will fill?

What are the Roadblocks that your
customer must overcome?

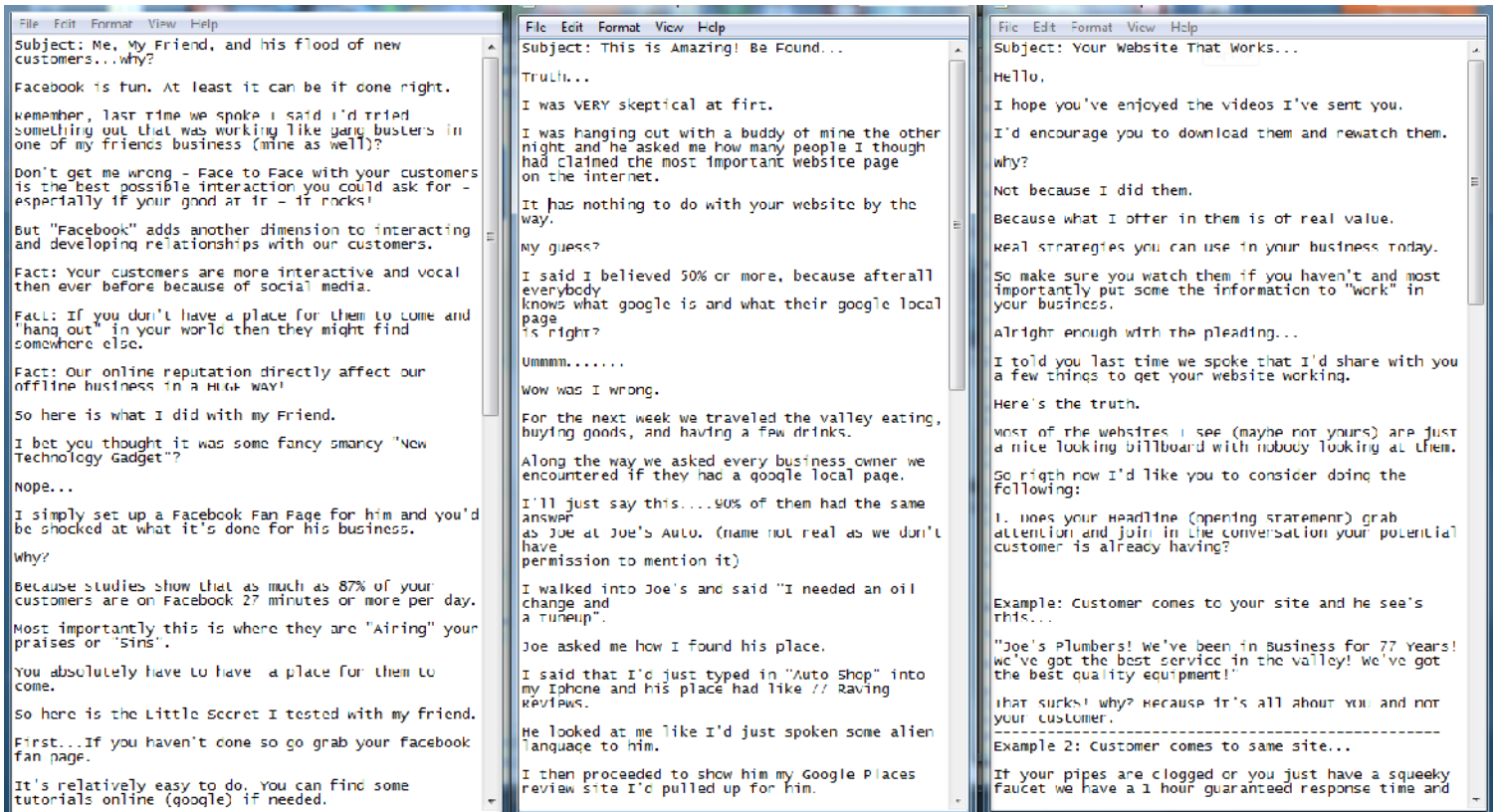
What can you do to move them past these
roadblocks and closer to their goals?

What are their Biggest Fears to achieving
their ideal result?

What specific parts of your product helps
to overcome their Roadblocks?

What specific parts of your product helps
them move past their fears? (Bonus?)

STORY BOARDING



- Fill out your Cheat Sheet Form.
- Write Your First Draft Quickly. Try not to stop. Free flow.
- Wait at least two hours then come back to it.
- Keep the sentences to 50 character max wide.
- Keep the paragraphs short.
- Spell check and look at grammar at the end.

****EVERYONE WILL RECEIVE THE NEW EMAIL SERIES FOR YOUR SWIPE FILE****