

4 Day Cash Machine EXPOSED - Swipe Files

These are copies of the full email sequence I used for My First '4 Day Cash Machine' inspired 1/2-off w/bonuses promotion.

If you would like to view the landing page for this special offer, it is still online at:

<http://www.InfoProductSeminar.com/thanks/50.html>

Compare the copy on that page with the basic emails listed here and see how the content of all three lines up and continually re-enforces the 3 triggers that drive the campaign.

I went into this campaign with a VERY COLD list and promoting a resale product, so I wasn't expecting to make money – and I didn't. I wrote about the experiment extensively on my blog, so you can read more about it there if you want to see the actual stats and deeper analysis:

<http://www.gotoguyenterprises.com/blog/40/mass-control-4-day-cash-machine-experiment-part-1/>

This promotion seems to work best when used on a good list that you contact regularly and who are very familiar with the product you are selling. Neither of these things were true about the promotion I ran.

One thing I could have done to 'warm up' this list would have been to first run a series of content rich emails giving them some very valuable related content, and then run the sale.

I encourage you to experiment with the Subject lines you use and split test them to see which ones trigger the best open-up rates. Try all-caps vs. lower case, or including the first name vs. not.

In a recent promotional video that Frank Kern released he stated that the headline that he's used which got the best open up rate ever was, "bad news..." He call this the 'rubberneck effect'. People will slow down to look at an accident, but not a pretty patch of flowers growing happily along the side of the road.

Andrew Seltz
The Go-To Guy!

Day 1 Email

Subject: {!firstname} - THANK YOU!

Hi {!firstname},

Until midnight EST on Thursday February 14 you can get the 'One Day Info Product Seminar - with Fred Gleeck' for HALF OFF.

Here's where you can grab your copy for half off:

<http://www.InfoProductSeminar.com/thanks/50.html>

I'm holding this special sale as a way to say THANK YOU to all the people who read the IM Insights newsletter :-)

Here's where you can grab your copy and save 50%:

<http://www.InfoProductSeminar.com/thanks/50.html>

Try These Audios For 50% Off And Get FIVE Free Bonuses!

If the 50% discount isn't enough to have you heading to my special 'half-off' web site, these FIVE free gifts will surely do the trick:

* Bonus 1: PAINT-BY-NUMBERS COPYWRITING (85 Pages) Put the right words onto a computer screen and people will fall all over themselves to give you money. This course will teach you just what you need to say.

* Bonus 2: THE DOUBLE GENIUS SYSTEM (99 Pages) Start your information publishing empire using this complete business model for selling '9-1-1 Products' to people who need answers NOW!

* Bonus 3: THE PRODUCT INNOVATION TECHNIQUE (92 Pages) Discover how you can create 7 products a week - week, after week, after week.

* Bonus 4: ARTICLE WRITING SECRETS (52 Pages) Content is King on the Internet. Learn how to generate great content fast to gain website visitors and create products to sell to them.

* Bonus 5: QUICK NICHE PRODUCT CREATION (25 Pages) This tightly focused guide gives dozens of ideas to jumpstart your product creation efforts.

WHEW!

That's a lot of goodies ...and you get it all FREE when you try the 'One Day Info Product Seminar' for 50% off.

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<http://www.InfoProductSeminar.com/thanks/50.html>

Talk soon,

Andrew Seltz
The Go-To Guy!

P.S. This special half off sale ends at midnight EST on Thursday February 14.

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Day 2 Email

Subject: {!firstname}, Time is running out.

Hi {!firstname},

I wrote yesterday to tell you about the incredible deal you can get on the 'One Day Info Product Seminar - with Fred Gleeck', as my way of saying "THANK YOU" for reading my newsletter.

...And I wanted to make sure that you were able to read the email.

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Andrew Seltz
The Go-To Guy!

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Day 3 Email

Subject: {!firstname}, Last day for your Info Product business...

Hi {!firstname},

The special half-off sale for the 'One Day Info Product Seminar - with Fred Gleeck' ends at midnight tomorrow.

Here's the full scoop:

<http://www.InfoProductSeminar.com/thanks/50.html>

This rare half-off special is my way of saying 'THANK YOU' for taking action and doing what it takes to have a successful information publishing business.

Here's the special website where you save 50%:

<http://www.InfoProductSeminar.com/thanks/50.html>

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Day 4 Email sent at midnight

Subject: {!firstname}, FINAL NOTICE

Hi {!firstname},

The special half-off sale for the 'One Day Info Product Seminar - with Fred Gleeck' ends at midnight *tonight*.

Here's the full scoop:

<http://www.InfoProductSeminar.com/thanks/50.html>

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