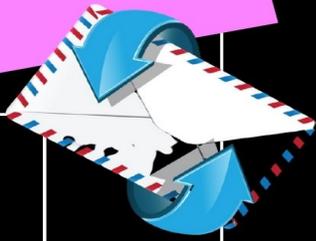
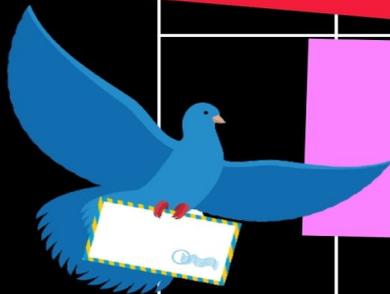




BROADCAST



50 E-MAILS



THAT

MADE MONEY



Tom Antion

Anchor Publishing

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Affiliate Notice

Hey. You know the deal. I might get a commission from some of the things recommended in this e-book. If you buy anything, I might get to eat meat this month LOL

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How to Use This Book

- **Read the Introduction**
- **Read the “Reason for the Promotion”** at the beginning of each email. On some of them my reason for the promotion may not be obvious compared to what the email “appears” to be promoting. I want you to get in my head and see the way a long-time successful marketer thinks.
- **Look at the Subject lines.** Some will have more than one which meant I sent the same email out more than once just changing the subject line.
- **Carefully look through each email paragraph by paragraph.** You will be writing similar paragraphs with your information. If something doesn’t make sense for your product or service, just delete it. No one complains that emails are too short.
- **Carefully read the “Explanation Section” for each email.** You will be amazed at some of the psychological processes that are in force in these emails. Also, I threw in all kinds of sidebar marketing tips as I think of them based on 44 years of successful business.
- **Go ahead and click through all the links and buy something from every email.** If you do, I’ll rebate your purchase price of this e-book LOL

Introduction

Email is still the way people like me bring in a fortune online. You will see click bait subject lines all the time saying, “Email is dead”. Well, if dead stuff can still bring in the money like it does for me, bring on the undertaker!

In this extremely valuable e-book, I’m giving you my last 50 emails along with explanations of what I was trying to accomplish with them. All of them made thousands of dollars and some of them made tens of thousands of dollars.

You’ll also get a template structure for each one so you can easily plug in your own information.

YOUR JOB IS TO TAKE THE IDEA AND STRUCTURE OF THE TEMPLATE AND REPLACE MY INFO WITH YOUR INFO.

The reason I only gave you 50 was because most of the concepts just start repeating themselves. Someone that gets an email from me about a certain topic, won’t notice 50 emails later that I’m using the same template idea, and just inserting a new product or promotion.

If you don’t have 50 new promotions, don’t worry. Your recycling of promotions will be a little shorter than mine. At the point I am now, I literally could go a couple hundred promotions without recycling.

When you get to that point, you still don’t go hundreds of promotions. You start picking the most profitable promotions and get them recycled as fast as possible. Of course, you can’t do the same promotion every week, but that does bring up an interesting and little-known tip about email marketing. Pound this in to your head.

What a Difference a Week Makes

Let's say you sent out an email promotion and sold 100 of whatever you're selling. If you send out the EXACT same promotion a week later, you'll probably sell another 50. Wait another week and do it again and you'll sell another 25.

I'm not talking about sending out the same promotion a couple days in a row which I'll cover just below. I'm talking about send the EXACT same promotion separated by a week.

Why does this work? I don't think anyone has ever done a study on this, but the conventional wisdom is that a part of your list was out of town, just got busy and didn't see the promotion, or maybe they were waiting to get paid. Who knows? I just know this has been very consistently true over many years.

That doesn't mean I do it every single promotion. If I did, people would start to notice and my unsubscribe rate would increase. Use this tip sparingly and I'm pretty sure you will be pleasantly surprised with the results.

Also, because of improvements in technology, I've finally switched to HTML email. That's email that allows formatting of the text and putting in graphics and advanced elements. For over 20 years I preached against that kind of email and rightfully so. Many people would get sucked in to wanting their emails to look all fancy. What they didn't realize was that in many cases the pretty email they created was not received looking the same as it was sent. Things are much better now, but I still warn you about trying to get too fancy.

You'll still see my HTML emails looking like plain text because graphics can still look funky.

One of the big advantages of HTML email is that you can track open rates which you could not do on plain text emails.

You might want to click through links in many of the email samples to see where I took the person that opened the email.

One thing you might note is that on some of the emails, you are taken directly to my shopping cart <http://www.KickStartCart.com> If you are a beginner, you may not be able to get away with that. Because of my large email list and my reputation, sometimes I don't even write a sales letter for a new product.

I'm not trying to brag, but because of the reputation I've built up, many people will buy things just because my name is on it. They know that I don't put out theoretical BS and that whatever I talk about actually works in the real world. That's the kind of reputation you want to build up for yourself.

Copywriting

What you will be seeing in most of these emails is called "short form copywriting". The trend in email marketing is to send a shorter email which entices the reader to click through to read your sales message on a web page.

Most copywriting experts agree that writing short form copy is more difficult than long form. You have fewer words and space available to move a person to action.

My copywriting course <https://www.CopyWriting901.com> goes over all forms of copy from short to long, to video to super short.

Zeigarnik Principle

You will see this powerful copywriting principle in use in many of my emails. Bluma Zeigarnik was a Russian psychologist/psychiatrist who discovered the principle of the human mind that it cannot stand unfulfilled curiosity.

This principle if used correctly in your email promotions can jack up your open rates and click through rates tremendously. I've included a link below to a 4-minute article over at <https://www.Medium.com> that gives a bunch of examples.

Of course, this principle is taught in-depth as part of my copywriting course at <https://www.CopyWriting901.com>

Medium.com article

<https://medium.com/the-innovation/the-zeigarnik-principle-238b00d6287b>

Repeat Promotions

The samples will be numbered just for convenience. They are in no particular order other than I'm working backwards from ones I just sent out. So, they are from the newest to the oldest, but that won't matter to you. Whichever one you choose to start with will be your newest.

As you continue to do email promotions, the newest will get pushed to the oldest, but as I mentioned earlier, it doesn't matter. You will be bringing back the old ones after a few months and repeating the cycle.

Sometimes I simply do the exact same promotion again. Remember new people are getting on your list all the time. They haven't seen your older promotions. Also, people on your list may have been out of town, not ready for what you had to offer or simply broke the last time you promoted one of your products or services. You put the same promotion out a month or two later and BAM, . . . you get more sales.

I have so many products it could be six months before I repeat a promotion.

Multiple Mailings

Another thing to keep in mind before we get going is that I may have sent almost the exact same email out several times on the same promotion. Unlike a week delay as I outlined above, these emails are sent on consecutive days. I just changed the subject line and maybe a few words inside the email. So, if you see more than one subject line you'll know why.

For instance, on emails numbers x and y about my "Wild Webinar Weekend" the same thing was being promoted. I just changed the subject line when I added another webinar.

Sometimes the day before an email will say, "TOMORROW 8pm Eastern" then when I promote the event the next day, I just change "TOMORROW" to "TODAY". So, I won't need to junk up this document, if the email is virtually the same, I won't put it in. (other than the "Wild Webinar Weekend" I just used for this example). You'll just know you have to make those minor changes when sending out multiple mailings that have virtually the same content.

I'm also going to give you lots of tips along the way about email marketing and many that fall outside of the benefits of email . . . like using it to increase your visibility on Facebook and a bunch of other sidebar tips I've learned over the last 26 years of being online and 44 years of being in business.

Let's get rolling!

1

Reason for Promotion: Promote my podcast which leads to an e-book sale.

Subject Line: Podcast: "Quality E-books in 8 Hours or Less"

Dear %\$firstname\$,

I put out a quality e-book this weekend which took 6 hours to write.

Some of you may be familiar with the fact I wrote another one in a 4-hour layover at the airport in Las Vegas that's brought in \$3.6 million so far.

Check out my podcast with the exact method I use when I want a fast income generator.

<https://www.ScrewTheCommute.com/361>

Enjoy

Tom Antion

P.S. If you feel like binge listening here are two other popular episodes

<https://www.ScrewTheCommute.com/289> "Website Mistakes"

<https://www.ScrewTheCommute.com/292> "How to Make Your Hobbies Tax Deductible"

Explanation for #1:

This email promises that you can have a high-quality product and have it fast. These are big benefits that people love. This causes them to open the email.

I showed proof that I had just done it myself and that I've done it before for very big money. This shows both that the idea is current and it's not a flash in the pan idea. It's been done multiple times.

I kept sales resistance down by leading the visitor to my free podcast telling them all about it. This not only promotes my podcast, but listening to the episode leads people to the sale of the e-book.

I threw in a P.S. (which is one of the most read parts of an email) with very popular episodes of the podcast. I was not as concerned with the e-book sale in this email as I was in getting someone hooked on my podcast.

If they hear my podcast over and over, they are constantly exposed to great info and also to my mentor program and school which both make up for a couple thousand e-book sales.

Also, another BIG overriding principle is that

PEOPLE LOVE A SALE!

Never forget that.

2

Reason for Promotion: To sell my new e-book

Subject Line: Last Chance Flash Sale. Brand New e-book

Subject Line: 24-Hour Flash Sale. Brand New e-book

Dear %\$firstname\$,

I just finished my new e-book

"How to Be in Front of a Million Warm Prospects in the Next 90 Days"

Myself and my students have made millions of bucks with this concise and simple idea.

Regular price will be \$27.00

Flash sale price \$17

Grab it now before the price goes up!

[Click Here](#)

Tom Antion

Explanation for #2:

The term “Flash Sale” is becoming more recognizable online. It means it’s a surprise sale that appears (and disappears) in a “Flash”. If someone wants to take advantage of the sale, they have to move quickly.

Additional urgency was added to the subject line by saying, “Last Chance”. I would have done an email the day before that didn’t have the term “Last Chance”. It would just have said “24- Hour Flash Sale: Brand New E-book”

Also, “brand new” means it’s something they haven’t seen before from me. I’m known for webinar replays and the person may have already seen one of my replays or felt that I was just re-promoting an older e-book. “Brand New” wiped out all those reservations and caused them to click to see what the book was about (see Zegarnik Principle in the Introduction).

Once inside the email I revealed the title which had a massive benefit of being in front of a million warm prospects in the next 90 days. This is a great title that really grabbed people. Of course, you have to come through with your promise in your product or people won’t trust you anymore.

I also, mentioned myself AND my students have made millions of dollars with this idea. People want to know it’s just not “big shot Tom” that can do the idea. They want to know if regular people like them can do the idea.

3

Reason for Promotion: To recruit affiliates

Subject Line: ButtCamp Grads Get the videos + affiliate commissions

Dear %\$firstname\$,

As a buttcamp graduate (this means you attended live or got the videos or audios in the past) **you get the videos of the upcoming ButtCamp with my compliments.**

You can also attend the live event with a no-show deposit that you get back at lunch.

Tons have changed since you last attended and I know you want to keep up.

Also, why not become an affiliate and make a 50% commission on new people signing up for the live event, or the videos, or my mentor program?

Full details of the event are at

<https://www.ScrewTheCommute.com/buttcamp>

If you want to attend live, simply put in the no show deposit.

If you want the videos, just email me back and I'll put you on the list.

Today is the last day for early bird admission so it's a good day to tell people about it and get your commission. Price is \$97 and you get \$48.50

Let me know if you have any questions.

Thanks

TA

P.S. The mentor program entry fee is \$2000.00 off the regular price of \$7995 until April 27th **which means a \$1200.00 commission for you** if you encourage someone to join.

Explanation for #3:

A little background here is in order. I have the longest continuously running Internet marketing seminar in existence. There were about three of us in the beginning and I think the other two are long gone. ... at least they haven't been running continuously like I have.

The seminar is very serious and comprehensive, but it has a funny name ... "Buttcamp". In mid-1996 I was doing so well selling online, people started begging me to teach them. They said I should do a "Bootcamp".

I come from a comic background and I was not about to do a bootcamp like everyone else. As I pondered a name for my new seminar, I was thinking, "I'm sitting here on my rear end making all this money. I'll call it 'Buttcamp'" It caught on and I've done them in 11 countries around the world, but in London they made me call it "Bum Camp" hahaha

The deal with Buttcamp is that if you pay once, you come forever for free for updates. This keeps people coming back to me for their Internet information over and over and many of them decided to join my mentor program.

This email was specifically targeted to "Buttcamp Graduates" not only to tell them Buttcamp was coming up again, but also to recruit them as affiliates to bring others to Buttcamp so they could earn a commission.

When your email is going out to highly targeted people who definitely know you and your reputation, you don't have to waste any space on showing your credibility. Everything should be geared toward benefitting them.

I made a big emphasis on how important it was to come to get the latest updates. I made a big deal about their 50% affiliate commission for referring someone.

I reminded them about it being the last day for early bird which put urgency into them to promote and also, they could put urgency into prospects because it was “the last day” for early bird pricing.

And they were also reminded of the big payday for a mentor program referral.

4

Reason for Promotion: To promote the “replay” of a Facebook Live training session where nothing was for sale, but I gave away a training PDF that also promoted my mentor program.

Subject Line: I Think You’ll be Sorry

... if you don't know all the things I taught about YouTube in yesterday's Facebook Live.

Dear %\$firstname\$%,

I covered 7 simple fixes that literally could triple the success of your channel rather quickly.

You put time and effort into making videos, don't you think you should gather some expert advice on making sure the most people see them?

Here's the link to watch anytime:

<https://www.facebook.com/AntionAndAssociates/videos/278437296901321>

Let me know if you have any questions and there's nothing for sale in this training.

Thanks
Tom Antion

Explanation for #4:

The subject line was pure Zeigarnik Principle. People would think, “I’ll be sorry for what?” They had to open the email to find out.

I then reveal the topic and give a “specific” number of tips I’m going to give them. Here’s a big principle of sales:

Specific Sells. General Doesn’t

Also, for some reason.... I don’t know why odd numbers work better. That doesn’t mean I won’t throw in extra tips and give them more than I promised. In fact, I ALWAYS DO.

This sends the message that you always get more than you bargained for when dealing with Tom Antion and it builds a great reputation for yourself.

“Here’s the link to watch anytime:” The word “anytime” was used to let them know they could watch immediately while they are excited about the topic.

The faster you can get someone to consume your stuff, the better off you are. The longer things go, the more chance the person will forget about your email. They have their regular life to deal with and in the mean time they are getting pummeled with hundreds of other messages to distract them.

“There’s nothing for sale in this training.” This phrase was totally truthful and knocked down any thoughts that the training would be just a big sales pitch. It wasn’t but it still promoted my mentor program with the free giveaway PDF.

5

Reason for Promotion: To get more people to show up to my Facebook Live.

Subject Line: TODAY Maximize YouTube 5pm EST

Dear %\$firstname\$,

Facebook Live 5PM EST TODAY

"7 Tips to Maximize Your YouTube Channel"

(This includes several new tips you probably haven't heard of.)

There are simple ways you can really jack up your video views and engagement. Most likely nobody ever taught them to you.

In this fast-paced Facebook Live I'll give you a quick 7-point checklist of ways to easily improve your old videos and what to do when you shoot new videos for your channel.

[\[link to your event\]](#)

I'll talk to you in a few hours.

Tom Antion

P.S. After you click the link above, if you see the word "going", go ahead and click it.

Explanation for #5:

This email was prior to number 4 and was sent to promote the same event “before” it actually happened.

Getting more people to actually show up for your Facebook Live events increases engagement. This means Facebook will show your event to more people. My live event also gave away a training document that featured my mentor program.

The P.S. in this case was designed to get more people to show interest BEFORE the event. This tells Facebook more people were interested in my event which would make Facebook show the event announcement to more people prior to the event actually happening.

Again, the more people who actually show up, the more engagement / comments you’ll get and this all sends a message to Facebook that you are worth of increased visibility.

6

Reason for Promotion: To promote my appearance at an online summit.

Subject Line: Earn During the Lockdown - Learn From 30 Experts

Dear %\$firstname\$,

I wanted you to be the first to let you know that a very powerful and valuable resource will be available to you starting on November 11, 2020.

It's called the "Online Business Toolbox", ... a complimentary short video series that's packed with tools, strategies and gifts from various experts who have already built their online business, and will show you how you can do it too!

This resource is a must have for anyone who:

- is out of work and doesn't know when they'll be going back,
- hates their job and has been dreaming of leaving and owning their own business, or
- has already started their online business, and needs help taking it to the next level.

There are 30 experts featured in The Online Business Toolbox, and availability is limited so make sure you register now before it's full.

<https://www.ScrewTheCommute.com/obtoolbox>

Here are just some of the topics that will be covered in The Online Business Toolbox: (larger list and details available by clicking the link)

- How to Build a Massive Audience and Then Sell Them What They Want
- How I Made \$65,000 in 6 months on the side while I ran my existing business
- 5 Secrets to Creating Professional Quality Smartphone Video
- Create a 6 Figure Business by Writing About Your Passion
- How to Make Passive Income on Etsy with ZERO Graphics Skills
- Escape Your Corporate Job and Become a Freedom Entrepreneur
- 6 Secrets to Doubling Your Sales
- Launch a 6 Figure Affiliate Online Business That Generates Revenue Fast
- How to Find Private Clients Remotely, and Quit Your Job
- Create Killer Virtual Events That Turn the Audience into Social Fanz
- How Build Your Virtual Assistant Team, or Earn Money Now by Becoming a VA
- How I Started, Scaled and Sustained Two 7-figure Businesses

and much, much more...

Get the information you need about starting and scaling your online business in short 30-minute videos! Real conversations from real experts!! (You know. The people who have ALREADY DONE IT!)

So, Register Now at this link and don't miss out!

<https://www.ScrewTheCommute.com/obtoolbox>

Tom Antion

P.S. If you know The Online Business Toolbox will make a difference in the lives of your family or friends, please share this with them. Heck, share it on your Facebook page if you think it will make a difference! You can make an impact in someone else's life. Share the Online Business Toolbox with them NOW by sending them this link!

<https://www.ScrewTheCommute.com/obtoolbox>

Explanation for #6:

I was obligated to send this email out on behalf of the promoters of the event. That's part of the deal when you are featured in an online summit.

I normally would not send out an email this long. The sample they sent me was even longer. I cut it way down just to get it to the length it is now.

There's a reason you don't want to make it a habit of sending out really long emails. The longer an email is, the greater the chance that some of the text will cause the email to get caught in a spam filter.

Something you write that appears to be innocent to you could look like spam to a spam filter that sees a billion emails an hour.

When you have the <http://www.KickStartCart.com> shopping and e-commerce system, it checks your emails to see what they look like to a spam filter BEFORE you send it out. That way you can fix any problematic text prior to releasing the email.

The trend is shorter emails leading to a webpage that has the complete information. In this case I just had to do what the promoters wanted. I don't think they had my experience with email marketing or they wouldn't have given me such a gigantic email to send out.

Anyway, the subject line "Earn During the Lockdown - Learn From 30 Experts" was good in that it referred to a problem people were/are having because of the pandemic of 2020. I'm not trying to be callous, but it is true that tying to current/painful events can get good open rates.

They got the word "complimentary" in there instead of the word "Free" which triggers spam filters. It also, knocked down sales resistance so that people would read on.

They put a lot of the cool titles in the email to make people really want to signup so they wouldn't miss out on all the training.

The P.S. in this email is used to help make the promotion go viral by asking for people to share. People will do things if you ask them. You can't expect them to do it in great numbers on their own.

7

Reason for Promotion: To promote my VIP Video Training Weekend and mentor program

Subject Line: What is a Video Training Weekend Really Like? - 2 Videos Inside

Dear %\$firstname\$%,

Note: We will observe social distancing with masks except when you are on camera.

Here's a complete video chronicle of a student and great businessperson, Greg Williams on his two-day training.

<https://youtu.be/BompIM9Y0zM>

Here's another one that the "Super Hero Speaker" Barbara Cookson shot after she got home from her training.

<https://youtu.be/Rip5z0IIQWA>

If you'd like to check out the details, visit

<https://www.ScrewTheCommute.com/videoweekend>

and then give me a call if you have questions.

301-346-7403

If I don't pick up, leave me a voice mail and I'll call you back ASAP

With the extremely high level of service we give, we have limited availability so don't delay.

Catch ya
Tom Antion

P.S. Mentees in good standing get this as part of their program

Become a mentee at <https://www.GreatInternetMarketingTraining.com>

Explanation for #7:

The subject line of this email promises to take people behind the scenes of something they might want to attend. There is no pressure to buy it so more people are more likely to give it a look see. That's when you have a chance to show them your product or service is so great.

Also, the word "video" in the subject line has been getting higher open rates.

The note about social distancing is important right at the top because I am promoting a live event.

I quickly get to a video which I promised them in the subject line. It's from a trusted YouTube source.

Then I show them a social proof video from a person of the opposite gender so I've got male and females covered in one email.

Only after those two videos do I give them a link to the sales letter which also has videos.

You have to look at an overall picture. I'm selling video training, so it only makes sense to show videos.

The P.S. tells them they could get this for free if they were in my mentor program with a link to the mentor program.

There is quite a bit of stuff in this email. I generally don't want to put more than one major promotion in an email because it distracts people, but either one they pick here leads to bigger money. If they pick the video weekend, once they get to the retreat center and see all the great things my mentor program offers, they are very likely to upgrade to the mentor program and I apply what they spent already to their entry fee. People love that.

8

Reason for Promotion: To sell podcast training

Subject Line: Celebration Sale - 350 Podcast Episodes

Subject Line: Start a Quality Podcast Cheaply

Dear %\$firstname\$%,

Today I release Episode 350 of "Screw the Commute" podcast so it's a great time to celebrate.

Get featured on a special episode of the podcast.

This is a great promotional tool and it will help you get featured on other great podcasts.

Your feature also includes:

- Consultation to make sure you are prepared to sound great
- Question development so you get the most promotional value out of your appearance.
- Rehearsal session (if needed)
- Rights to use all or part of the recording anywhere you like...even in products you sell.
- Promotion on all my social media

Regular price \$497.00 Today's 350th episode celebration sale
You invest only \$248.50

For this small amount of money, you can't get any other kind of long-lasting promotion.

[Click here now to get it scheduled.](#)

I can't wait to interview you!

Tom Antion

P.S. Join my mentor program and this is included
<https://www.GreatInternetMarketingTraining.com>

Explanation for #8:

Find reasonable excuses for having a sale. Every 50 episodes of my podcast <https://www.ScrewTheCommute.com/> I have a sale of some sort. Remember **PEOPLE LOVE SALES!**

My overall goal was to sell podcast training. The hook of the first subject line was to give them a very valuable promotional tool. That is a feature interview on my podcast. They will get exposure to my listeners and also be able to use the feature to entice other podcast hosts to have them on. This could mean a bonanza of new people hearing about them.

The other subject line was just a straight forward promise to start a “Quality” podcast and do it on the cheap.

Once inside bullet points are great for skimmers. Try not to go more than 7 and odd numbers work best.

A 50% discount is a big enticement.

“For this small amount of money, you can't get any other kind of long-lasting promotion.” Here I'm pointing out logically why this is a good investment.

Another good selling principle to keep in mind is that people buy from emotion, but justify with logic.

The P.S. is again promoting my bigger ticket product and they will get what's in the email included in the mentor program.

9

Reason for Promotion: Promote my podcast

Subject Line: Share my podcast, get a consult (2-minute video)

Dear %\$firstname\$%,

Here's the deal. I want more listeners for my entrepreneurial podcast "Screw the Commute".

So, if you share 9 of my 340 podcasts, I'll give you a \$500.00 consultation.

Of course, I'd love for you to do a review and rating, but it's not ethical to offer you anything for doing that.

Here's the short video that tells you exactly how to do the sharing.

<https://youtu.be/D2FsMdN1J1g>

I can't wait to talk to you.

Tom Antion

Explanation for #9:

In this one the subject line asks them to do something really simple and they'll get something very valuable. It also mentions video, which I stated earlier gets higher open rates.

After I get them inside the email, I tell them the entire deal. This got the people that took advantage of the deal to listen to more podcasts and refer them.

I also, dropped a gentle reminder that I would love to have a rating and review but it's against the terms of service of iTunes to give an incentive for that. I don't want to get kicked off there and neither do you. Be very careful about offering incentives for reviews. Most places are banning you for that.

I included a video to show them exactly how to do what I'm asking them to do.

10

Reason for Promotion: To promote my mentor program

Subject Line: Tonight's webinar probably isn't for you

Dear %\$firstname\$%,

Most people never take the steps and get the training to achieve the success they want.

There are only two reasons you would want to take the time to participate in tonight's live webinar:

1. You are interested in a mentor program to help you start or improve an online business
2. You want to start a mentor program of your own and want to see what a great program looks like.

If either one of these interest you, I'd love for you to register. It's at 8 PM Eastern TONIGHT.

Here's the link:

[Link to live webinar]

I'll talk to you tonight.

Tom Antion

P.S. I don't expect a large turnout for this kind of webinar so I'll have plenty of time to answer all your questions. Register now.

Explanation for #10:

The subject line combined the Zeigarnik Principle and a takeaway type sales technique. The Zeigarnik Principle made them wonder why they wouldn't want to be on the webinar. "How should Tom know what I like." They had to check it out to see what it was all about.

Then the overriding principle was "You can't take that from me." I want it more now that you tell me I can't have it.

I didn't really tell them they couldn't have it, but it made them feel that way. So, they clicked.

Once inside I further explained what it was all about and if they truly weren't interested, they know I was very clear what it was all about and I was committed to not wasting their time. This keeps them on the list.

If you constantly send out stuff and try to trick people into looking, they will unsubscribe pretty quickly. Don't do that.

I did not expect a large turnout for something like this, so I turned that in to a positive by saying I would have lots of time for individual questions. Any time you can give more individual attention, people like you better.

Also, sometimes I repeat the link just to give them more chances to click.

11

Reason for Promotion: To promote an affiliate site.

Subject Line: Save a fortune on biz stuff you need

Dear %\$firstname\$%,

Plus, there's all kinds of cool stuff you can get.

I was one of the first marketers to tell my students about the fantastic bargain site FIVERR.

This is a site where you can get thousands of things for your website and online and offline business for only 5 bucks.

Yes, I know they have evolved to having upsells, but the site is still the bargain of the century.

For 5 bucks I've gotten:

- Logos
- E-book covers
- Posters
- Flyers
- Website Graphics
- Voiceover - I have a 30 second commercial for my school and the opening to my podcast both only cost me 5 bucks.
- Funny ads for my school and products, and

And all kinds of graphics

This has saved me tens of thousands of dollars.

I created an affiliate site to show you some of the top gigs you can get.

Check it out at <https://screwthecommute.com/fiverr>

I'll see you over there.

Tom Antion

P.S. You still need to check reviews on people you use off the site and make sure they are right for you.

Explanation for #11:

OK, in this subject line I talked about saving money. Making money and saving money get attention. The reason I used “Biz” instead of “Business” is because I want to keep the subject line as short as possible.

Here’s what you shoot for:

Keep the subject line at 50 characters or less and this includes spaces.

I counted the number of characters I allot to subject lines in my email reader and it’s only 36. This means try to put the most important stuff to the left, so it’s readable even if the right side gets cut off (truncated).

Inside I told them I’ve used the site a lot and I showed examples of all the kinds of stuff I’ve gotten from them. I’m pretty much showing them how happy I’ve been to “Save tens of thousands of dollars.”

Again, saving money is a powerful motivator.

I also, told them it was an “affiliate” site which would fulfill my obligation to tell when I might get a commission on something I refer.

I’m not an attorney so don’t take my word that the sentence I put in fulfills my legal obligation. It’s just my opinion that it does.

The P.S. reminds them to do their due diligence because I don’t want to get them upset with me if they happen to run in to a bad apple at Fiverr.

12

Reason for Promotion: To promote a webinar where I get an affiliate commission

Subject Line: Make & Monetize Unique Streaming Events

Dear %\$firstname\$%,

Fantastic webinar several times today

My buddy Mike Stewart "The Internet Audio & Video Guy" is always coming up with great ways to promote and monetize your products and services.

This webinar is really cool.

Send you questions through the box below the video and keep your email open to get your answers from either Mike or myself.

Here's the registration link:

<https://joinnow.live/s/OJM8jW>

Catch ya on the webinar

Tom Antion

P.S. check out my brand-new list building e-book and use coupon code LISTBUILD901 for \$10.00 off

<https://www.ScrewTheCommute.com/listbuilding>

Explanation for #12:

The subject line refers to something that's on everyone's mind since the pandemic hit this year. Virtually everyone is doing online streaming events and most don't know what they're doing. So, this subject line got a lot of attention and opens.

This was a webinar replay and I never claimed it was live. I don't mind if people feel like it's live, but I never claim something that's false.

I made it convenient for them in that the webinar was being offered at several different times.

Sidebar: Any time you make a specific time for a webinar rather than letting them watch anytime, you will get a more qualified attendee. They had to plan to attend and then actually attend. This makes the person more gung-ho about your event.

I mention the term "My buddy". This tells everyone that someone else is on the webinar. The term sends the message that I'm vouching for the guy. Rarely do I promote someone I don't know, but when I do, I don't call him my buddy.

In those cases, I put more emphasis on his marketplace expertise and what he/she's going to be delivering to my audience in terms of value.

"... great ways to promote and monetize your products and services." This was just more reasons why the people should attend.

The P.S. in this case was for me to try to make money before the webinar even started. This has worked tremendously for me over many years. **I have made thousands of dollars before the event just by making offers to registrants.**

13

Reason for Promotion: Promote a live event that got me commissions

Subject Line: TONIGHT - Live streaming - a big profit center

Subject Line: TONIGHT - Everyone is streaming, most of it sucks

Dear %\$firstname\$%,

My buddy and my personal audio mentor Mike Stewart is known as the audio and video guy online, . . . and he has been for almost 20 years.

Mike has a new training on how you can build a loyal audience with regularly scheduled live streaming shows on your website, YouTube and Facebook

He calls it "Dot Live Secrets" and it's a marketing bonanza.

And I'm not talking about the crappy Facebook lives you slap up without much thought off your cell phone. I'm talking about a really nice professional looking show.

But it doesn't have to be hard to do or time-consuming...

Mike's live stream shows only takes him a little time commitment each month.

The content he and his guests create have TREMENDOUS marketing benefits:

You get:

- Traffic,
- Sales,
- Subscribers
- Referrals and
- Time Savings

Join us 8:00 PM Eastern TONIGHT Thursday, Sept. 17

Register here:

[insert link to live event]

Want even more details about the webinar?

Visit:

<https://www.ScrewTheCommuter.com/dotlive>

I can't wait to talk to you TONIGHT 8 PM eastern.

Tom Antion

Explanation for #13:

This is a longer version of #12. It includes the same “buddy” line for the same reason.

This version goes into more detail about how it’s not hard to do a great live stream and that the time commitment is small.

I put big benefits of learning what’s on the webinar in bulletized form.

14

Reason for Promotion: To have multiple webinar replays bringing in money over a weekend.

Subject Line: Wild Webinar Weekend - I added a new webinar

Dear %\$firstname\$%,

Continuous learning has been the key to my success. Yes, I have fun playing with my dogs, going to the range and pursuing lots of hobbies, but there's not a day that goes by that I don't study something.

Here's your chance to spend part of your weekend improving your business.

All the events below play several times throughout the weekend and I'm standing by to answer all your questions.

Brand New

“DotLive Secrets: How to Make fantastic quality live events and monetize them too.”

<https://joinnow.live/a/ybh67V>

=====

"List Building 901: How to Grow Your List and Turn it Into Big Bucks"

<https://joinnow.live/s/4lkkB0>

My email list has made me a fortune and kept me thriving through this pandemic. It can do the same for you

"Podcasting 901: The Fast Track to Creating, Distributing, Marketing and Monetizing a Quality Podcast"

<https://joinnow.live/s/A9OZGa>

You can reach markets around the world with your own podcast. On this webinar I give probably the best, most powerful marketing tip in my 44 years in business.

"Copywriting 901: The Fast Track to Writing Words That Sell"

<https://joinnow.live/s/cXYRff>

This is the most important business skill I've gained in my entire career and it will bring in the bucks the fastest for you.

"Wake 'em Up!: How to Maximize the Income from Any Speaking Engagement"

<https://joinnow.live/s/IDl6g1>

This pandemic will be over. More and more live engagements are happening. Learn what's in this webinar and you'll be ready.

Send your questions my way. Each webinar has a question box beneath it.

Keep your e-mail open for my answers.

Happy learning.

Tom Antion

P.S. My brand new list building e-book is on sale at <https://www.ScrewTheCommuter.com/listbuilding> Use coupon code LISTBUILD901 for 10 bucks off.

Explanation for #14,15:

These two emails are the only near duplicates in this e-book. The overriding purpose was to give a big variety of topics for people to pick from.

Of course, I went over the benefit to them of not wasting their weekend and how important it is for them to keep learning.

I was hoping that everyone reading the email would find at least one webinar that interested them. Plus, I was hoping that some of the gung-ho people would watch and buy from several of the webinars.

I could have put ten more webinars in each email, but when there are too many choices, people get overwhelmed and do nothing.

Workwise it doesn't matter how many webinar replays I have going. I just monitor my email for questions that come in and I answer them via email.

I pretty much invented the concept of "hybrid webinars." This is where you play a replay so it's recorded, but you stand by your email to answer questions so that part is technically live. You could be anywhere and still interact with attendees. I've actually been in the woods deer hunting and I was still answering webinar questions.

The other thing I wanted to tell you is a concept I call "email excuses". These are excuses I can sometimes use to send out another email that's virtually the same as the one they just got yesterday.

In this case I decided to put another webinar in the lineup. That's a great "excuse" to send out another email promoting virtually the same thing. Sometimes you see subject lines like, "oops I forgot" or "I've got a better link for you", or "We've increased our number of seats." I.e. use anything legitimate that gives you an excuse to send the same email.

15

Reason for Promotion: To have multiple webinar replays bringing in money over the weekend

Subject Line: Wild Webinar Weekend

Dear %\$firstname\$%,

Continuous learning has been the key to my success. Yes, I have fun playing with my dogs, going to the range and pursuing lots of hobbies, but there's not a day that goes by that I don't study something.

Here's your chance to spend part of your weekend improving your business.

All the events below play several times throughout the weekend and I'm standing by to answer all your questions.

"List Building 901: How to Grow Your List and Turn it Into Big Bucks"

<https://joinnow.live/s/4IkkB0>

My email list has made me a fortune and kept me thriving through this pandemic. It can do the same for you

=====

"Podcasting 901: The Fast Track to Creating, Distributing, Marketing

and
Monetizing a Quality Podcast"

<https://joinnow.live/s/A9OZGa>

You can reach markets around the world with your own podcast. On this webinar I give probably the best, most powerful marketing tip in my 44 years in business.

=====

"Copywriting 901: The Fast Track to Writing Words That Sell"

<https://joinnow.live/s/cXYRff>

This is the most important business skill I've gained in my entire career and it will bring in the bucks the fastest for you.

=====

"Wake 'em Up!: How to Maximize the Income from Any Speaking Engagement"

<https://joinnow.live/s/IDl6g1>

This pandemic will be over. More and more live engagements are happening.

Learn what's in this webinar and you'll be ready.

=====

Send your questions my way. Each webinar has a question box beneath it.

Keep your e-mail open for my answers.

Happy learning.

Tom Antion

P.S. My brand new list building e-book is on sale at <https://www.ScrewTheCommuter.com/listbuilding> Use coupon code LISTBUILD901 for 10 bucks off.

16

Reason for Promotion: To pre-promote two new live streams

Subject Line: Two New Live Streaming Events

Dear %\$firstname\$%,

EVENT # 1

TONIGHT 8 PM Eastern Facebook Live

"List building 901: The Fast Track to Subscribers & Big Bucks"

I've made a great living for 26 years and thrived during this pandemic because of e-mail.

Tonight, I'm revealing a ton of secrets on how you can get and keep more subscribers and turn them into moolah

Visit this page and click "going" to get reminders

<https://fb.me/e/3w7r4eB9i>

Then at 8 PM Eastern go to

<https://www.Facebook.com/AntionAndAssociates> to participate in the live stream.

(Bring Your Questions)

=====

EVENT # 2 Webinar Thursday, 8 PM Eastern

“Your Own Online TV Show?”

I'm not kidding.

My buddy and my personal audio mentor Mike Stewart is known as "the audio and video guy online", . . . and he has been for almost 20 years.

Mike has a new training on how you can build a loyal audience with regularly scheduled live streaming shows on your website, YouTube and Facebook

He calls it "Dot Live Secrets" and it's a marketing bonanza.

And I'm not talking about the crappy Facebook lives you slap up without much thought off your cell phone. I'm talking about a really nice professional looking show.

But it doesn't have to be hard to do or time consuming...

Mike's live stream shows only takes him a little time commitment each month.

The content he and his guests create have TREMENDOUS marketing benefits:

You get:

- Traffic,
- Sales,
- Subscribers
- Referrals and
- Time Savings

Join us 8:00 PM Eastern Thursday, Sept. 17

Register here:

[link to register]

Want even more details about the webinar?

Visit:

<https://www.ScrewTheCommute.com/dotlive>

I can't wait to talk to you TONIGHT AND Thursday 8 PM eastern.

Tom Antion

Explanation for #16:

The subject line in this case was a chance for me to pre-promote two upcoming live streams. I don't always do this, but if I don't have another promotion scheduled, I may as well promote something for those people that like to plan ahead for these things.

“I've made a great living for 26 years and thrived during this pandemic because of e-mail.” This line emphasizes how wonderful a lifestyle business can be and mentions something that's on everyone's mind which is the Pandemic of 2020.

I'm really implying that email has shielded me from the financial ravages of the pandemic and it could for them too.

I also in this email talk to them about getting “reminders”. When you are doing any kind of event, reminders are good to increase your show up rate. You must give good and current instructions though because some instructions you gave a couple weeks ago could have changed. That's the nature of the beast. Constant change is assured. You don't want to give the wrong instructions to people that want to attend.

17

Reason for Promotion: To promote my Medium.com articles

Subject Line: Tons of Training for \$5.00

Dear %\$firstname\$%,

I don't even get the \$5.00. It goes to the fantastic <https://www.Medium.com> to become a member. They have tens of thousands of mini articles on every topic you can think of.

They even tell you how many minutes each article will take to read. Most of them are only a few minutes.

Below are 6 of my articles:

=====

"How to Sell Your Knowledge in 28 Different Ways"

Link:

<https://medium.com/@tomantion/how-to-sell-your-knowledge-in-28-different-ways-85a7127c9f60>

=====

"New Collar Workers"

Link:

<https://medium.com/@tomantion/new-collar-workers-1a1cd32a36ad>

=====

"Is College Worth It"

Link:

<https://medium.com/@tomantion/is-college-really-worth-it-4afa84c13eb>

=====

"Podcasting 901: The Fast Track to a Quality Show"

Link:

<https://medium.com/@tomantion/podcasting-901-the-fast-track-to-a-quality-show-fdda0d9b47b8>

=====

"The Number 1 Business Mistake I've Seen in the Last 26 Years"

Link:

<https://medium.com/@tomantion/the-number-1-business-mistake-ive-seen-in-the-last-26-years-621cb405cade>

=====

"Top 15 Mistakes People Make on Their Websites"

Link:

<https://medium.com/@tomantion/top-15-mistakes-people-make-on-their-websites-910965677136>

=====

Let me know if there's anything you'd like me to write about.

Thanks

Tom Antion

Explanation for #17:

The subject line promises “Tons of Training” for a very small and very specific amount of money.

When they get in the email, I reveal that I don’t even get the money. It’s another big and well-known company that give them hundreds of thousands of articles.

I do want them to read my articles which establishes rapport and credibility with the readers. But I really do want them to join and become a member of Medium because when “members” read my articles, I get paid.

The links I gave them are “guest” links which I think they couldn’t even read all my articles because Medium puts a small limit on how many a guest can read.

If they read a few and then get locked out, they may go ahead and join since it’s so cheap.

If you aren’t on Medium, you could use the same template to send people to your blog posting or articles on your site. This way they would still see your credibility but also be exposed to all your paid offerings.

18

Reason for Promotion: To sell my “How to Start and Run a Lucrative Mentor Program” training

Subject Line: Last Chance Labor Day Sale "Run a 7 Figure Mentor Program"

Subject Line: Labor Day Sale "Run a 7 Figure Mentor Program"

Subject Line: Pre-Labor Day Sale "Run a 7 Figure Mentor Program"

Dear %\$firstname\$%,

Sale Ends TODAY!

I only discount this program once a year.

NOTE: THIS PROGRAM CAN BE USED TO STRUCTURE ANY KIND OF MENTOR PROGRAM

You don't have to be in the Internet marketing arena like I am to use this. The techniques can apply to any topic.

After more than 20 years making every mistake in the book so you don't have to, I decided it's time to pass on this proprietary information and give you a chance to clean up in the lucrative mentor market.

Many of you know I've run one of the longest running, most successful, mentor programs in the field of Internet marketing with over 1700 students over roughly the last 20 years.

I'm releasing a 4-part webinar series I recorded live revealing every single aspect of my 7-figure program.

It includes all my forms, agreements and operating procedures too.

I'm going to reveal things you couldn't possibly learn without spending a fortune in mistakes like I did over the years.

Check it out at:

<https://www.ScrewTheCommute.com/mentortraining>

Tom Antion

P.S. Just one good student could pay for this course ten times over and pretty much change the course of your business life.

Add an enormous revenue source to your business:

<https://www.ScrewTheCommute.com/mentortraining>

Explanation for #18:

Once a year I use Labor Day as my excuse to have a sale on a particular product. Remember – **PEOPLE LOVE SALES!**

The three subject lines are in reverse order of the three times I sent out emails. The last chance obviously was on the last day. The middle one was in the middle of the sale and the last one (Pre-Labor Day) was getting more days around Labor Day to have the sale go on longer and get started earlier.

“I only discount this program once a year.” This is a true and legitimate urgency line.

NOTE: THIS PROGRAM CAN BE USED TO STRUCTURE ANY KIND OF MENTOR PROGRAM This was put in right at the top so people did not immediately dismiss the email because they don't sell Internet Marketing stuff like I do. I want them to know it will work for all kinds of topics.

Then I pile on the credibility with the many years, and the many students I've had.

“It includes all my forms, agreements and operating procedures too.” This is a massive benefit that would take people a long time and lots of money to duplicate.... if they even could.

“I'm going to reveal things you couldn't possibly learn without spending a fortune in mistakes like I did over the years.” This shows how exclusive the training is. Do something like this whenever you can in your email and sales letters.

“P.S. Just one good student could pay for this course ten times over and pretty much change the course of your business life.” This P.S. shows them the logic of investing in the training.

19

Reason for Promotion: To promote a new live webinar

Subject Line: TODAY 4pm Est List Building Webinar

Dear %\$firstname\$%,

Brand new complimentary live webinar

"List Building 901: How to How to Grow Your List & Turn it Into Big Bucks"

The reason myself and many of my students are cruising through this pandemic is because of our e-mail lists.

Join me on this critical-to-your-business webinar TODAY

4pm Eastern

Click below to register:

[Link to live event]

See you soon

Tom Antion

P.S. Grab a copy of my new e-book "The Ultimate Guide to List Building"

Use coupon Code ListBuild901 for 10 bucks off.

Explanation for #19:

The subject line in this one has TODAY in all caps. You don't want to do this all the time. Using all caps in the subject line could be considered a spam trigger. TODAY also means urgency. It's happening "today" at 4 pm est.

The rest of the subject line is abundantly clear of what it is.

I use the term brand new to reinforce to the people that have been on my list a long time that they haven't seen this before.

I name the title and then reinforce how the topic could help relieve or even eliminate the pain from the pandemic.

Notice that the P.S. is going for a sale, but there's no link. That was on purpose. It was putting the name of my new e-book in their head, but they can't link to it and get distracted from signing up for the webinar.

I also include an actual coupon code in this email. People love coupon codes. When you have <http://www.KickStartCart.com> you can customize coupon codes to say anything you want. This is great when you issue them to a specific group. You can customize the code to them.

When they do sign up for the webinar, instead of a standard confirmation page, they end up landing on the sales page for the product they heard about in the email. It's not totally logical of why landing on a sales page instead of a confirmation page makes money. But it does, so I'm not going to argue with the universe. 😊

20

Reason for Promotion: To boost a single article at Medium.com

Subject Line: 15 website Mistakes (Article)

Dear %\$firstname\$%,

I just published and updated an article on website mistakes over at Medium.com

Check it out and follow me over there. I'll be putting up lots of great stuff in the next couple months.

[Click here to check it out](#)

Thanks
Tom Antion

P.S. Please share this email

Explanation for #20:

In this case the subject line names a specific odd number of mistakes people make on their websites. I'm also telling the reader that it's an article so they know what to expect.

The Zeigarnik Principle is in effect here because people wonder, "Am I making any of the mistakes? I wonder what they are."

This is similar to a previous Medium email, but different. In this email I'm sending them to one very specific article that shows the depth of my knowledge in a field where they might come back to me and join my mentor program.

This would represent a much larger amount of money than I would make on Medium for people reading all my various articles.

The P.S. pushes the email to go viral in that it would be of interest to anyone that has a website. You still have to prompt people to do what you want them to do. In this case, I want them to forward the email.

21

Reason for Promotion: To sell new e-book.

Subject Line: LAST CHANCE - FLASH SALE Brand New E-Book

Subject Line: FLASH SALE - My Brand-New E-Book

Dear %\$firstname\$%,

24- Hour FLASH SALE Started yesterday and ends this afternoon.

"The Ultimate Guide to List Building"

My list has supported a lavish lifestyle for me for over 25 years. Build your list and you can generate bucks on demand.

The first half of the book gets you ready to collect emails

The second half shows you every way I know to get traffic to your subscribe pages.

Plus

Bonus 1 Section on monetizing your list with affiliate products

Bonus 2 Whitelisting section.

Reg price will be \$37

Flash Introductory Sale: Only \$17 [Click Here for the Deal](#)

Grab it right away. The price goes up THIS AFTERNOON.

Thanks
Tom Antion

Explanation for #21:

Lots of urgency included in the subject lines and the ending line –
“Grab it right away. The price goes up THIS AFTERNOON.”

“My list has supported a lavish lifestyle for me for over 25 years. Build your list and you can generate bucks on demand.” It’s important to show people where they could be.

I told them what the book is about and I told them about several bonuses.

22

Reason for Promotion: To sell a cool affiliate product

Subject Line: Convert what you write to audio products

Subject Line: AMAZING! Turn text into realistic speech

This is unbelievably realistic

Dear %\$firstname\$%,

I found a program that will turn any text you have into totally realistic sounding male or female voiceovers.

And these don't sound like robots.

With the pro version of this product you can:

- Turn a bunch of blog postings and articles into audio products.
- Convert your e-books into audio e-books that sell for higher prices.
- Send audio email that sound totally cool

Plus, much, much more

I made some samples for you at

<https://www.ScrewTheCommute.com/voiceover>

Also, you can watch a 2-minute video showing you how easy it is to use.

Check it out
Tom Antion

P.S. No microphone or fancy audio equipment needed.

<https://www.ScrewTheCommute.com/voiceover>

Explanation for #22:

The subject line here gave them a big benefit of turning their text into speech. This has to do to knowing your audience. I have tons of authors and speakers who have books and blog posts all over the place. The idea of turning them into an audio product was very enticing to them.

“This is unbelievably realistic.”

In this case I put an amazing statement BEFORE the “Dear %\$firstname\$%”. I do this once in a while because people aren’t used to seeing that and it grabs attention.

Sometimes in the subject line I’ll use an ellipsis (. . .) to drag the person into the email and then continue the ellipsis and balance of the statement. Here’s an example:

Subject Line: Boy did I get in trouble . . .

Opening line of email: . . . for calling my girlfriend by an old girlfriend’s name.

By the way, I did not do this hahaha or I might not be here to be able to write this hahaha.

In the email I **bolded** an important statement in case someone had a bad experience with an older software that didn’t sound very good.

Frequently on a list of bullets I put, “And much, much more”. This continually sends the message they are always going to get more from me than they bargained for.

It’s nice to include samples whenever you can and if you have short video make sure you tell them it’s short. Short videos get more clicks faster because when a longer video is involved, people have to think about if they have time to watch it or not.

The P.S. overcame a potential objection that they would have to have fancy equipment. This helped the click through rate.

I included an extra link at the bottom to make it easy to click from exactly where they were in the email.

23

Reason for Promotion: To promote live webinar which leads to sale of podcast training

Subject Line: Interested in Podcasting? Webinar Today

Dear %\$firstname\$%,

Attendee from this weekend:

"Best I've ever heard on this topic." - Roberto Guise
from Guise Marketing

Two convenient times today and tomorrow

"Podcasting 901: The Fast Track to Creating, Marketing and Monetizing
a Quality Podcast"

Encore with Tom there answering questions "Live"

Attendees will learn:

- The equipment and software needed... you can do this on the cheap.
- How to set up a recording area... so you don't sound like you're on the set of a horror movie.
- Where to host your audio files...you don't want to get your website kicked off your hosting service or get a gigantic bill for bandwidth.
- How to find and book guests... avoid duds that make people unsubscribe.

- How to market your podcast ... you won't believe the cool ways you can reach thousands of people with no cost whatsoever.

And best of all. How to monetize your podcast smarter and better than 95% of your competitors.

Register here for either 5PM or 8PM Eastern TODAY/TONIGHT:
<https://joinnow.live/s/A9OZGa>

I'll talk to you then.
Tom Antion

P.S. On this webinar I'm going to reveal one of the most powerful, no cost, marketing techniques in my entire business career. It just so happens it involves podcasts. You won't believe the power of this tip.

Don't miss it.

Register now!
<https://joinnow.live/s/A9OZGa>

P.P.S. First ten deal on the webinar is still good.

P.P.P.S. You'll have a chance to be featured on "Screw the Commute" podcast.

Explanation for #23:

This one has a very clear subject line with “today” put in for urgency.

This is something I haven’t shown you yet. It starts with a great testimonial about the webinar. This was even before the title of the webinar and the tease about the multiple times it would play.

I used the word “encore” instead of replay and then I immediately talked about being there “Live” to answer questions. Some people may think it’s live because of this, but I did not say it was.

Then I used a bulletized copywriting technique which put the feature first in the bullet and the benefit of that feature in the second half of each bullet.

Anytime you can get in something about beating their competitors, it’s a good thing.

I then revealed the actual times and reinforced the urgency with an ALL CAPS TODAY/TONIGHT

In the first P.S. I told them how special this event really was/is with this bold statement: **“On this webinar I’m going to reveal one of the most powerful, no cost, marketing techniques in my entire business career.”**

Something else I haven’t shown you yet is a split between the P.S. area with a command and sign up link.

The P.P.S reminded them that the deal for the first ten people would still be good even though this was a replay.

The P.P.P.S. gave them a super big incentive to attend.

24

Reason for Promotion: To promote webinar which leads to sale of a Clickbank affiliate product

Subject Line: TODAY/TONIGHT Survey Cash Webinar

Subject Line: Take Surveys for Cash

Dear %\$firstname\$%,

TODAY/TONIGHT depending on your time zone I'm going to do a masterclass on earning good bucks participating in legitimate market research studies.

I've made many thousands doing this as a side hustle just to prove it is legitimate.

Lately I've been racking my brain to bring you legitimate ways to keep bucks coming in especially if you're stuck at home.

With what you learn on this webinar you literally could be grabbing hundreds of bucks in the next few days.

Before I have you register, I highly recommend you grab a copy of a really inexpensive Clickbank product to get the basics and get you excited about this.

Grab it through my affiliate link and send me the receipt and I'll give you my two secret sites where you can make \$10-\$75 (or even more) for 10-30 minutes critiquing websites and doing other online tasks.

Check it out at <https://www.ScrewTheCommute.com/surveycash>

To register for the 7PM Eastern time webinar visit the gotowebinar link below:

[link to event]

I'll talk to you soon

Tom Antion

P.S. Show up 5 minutes early and I'll be giving you a \$27.00 bonus that won't be on the replay.

Explanation for #24:

You see the urgency and clarity in the subject lines. I'll probably stop repeating myself from here on out.

In this email I introduce the term “masterclass”. This term indicates that there will be a lot of high-level things to learn.

I also do not use the word “money” in my emails because they tend to be spam triggers. Here's how I got the idea across that money could be made: **“earning good bucks”** – Sometimes I talk about “moolah” but younger people or people who are from outside the USA may not understand what you are talking about.

In the email was a statement that I had done what I'm teaching them myself. Making a statement like this to people that trust you carries a lot of weight. When you are selling an affiliate product it is really important that you have used the product or have an enormous amount of evidence that the product is great.

Even though everything takes work if you can legitimately get “fast results”, people will be more likely to go along with what you're doing. I showed them that by saying, **“...you literally could be grabbing hundreds of bucks in the next few days.”**

I tied the training to the pandemic and things you could do from home.

You'll notice as I did in a previous webinar email, that I went for the pre-event purchase and I incentivized the purchase by offering to reveal two “secret” sites where they could make extra money.

The word “secret” is very powerful so long as you don't overuse it.

“P.S. Show up 5 minutes early and I'll be giving you a \$27.00 bonus that won't be on the replay.” This is a good way to increase your showups to webinars and live events. I have an entire e-book on increasing showups. A person who shows up spends WAY more money than people watching replays.

25

Reason for Promotion: To inform and help out one of my mentees.

Subject Line: (Video) See tiny vid studio example

Dear %\$firstname\$%,

My student and "fitness over 50" expert Andrew Poletto gives you a 2-minute tour of his tiny video studio.

You won't believe what you can do in such a small space. It's basically one little corner of a larger room.

<https://youtu.be/BJn8YaADhLg>

He also created a home gym.

Maybe he'll give us a video tour of that too.

Tell him what you think and/or sign up for his fitness site

<https://www.TopFitnessStrategies.com>

TA

P.S. Isn't it amazing you can run an International business from one little desk like Andrew does?

Explanation for #25:

This is a double duty email. I was able to show people how they could set up in a really small area and at the same time promote one of my mentees.

The P.S. in this case just reinforces the value of knowing how to set up in a small area.

It also includes a video and people really like that.

26

Reason for Promotion: To promote a low-priced affiliate product which lead to a higher priced membership.

Subject Line: Excellent YouTube crash Course only \$6.97

Subject Line: YouTube crash Course \$6.97

Dear %\$firstname\$%,

I've been selling affiliate products through ClickBank since 1998. They are totally reliable and totally reputable.

Clickbank recently came out with ClickBank University where they are putting out these very inexpensive and very high-quality crash courses.

This YouTube one is excellent and super dirt cheap. Oh yeah. I make a whopping couple dollars as an affiliate for telling you about it. Maybe if I sell enough of them, I can eat meat this month hahahaha

It covers:

- Setting Up YouTube Channels the right way.
- Optimizing them.
- Running super cheap ads and
- Scaling to much bigger results.

Of course, they want you to use your knowledge to sell more ClickBank products, but the knowledge can be used to promote anything you have.

Grab your crash course here:

<http://powertips.cbuniv2.hop.clickbank.net/?&lp=YOUTUBECOURSE>

Catch ya

Tom Antion

<http://powertips.cbuniv2.hop.clickbank.net/?&lp=YOUTUBECOURSE>

Explanation for #26:

I used a super low-priced product right in the subject line. Lots of cheap products can add up to decent money. One method of selling is to get people to commit to a low-priced product and then they're more likely to upgrade to more expensive stuff.

That's what I was shooting for in this promotion. I got a few dollars on the front end from the \$6.97 sale, but a much bigger commission when some of the people upgraded to a monthly membership.

I supercharged the credibility of the seller by saying I've been dealing with them for a very long amount of time.

It's important to always let the potential buyer know that you may or will get a commission if they buy the product. There are various ways to say this and in the above email you see one of the ways I do it to keep them laughing while I'm talking about it.

I mentioned "Click Bank University" (which is the upsell that pays me a bigger commission) so that name would be familiar to them when they clicked through and bought the cheap course.

EXTRA - I just put this in to show you how very lucrative things become and how the workload goes down when you start to repeat promotions.

The same webinar you've seen me promote in other emails was delivered a couple weeks ago and made money both times. It will most likely make money yet again when I roll it out again in a month or two.

Reason for Promotion: To sell podcast training

Subject Line: TONIGHT/TODAY - Podcasting 901 Webinar

=====

27

Reason for Promotion: To recruit new mentees

Subject Line: Complimentary Strategy Session

Dear %\$firstname\$%,

Hi It's Tom Antion

I'm looking for new people that are interested in starting an online business or improving their current business.

If it makes sense for both of us, I'm willing to have a 30-minute one-on-one strategy session to discuss your business. If you know me, you know this won't be a half-hour sales pitch. I'll be totally focused on your business.

I want to be clear though, I'm looking for people that are serious about this and aren't just tire kickers.

I've been selling on the commercial Internet since it began around 1994. I've helped thousands of people in this field. The people that have been successful are the serious ones. The tire kickers and shiny object people are virtually never successful.

If this interests you, set aside time to fill out the application at the link below. If it looks like we could be a good fit, I'll contact you to set a time and date.

<https://www.ScrewTheCommuter.com/application>

Thanks, and I can't wait to help you achieve your goals!

Tom Antion

P.S. The last time I did this I got two really great businesspeople in the program who are both making rapid progress improving their businesses. I hope to say the same thing about you shortly!

P.P.S. If you're a past student and want to renew, just email me directly.

Explanation for #27:

This email hooks people with the opportunity to have a valuable strategy session.

I make it clear right off the bat who I'm looking for.

Then I make reference to fairness by saying, "If it makes sense for both of us."

Next, I make a pledge that the call won't be just a sales pitch, but I make it clear what my goal is.... and that's to find new mentees and that I don't want to deal with tire kickers. I.e. I'm trying to make people self-qualify.

I don't want to get on the phone with people that aren't serious. I told them I wanted to be fair about this and this had to make sense for BOTH of us.

Then I gave half a paragraph on my credibility.

At this point they have to go to an online application where they are further qualified.

All of this may seem designed to make it hard for people to get the strategy session. That would be correct. At the time of this writing my consulting fee is \$1000.00 an hour with a three-hour minimum, so I'm giving them something very valuable. Again, it's only fair they be serious and qualified.

You really can't spend the time on the phone or Zoom with everyone that wants to talk to you. I do enjoy talking to people, but I wouldn't have time to take care of the paying mentees if I took every call that comes in. **YOU MUST QUALIFY PEOPLE!**

The first P.S. is to soften the email a little and give the reader some success thoughts.

The P.P.S. is for any past mentees or dropouts that might want to get back in the game.

28

Reason for Promotion: To upgrade buyers to a bigger product.

Subject Line: The Full Podcast Course is Here

Dear %\$firstname\$%,

If you bought the pre-publication sale, you might want to upgrade.
(see below)

Some of the top podcasters will charge you \$2,000.00-\$5,000.00 to teach you how to start and launch a podcast. Plus, you still have to get the equipment and pay for all the expenses.

What I've created will save you at least \$1,903.00 and as much as \$4,903.00 PLUS you will get a full interview on a special edition of "Screw the Commute"

Yep that's right.

My E-book "What I learned After Completing 365 Podcasts V2.0" will show you everything you need to know and do to create a super high-quality podcast and launch it to the world.

Yes, you could create a basic podcast with questionable audio that no one wants to listen to with just your cell phone.

This e-book goes much further than that and gives you every tip I've learned about equipment, software, launch teams, launches, podcast directories, booking guests and much, much more.

You can start simply and add equipment as you go or you can go all out from the beginning. It's your choice.

BONUS 1: Video tour of my messy podcast studio.... Don't let this scare you. I've always been disorganized. (a \$47.00 value)

BONUS 2: 30-minute consult about your podcast or any other topic I'm qualified to talk to you about. (a \$500.00 value)

Bonus 3: A shout out on "Screw the Commute" podcast to put you in front of thousands of people. (Priceless LOL)

PLUS: You'll get a complete one-on-one featured interview on "Screw the Commute" podcast (Double Priceless hahaha)

Others charge thousands. This is only \$297 or three easy payments of \$99

This fantastic course includes:

- The e-book
- The Video Tour
- The Consultation
- The Shoutout
- A full one-on-one interview on my podcast

It's only \$297 [Click here](#)

or three easy payments of \$99 [Click Here](#)

If you already bought the pre-publication special, you can upgrade and get the full one-on-one interview for only \$197 [Click Here](#)

[Catch ya](#)
[Tom Antion](#)

P.S. I'm throwing in another bonus video on simple audio editing.
Grab your deal NOW! I can only fit in so many one-on-one Interviews.

Explanation for #28:

Mainly the purpose of this email is to upgrade people who already bought the basic pre-publication version of the podcast training. This is something you want to pay close attention to.

Point one is that you can sell something BEFORE it's even done. . . . actually, you can sell it before it's even started in the form of a "pre-publication sale".

There are legal ramifications to doing this that you should be aware of. Let's say you offer to sell an unfinished product for 50% off if the person is willing to wait 5 weeks for delivery. Then, when the 5-week mark comes up, you see that it's going to take another week to deliver.

You are then obligated to contact the buyer and either give them a refund, or ask for their permission to wait another week for delivery. If you do that, you're in the clear.

Point two is that you might want to roll out a product at a cheaper price to get cash flow coming in knowing that you are going to ask the buyer for an upgrade later. In this case I got people to get the basic training for a low price and then a week or so later, I added a major upgrade in that they would get a featured interview on my podcast <https://www.ScrewTheCommute.com/> .

I also left the door open for people who had not bought the original deal to jump in on the current deal.

This was a longer email than I usually send out, but I was asking for a higher ticket product sale (\$297.00) so that usually warrants more information to sell it. In this case I still didn't write an entire sales letter on my website. The entire deal was sold from this email.

I spent two full paragraphs on a copywriting technique called “Cost Comparison.” This is a powerful technique to show them what they could end up spending if they didn’t take advantage of my deal.

There are many ways to do cost comparisons and I go in depth teaching that and 30 other critical copywriting techniques at my <https://www.CopyWriting901.com> course.

You could spend \$10,000.00 piecing together a high-quality, credible copywriting course hahahaha see I just did a cost comparison.

OK Back to this email explanation.

I then told them the title to the e-book training and injected another ominous sounding copywriting technique called a “scare tactic.”

Scare tactics aren’t mean. They just point out the consequences of not having your product or knowing what you know. In this case the consequence of trying to do a podcast off your phone was that no one would want to listen to it because of poor quality. Again, scare tactics are covered extensively in my copywriting course.

Then I add bonuses and the big whopper is the addition of the full feature on my podcast.

Bonuses and how they are done is yet another copywriting technique you need to know about. They ALWAYS increase sales.

Are you getting the idea of how important copywriting is to your success? I’ve said for years that copywriting is the most important business skill I’ve acquired in my 44+ years of business.

Next, I do a bulletized recap of what they get (another copywriting technique).

When I reveal the price, I use a copywriting technique called a “diminutive.” In this case it’s the word “just” before \$297.

Also, here's another copywriting technique that was right in front of your eyes and I'll bet you didn't catch it. When I was doing the cost comparison and I wanted you to see the large amounts of money it could cost you to figure this out on your own, I used the decimal point and the 00 at the end of each figure. Go back and check it out.

For the \$297 and \$99 I left the decimal point and 00 off. You didn't even notice that did you? These are all subtle things that can mean the difference between a sale and an email deletion.

When you want a number to "appear bigger", leave the decimal point and 00 on. When you want the number to appear smaller, leave them off.

Finance options can wildly increase your sales. You see that I offered one here.

The P.S. in this case was a surprise extra bonus. People love bonuses.

29

Reason for Promotion: To sell website critique

Subject Line: 300th Episode Celebration Sale - Today Only

Dear %\$firstname\$%,

Today is the 300th episode of "Screw the Commute" podcast.

YIPEE!

As many of you know, I'm dedicated to helping small businesses succeed online. Also, I'm sitting around the house lots more because of this covid thing so I have some extra time to give you all this super deal.

I will get on a zoom call with you and go over your website making recommendations on how to make it work better for you into the future. (I've critiqued over 10,000 websites)

Normally this would cost \$500 bucks, but if you book it today, to help me celebrate my 300th episode of "Screw the Commute" podcast it will only be \$47 bucks which is over ten times cheaper than normal. (You have 90 days to book our zoom meeting.)

PLUS, here's an extra super bonus.

If you listen to "Screw the Commute" podcast and pick out something that will help your business, you will get a shoutout in your own voice that will be featured in a future episode and put you in front of thousands of people. How cool is that?

<https://www.ScrewTheCommute.com/> **Note:** I suggest you listen to a Monday training session where I teach things that have either made me or saved me a bunch of money.

Here's the link to grab this super deal

<https://bit.ly/300episodes>

Tom Antion

P.S. watch your email for the instructions on how to book your zoom meeting.

<https://bit.ly/300episodes>

Explanation for #29:

This is another celebration sale with the urgency of “Today Only”

I’m introducing in the email and to you another copywriting technique called the “Reason Why” technique. Almost always you should have a reason why you give a discount.

The exception to this is when everyone is expecting a sale like black Friday, 4th of July in the USA, after Christmas, etc. In this case even though I have my 300th episode as my excuse for having a sale I went a step further by telling them “why” I had the time to sit around the house and do the critiques . . . blame it on the covid pandemic.

Using the Reason Why technique justifies your price drop. If you don’t justify price drops, then your original price does not appear to be credible.

I hope you can see, that even though I appear free wheeling and off the cuff, there are significant psychological principles involved that I’ve mastered through my long-time study of copywriting. How many times do I have to say it? **BUY MY DARN COURSE** hahaha
<https://www.CopyWriting901.com>

I add a big bonus that will promote them to thousands of people that listen to my podcast. People love bonuses.

The P.S. also had a copywriting and psychological aspect to it. It “assumed” you were going to buy and just told you to watch for instructions on how to book your Zoom call.

30

Reason for Promotion: To get double duty out of something I originally created for Military Spouses

Subject Line: 1PM EDT "8 Cool Online Revenue Streams"

Dear %\$firstname\$%,

Webinar Starting at 1 pm eastern TODAY.

"8 Cool Online Revenue Streams"

I'm doing an event today for military spouses but any entrepreneur will learn something from this webinar. Here's the registration link: Can't make it? Register anyway and get the replay.

[insert live event link]

Tom Antion

Explanation for #30:

This email displays a pretty simple concept. If I'm going to do a free live training for a certain group that's not proprietary, i.e. what I would teach them is pretty much the same as I would teach any other group, I may as well let others watch too.

This gives me more chances that someone will join my mentor program or school. ... The more the merrier.

Also, as I've mentioned in a previous explanation that if it was a Facebook live type event, I want the most people and most engagement I can get so Facebook shows my event to more people.

31

Reason for Promotion: To promote older evergreen webinar that sells a speaking product at the end.

Subject Line: 30 Speaking Tips in 37.625 Minutes

Dear %\$firstname\$%,

In this fast-paced webinar I'm going to blast through 30 immediately usable speaking tips that can help make you WAY better on stage and help you get your fees up way higher where they should be.

Not only that, but use these tips and you'll get invited back over and over.

Plus keep your email open and I'll answer all your questions.

Lots of convenient times available:

Register Here:

<https://joinnow.live/s/oW7636>

Tom Antion

Grab your Wake'em Up! E-book now

<https://www.ScrewTheCommute.com/wakebook>

Explanation for #31:

Webinar replays can be very lucrative and very little work. I use the gold standard replay service that you can find at <https://www.HybridWebinars.com>

The subject line here was a simple formula with a twist. The formula is X tips in Y minutes. Being to joker kind of guy I am, I stretched out the minutes to a ridiculous number of decimal points. I just did this to show my personality and grab more attention than the plain formula would have.

Since this promotion was meant to appeal to people in a hurry, I used the terms “fast-paced” and “blast through” right near the top of the email.

I gave them some big benefits of registering and invited them and told them how to ask questions. Since this was a replay, there would not be a live chat so I told them to keep their email open because that’s how they would get the answers to their questions. If they didn’t do this, they would think I was ignoring their questions and wouldn’t know until after the webinar when they saw all the answers in their email.

I made it convenient for them with multiple time slots and again went for a sale at the end of the email.

32

Reason for Promotion: To give value and promote the application process to my mentor program.

Subject Line: TONIGHT - Create & Distribute Digital Products

Dear %\$firstname\$%,

Make sure you register for tonight's community service training
This Wednesday's topic is:

"How to Create and Distribute Digital Products"

Register just below:

[insert live webinar link]

Can't make it? Register anyway and get the replay.

Tom Antion

P.S. See if you qualify for a 30 minute strategy session:

<https://www.ScrewTheCommute.com/application>

Explanation for #32:

During the pandemic I pitched the TV station to promote a community service event where I was teaching a series of webinars to teach people how to make money from home.

Besides, the community service aspect to it, I still wanted to have a chance to make money if someone wanted further training. That's why almost as an afterthought (we call this the "Columbo Technique Note: only older people will know who Columbo was) I put in the application for a strategy session leading to someone joining my mentor program.

This included a reminder for people to register even if they couldn't be there to watch it live. This increases the number of people who actually see the training.

33

Reason for Promotion: See what people on my email list want to know about.

Subject Line: What do you want from me?

Dear %\$firstname\$%,

I'm trying to see if there are any particular trainings you would like to see from me from now to the end of the year.

Please send me some things you'd like to learn about in the following fields:

- Internet Marketing for Small Business
- Entrepreneurship
- Professional Speaking
- Podcasting

Make sure you register for Wednesday night's community service training.

This Wednesday's topic is:

"How to Create and Distribute Digital Products"

Register just below:

[link to live event]

Can't make it? Register anyway and get the replay.

Tom Antion

P.S. See if you qualify for a 30 minute strategy session:

<https://www.ScrewTheCommute.com/application>

Explanation for #33:

This brief email has a bunch of purposes.

The foremost is to get attendance at my live community service event which like #32 could lead to people applying to be a mentee.

I also took the opportunity to do a “temperature check” on the people that regularly hear from me. I wanted to know what topics were on their minds so I could create products to fulfill their needs.

The subject line had a little bit of the Zeigarnik Principle in it. “What do you want from me?” could be interpreted in a couple ways and people really didn’t know which way it should be interpreted unless they opened the email.

One way it could have been interpreted is in a whining fashion like I’ve given so much already what “more” do you want from me.

Or it could have been interpreted as a nice “How can I help you?” People didn’t know which so they had to open the email to find out.

The rest is the same as #32.

34

Reason for Promotion: To promote podcast and flash sale

Subject Line: Make Hobbies & Family Interests Pay You

Dear %\$firstname\$%,

You can make your hobbies legitimately tax deductible.

This week's training podcast gives you all the details.

Don't feel guilty spending time and family money the next time you play golf, go boating or even go on vacation.

There are thousands of hobbies this method applies to.

Episode 292 tells you what it's all about. You can listen now at:

<https://www.ScrewTheCommuter.com/292>

Tom Antion

Please share the above podcast and the below webinar

P.S. My Flash sale on my copywriting e-transcript is still good for a few more hours <https://bit.ly/copye-tran>

Explanation for #34:

The subject line here is very intriguing for many people. I've been teaching this concept for many years and I know people love it so it got a high open rate.

When I get into this topic I always use the word "legitimately" so people don't think it's going to get them in trouble with the IRS in the USA.

Using outrageous statements can get high open rates and lots of publicity. I use a statement frequently "I couldn't stop the money coming in to my checking account if I tried." This sounds like BS, but when I explain about residual affiliate programs, it legitimizes the statement.

I suggest you get some outrageous statements that apply to what you do and then immediately explain the "legitimate" rationale behind what you claimed and I'm pretty sure it will serve you well.

Again, I went for a sale in the P.S.

35

Reason for Promotion: To attract prospects for my mentor program

Subject Line: Advanced Business Webinar – TODAY

Dear %\$firstname\$%,

This webinar is for established business owners.

Or

If you're starting a new business and want to avoid wasting time and money

AND GUESS WHAT?

NOTHING FOR SALE ON THIS WEBINAR

You'll even have a chance to have a complimentary 30-minute business strategy session with me.

Title:

"3 Critical Things You Must do NOW to Increase Your Bottom Line"

Plus, I'll be there live to answer all your questions.
(keep your email open for answers)

Doing what I cover in this webinar is GUARANTEED to:

- Make you more bucks

- Save you tons of bucks
- Save you tons of time so you can do more of the things you like to do.

Several convenient times to register.

<https://joinnow.live/s/5vmNIP>

I'll see you there:

Tom Antion

P.S. During the webinar you send questions to me.
(Keep your email open for answers as soon as I can get to them.)

<https://joinnow.live/s/5vmNIP>

Explanation for #35:

Right off the bat the subject line starts to qualify the people I wanted to attract to my webinar. I wanted people who already had a business.

98 % of people that go to work for a living wish they had their own business, but virtually none of them do anything about it.

The 2% that do have shown they have the initiative to actually do something. If they're in business, they know they have to invest in themselves and their business and they're more likely to buy training from me.

Even though I wanted “established” business owners, I did not want to cut out the part of the 2% that are just getting started so I included them too.

I tease that they will have a “chance” to have a 30-minute strategy session from me which is the entire point of the email.... to get them on the path to becoming a mentee.

Notice I don't use the word “Money” in the bullet points because that word is a spam trigger and gives the email a greater chance of being filtered and never delivered to the recipient. I also, “Guarantee” I will deliver on the promises in the bullets.

Guarantees always increase sales and show conviction that you will deliver what you promised.

36

Reason for Promotion: To promote a webinar where I will get an affiliate commission

Subject Line: TODAY - Using "Influencers" to Make a Fortune

Dear %\$firstname\$%,

Many call it ‘Influencer Marketing’, which simply involves tapping into the powerful reputation of well-known experts in your market and my super friend, Roberto Candelaria, has an all-new masterclass to teach you how to do it.

During this Masterclass, you'll learn a simple, yet proven process, for using interviews with influencers to build your own reputation and grow your business.

A Few of the Things You'll Learn...

- How to find the right influencers for you... Not all influencers are created equal.
- Exactly how to connect with these influencers... Craft a pitch that gets the results you're looking for!
- The key steps for preparing for your interview and following up afterwards... Most people leave leads and sales on the table because of a lack of follow through.
- Interviewing skills you need to make sure you conduct a value-packed interview.... When you make your interviewee look good, they're more likely to refer you!

- Find out some of the key ways how you can become the industry influencer who other people want to interview – and how you can use those types of interviews to build your credibility and cash flow even further.

Check this masterclass out right away. It's happening today. Can't make it? Register anyway to get the replay.

[link to live event]

This could really change the course of your business.

Tom Antion

[link to live event]

Explanation for #36:

This email was virtually all “swipe”. That means it was written by someone else and given to me to send out. I.e. I swiped it from the original writer.

This is perfectly ethical. It’s just a funny term to describe advertising copy that was created by someone else.

The subject line used three things: **1.** Urgency, **2.** A term people have heard of, and **3.** a big promise.

Short copy like this is harder to write than long copy. The subject line in all your emails is critically important. If they don’t open the email, the great stuff inside the email will never be seen.

Even though people have probably heard the term “influencer”, they may not know what it really is. This email explained it right up front.

We also used the term “masterclass” which sends the message there will be some serious training involved if the person attends.

The bulletized section uses the feature benefit formula I teach in <https://www.CopyWriting901.com>

The urgency is reemphasized near the end along with a powerful benefit statement.

37

Reason for Promotion: To sell installation and training for a TV Channel on Roku and Amazon Fire

Subject Line: Get your own TV Channel - Saturday Facebook Live

Subject Line: The Truth about Getting Your Own TV Channel

Dear %\$firstname\$%,

We had technical difficulties Friday night so I'm doing the Facebook Live event again TONIGHT

This is the event link to let me know if you plan on coming:

[link to event]

This is where the Facebook live will take place at 9 pm eastern.

<https://www.facebook.com/AntionAndAssociates/>

"The Truth about Getting Your Own TV Channel" on Roku TV and Amazon Fire TV.

I've done both and there are lots of people out there trying to convince you of the big bucks out there just ready to be plucked out of the airwaves.

Don't get me wrong. I want you to do it and I think it's a really great opportunity, and I'm going to tell you how to do it. I just want to bring

the hypesters back to earth and give you the reality of the costs (they aren't much) and what things you have to prepare to get it going.

So, set yourself a reminder or stop by the event page and click "going" to get a reminder and then at 9 eastern I'll go live with a power-packed training session with nothing for sale.

9 pm Eastern,
8 PM Central
7 PM Mountain
6 PM Pacific

I'll show you exactly what you have to do to get your own channels going.

I'll talk to you TONIGHT

Tom Antion

P.S. I'll be testing out Belive service to run the Facebook Show **Note: I now use "StreamYard"**

P.P.S. If you have either Roku or Amazon Fire, please check out "The public Speaking Channel" sometime today.

Explanation for #37:

In this email “The truth about...” type of subject line works really well. It also works well for the headline of a sales letter or you can say it in a video sales letter.

I wanted to make it clear the I Tom Antion was riding in on the white horse to save them from the “hypesters”. LOL

This is a good angle for a promotion. It’s similar to knocking down myths which is a very attractive promotion.

In this email I also mentioned the time zones in the USA. Sometimes you don’t need to do this with webinar replays because some webinar replay services show the person the time in their own time zone.

38

Reason for Promotion: To do a funny promotion that still makes money

Subject Line: Electron Scratch & Dent Sale (TODAY ONLY)

Dear %\$firstname\$%,

I want to make our year-end inventory easier, so I decided to get rid of many of our damaged e-books and e-courses.

This damage is COSMETIC ONLY. All the electrons in these courses are fully functional and come with our Industry Leading, Famous

"Limited Lifetime 3 Hour Warranty".

Note: Abuse of these electrons voids your warranty.

Also, we have many new electrons coming in 2017 and the boss says if we don't get rid of these 2016 electrons clogging up our computers today, we won't have a job tomorrow.

So, please help us out and just to make the deal sweeter we're giving a \$450.95 trade-in credit for your old electrons. So, drive them in. Push them in, or tow them in and get the instant credit.

PLUS

If you're really serious about big results in 2017, check out the Little Tommy Sale in Deal 2

Visit:

<http://www.GreatInternetMarketing.com/2016scratchdent>

Scratch Ya

Tom Antion

P.S. All proceeds go to the Tom Antion profit for himself while helping others fund. ...A For-Profit Fully Capitalistic Venture.

<http://www.GreatInternetMarketing.com/2016scratchdent>

Explanation for #38:

Every once in a while, I'll do a totally tongue in cheek promotion and they've always made money.

One of my overriding speaking principles is to have people laughing while they're pulling their credit card out. I did an E-book clearance sale similar to this one and it pulled in \$9600.00 in half price e-books in a couple days.

I would warn you against doing this if you aren't known to be off the wall and funny.

I learned this from the famous copywriter Ted Nicholas when I was taking a headline writing course. . . which by the way was \$4500.00 plus hotel and airfare which makes my copywriting course for only \$297 look like chopped liver <https://www.CopyWriting901.com>

Anyway, I was writing funny headlines and had everyone laughing. Ted told the class that everyone knows Tom is funny so he can do those headlines with little risk. He went on to say that if people don't know your reputation for being funny, using humor in the sales process can be very risky. You might accidentally offend, or the person may not get the humor and just think you're stupid. OK. I warned ya, but I love this kind of email.

39

Reason for Promotion: Promote webinar that sells my “Wake ‘em Up Video Professional Speaking System”

Subject Line: Speakers - \$1,500 or \$100K Which is better?

Dear %\$firstname\$%,

When I train pro speakers, I try not to break them in at a fee of less than \$1500.00 per speech. If you're too cheap, meeting planners think there must be something wrong with you.

Speakers that know what they're doing can literally come home with \$100,000.00 or more. You don't usually jump directly to that, but if you don't know the techniques, the chances to climb to that level or anything close to it are slim to none.

Would even 10% of that success mean something to you? It's relatively easy to do if you know how.

My classic webinar will show you how.

Watch it TODAY

"How to Maximize Your Income Every Time You Speak"

Webinar Event Encore and I'll be answering your questions LIVE.

Several Convenient times to watch

<https://joinnow.live/s/IDl6g1>

There's way more to it than you ever imagined.

In this Webinar I'm going to reveal the secrets only the top grossing speakers know. These secrets will help you to blast through average speaker's fees so you can come home with speaker fees normal people would characterize as:

Not believable!

That can't be true!

You made how much in a 90-minute speech?

It's not hocus-pocus folks. Ask any promoter I speak for. You can earn enormous amounts.... at the very least more than you're earning now . . . with simple, easy to implement . . . yet little-known techniques.

In this super high-content webinar you will discover:

- How to raise your fee and get it.
- How to use regular publicity and "very specialized" speaking publicity to earn more at each engagement
- How to negotiate multiple bookings
- How to have an array of upsells just waiting for the meeting planner to say YES.
- How to add tremendous value to each engagement so you are always in demand
- Solid Deposit and cancellation policies that will earn you more money
- How to sell when you aren't allowed to sell.
- How to work "No Fee" speeches to maximum financial advantage
- How to get booked at public events where you can sell large amounts at the back of the room.
- What public events to avoid like the plague...I avoided these for about 6 years until I had proof I was ready.
- How acting like a pro can make you more money . . . I laugh at the Divas who speak at the same events I do when I go home with their bucks.

- 3 super-duper bonus techniques for everyone who sticks with me to the end.

And like every Tom Antion webinar you'll get much, much, more.

Several Convenient Times to watch TODAY

Register here and get out some sharp pencils because I'm going to lay it on you in this one-of-a-kind webinar

<https://joinnow.live/s/IDl6g1>

Catch ya
Tom Antion

<https://joinnow.live/s/IDl6g1>

P.S. There are very few people on earth that have these skills and are willing to teach them to you. I'm one of them. Don't pass up this opportunity to learn things that could mean a fortune to you over your career.

Explanation for #39:

OK. There's a lot to unpack in this one. The first thing you will notice is that it is very long. I've been using this email for many years when it was easier to get through spam filters. I would cut this down if I was going to send this out today.

The reason it's long is that there is a lot of money at stake in the webinar I'm promoting. The webinar discount for the program puts the price at \$697.00 down from \$997.00 or \$1297.00 so for my market this would be considered a big-ticket sale.

The next thing you'll notice is the subject line. **“Speakers - \$1,500 or \$100K Which is better?”** It names who should be interested and then asks a dumb question. This dumb question kicks in the Zeigarnik Principle and causes people to think, “That's obvious. I wonder what he's talking about.”

I then talk about what could be and I kick in some logic in that I suggest even only 10% of what I'm talking about would probably make them happy.

I offer some proof that what I'm talking about isn't “hocus pocus” by inviting them to speak to any promoters I have worked for.

The powerful word “secrets” was used and I did a cute section about “normal” people would be incredulous hearing about how much you made in one speech.

Then I violate my 7 bullets in a row rule by slamming in an enormous amount of info they'll get by attending. My goal in violating my rule is to make them think they would be crazy passing up such a power packed webinar.

After that I do the regular calls to action but I close with a very powerful and exclusive P.S.

40

Note: on this one just read the first couple paragraphs and then skip to the explanation.

Reason for Promotion: To sell my “Wake ‘em Up Video Professional Speaking System” in a different way

Subject Line: Speakers - Desperation is Coming

Dear %\$firstname\$%,

I'm not talking about you being desperate. I'm talking about people being desperate to get back to attending live events.

Sure, we can do virtual speeches and you should have that skill, but nothing will ever replace a speaker on stage in front of an audience.

That will NEVER happen!

I want you to use this time while live events are cancelled to get ready to hit the ground running when things open up.

It took me years to learn things I can teach you in a couple hours.

Watch my webinar TODAY

"How to Maximize Your Income Every Time You Speak"

Webinar Event Encore and I'll be answering your questions LIVE.

Several Convenient times to watch

<https://joinnow.live/s/IDl6g1>

There's way more to it than you ever imagined.

In this Webinar I'm going to reveal the secrets only the top grossing speakers know. These secrets will help you to blast through average speaker's fees so you can come home with speaker fees normal people would characterize as:

Not believable!

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You made how much in a 90-minute speech?

It's not hocus-pocus folks. Ask any promoter I speak for. You can earn enormous amounts....at the very least more than you're earning now . . . with simple, easy to implement . . . yet little known techniques.

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- How to raise your fee and get it.
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- How to have an array of upsells just waiting for the meeting planner to say YES.
- How to add tremendous value to each engagement so you are always in demand
- Solid Deposit and cancellation policies that will earn you more money
- How to sell when you aren't allowed to sell.
- How to work "No Fee" speeches to maximum financial advantage
- How to get booked at public events where you can sell large amounts at the back of the room.
- What public events to avoid like the plague...I avoided these for about 6 years until I had proof I was ready.

- How acting like a pro can make you more money . . . I laugh at the Divas who speak at the same events I do when I go home with their bucks.
- 3 super-duper bonus techniques for everyone who sticks with me to the end.

And like every Tom Antion webinar you'll get much, much, more.

Several Convenient Times to watch TODAY

Register here and get out some sharp pencils because I'm going to lay it on you in this one-of-a-kind webinar

<https://joinnow.live/s/IDl6g1>

Catch ya
Tom Antion

<https://joinnow.live/s/IDl6g1>

P.S. There are very few people on earth that have these skills and are willing to teach them to you. I'm one of them. Don't pass up this opportunity to learn things that could mean a fortune to you over your career.

Explanation for #40:

Most of this email is identical to #39.

The big difference is that the beginning starts with a completely different angle. #39 emphasized the money angle. This one tied into the current events of this year ... the pandemic.

The subject line had a somewhat shocking word . . . “Desperation” which also kicked in the Zeigarnik Principle (I hope you have noticed throughout all these emails how many times that principle is used.)

I then gave people hope that it would eventually go away and told them this down time was a great time to learn and practice for when the pandemic was over.

The rest is the same as #39.

41

Reason for Promotion: Year End Sale

Subject Line: Year End Blowout Sale - One Day Only

Dear %\$firstname\$%,

Starts Wednesday, Dec 28th 10:00 AM Eastern

Deepest Discounts EVER -

Up to 97% off on Quality Training.

There will be a great all digital Package chock full of my best e-courses and e-books

Plus

There will be a variety of Super Discounts on CD's, DVD's and PDF Files on CD.

When they're gone, they're gone.

Plus

First time EVER outside of a seminar my mentor program entry fee will be 25% off.

This is your chance to get tons of quality training to start off your new year.

For Details watch your email tomorrow Wednesday, Dec 28th
10:00 AM Eastern.

Catch ya
Tom Antion

P.S. 97% off means some of this stuff is basically a giveaway and none of it has any shipping charges in the continental USA.

Explanation for #41:

The word “Blowout” in the subject line really grabs attention. We know **EVERYONE LOVES A SALE** and **EVERYONE REALLY LOVES A BLOWOUT SALE BECAUSE THE DISCOUNTS ARE MASSIVE.**

Another term/word I use anytime of the year if I want to get rid of a large quantity of something is “Liquidation Sale”. This really generates lots of interest and can turn some of your old stuff into a good cash payday.

I used the terms **“Deepest Discounts EVER”** which was true and **“Up to 97% off on Quality Training”**. This was also true. The key words were “Up to”. You had to buy the maximum quantity to get the deepest discount. These terms in an email are golden and work very well.

Other terms and phrases that are really powerful are “Super discounts” and “When they’re gone, they’re gone”. This last one gets people moving and buying FAST.

If you have physical products, people LOVE free shipping and have been highly conditioned to it since Amazon Prime has been around.

42

Reason for Promotion: To teach a concept with an example and sell My “Viral Marketing” e-book

Subject Line: Do you know what a content locker is?

Dear %\$firstname\$%,

A content locker is a viral mechanism to get people to share your content on their social media.

Example: You write a great blog post. People can read most of it, but to read the juicy parts they must click on your content locker to share the blog post.

As soon as they share, the juicy stuff is "unlocked" for them to read.

I have one and I want you to check it out and then come back and grab my e-book "Kick Start Guide to Viral Marketing V 3.0" which is on sale ending today.

Link to my content locker blog posting:

<https://antion.com/blog/top-15-mistakes-people-make-on-their-websites/>

Link to my sale:

<https://www.ScrewTheCommute.com/viral>

Today only - Get ten bucks off at checkout

This immediately downloadable fully illustrated document shows three easily implemented methods I use in my business to "Go viral" and make my name show up everywhere.

These inexpensive techniques bring in email subscribers, likes, followers and most importantly big bucks.

Read about the three methods here:

<https://screwthecommute.com/viral/>

Catch ya
Tom Antion

<https://screwthecommute.com/viral/>

Explanation for #42:

OK. I start this off with a question in the subject line I'm pretty sure they don't know the answer to. This kicks in the Zeigarnik Principle.

I then immediately define it which gives them immediate gratification that they learned something.

Then I give an example plus I show them that I actually used what I'm talking about in real life. Now normally I don't want to click them away to something that would distract them from buying my e-book, but in this case the example was so good and if they experimented with the sample they would be sending my blog posting to their followers so I figured it was worth it to click them out of the email.

Right after this I gave them a link to my new e-book that was on sale.

I kicked in urgency by using "Today Only" and another thing I did was use the term "immediately downloadable". This does two things. It satisfies the immediate gratification needs of people and another thing it does is remind people this is an e-book.

It's really bad if someone orders and thinks it's a physical book being mailed to them. They sit there and wait for the book to come to their home address, but it never comes. Then they're mad and think you're a rip-off. They might call their credit card company and do a chargeback which looks bad on your record. If you're selling e-books, make sure people know it's a digital product so this doesn't happen to you.

In this email I also give two different lead ins to the purchase link. One says, "**Link to my sale**" and the other says, "**Read about the three methods here:**" You never know which would get more people to click unless you use a link tracker which is a little more advanced than this e-book will get into.

43

Reason for Promotion: To sell my e-book on how to go viral

Subject Line: Flash Sale - 3 Ways to "Go Viral"

Dear %\$firstname\$%,

Today only - Get ten bucks off at checkout

I just finished updating my e-book

"Kick Start Guide to Viral Marketing v 3.0"

This immediately downloadable fully illustrated document shows three easily implemented methods I use in my business to "Go viral" and make my name show up everywhere.

These inexpensive techniques bring in email subscribers, likes, followers and most importantly big bucks.

Read about the three methods here:

<https://screwthecommute.com/viral/>

Catch ya
Tom Antion

<https://screwthecommute.com/viral/>

Explanation for #43:

This email is selling the same product as #42, but does not show the example. It concentrates on the urgency to get the discounted deal and getting them to click to the sales letter.

I also talked about updating the book to version 3.0 so that people that had bought an earlier version would be inclined to buy the new version. You don't want them dismissing the email because they thought they already had the book.

44

Reason for Promotion: To promote a webinar, get publicity for my school, and get them to spend the extra money with me.

Subject Line: TONIGHT, Complimentary Crowdfunding Webinar

Dear %\$firstname\$%,

8:00 PM Eastern. Can't make it? Register anyway to get the replay.

This is the third community service class sponsored by my school <https://www.IMTCVA.org> to help teens out of school and adults quarantined at home in the Hampton Roads area.

Since I'm doing it anyway for my local community, I thought I may as well open it up to my faithful followers.

Register Here for the Wednesday marketing class on Crowdfunding & Sponsorship 8 PM Eastern

<https://joinnow.live/a/FXat8l>

I'll see you there

Tom Antion

P.S. In all the years I've been online (26 years) I've never seen this kind of great service from a hosting service. They answer the phone within 60 seconds...unbelievable. If you need hosting, here's my affiliate link:

<https://bit.ly/SuperLiquidHosting>

Explanation for #44:

This was another community service webinar that was promoted by the TV station so, it got publicity for my school which was the sponsor.

Crowdfunding allows people to get money for creative projects. My goal here besides serving the community was to teach people how to do this, but also to get some of them to use the money to join one of my programs.

For community service webinars you never know who you're going to get so I don't get any high hopes of it working in a big way. Sometimes they don't work at all. That's why in the P.S. section I just put a random affiliate link that applies to online stuff to see if I can make sure some income comes from the mailing.

45

Reason for Promotion: Sell a private membership to a Facebook Group

Subject Line: National Entrepreneur Day

Dear %\$firstname\$%,

I've been one my entire life and became a Multi-Millionaire over 20 years ago because of it.

Get a 1 buck trial to my new entrepreneur website.

<http://www.GreatInternetMarketing.com/screwthecommute>

I've created a brand new entrepreneurial private Facebook Group place where you can talk business, get answers, get training and network.

Even if you haven't yet started a business, this is the place for you.

Since I've never had a job . . . I'll be leading the pack.

Check it out at:

<http://www.GreatInternetMarketing.com/screwthecommute>

Tom Antion, I'll see you there.

<http://www.GreatInternetMarketing.com/screwthecommute>

Explanation for #45:

OK. This email takes advantage of a semi-holiday that exactly matches what I am and what I do.

I rolled out a paid private Facebook Group for entrepreneurs on National Entrepreneur day.

The promotion was a one-week trial for \$1.00 that automatically reverted to \$37.00 / month.

I used the big gun credential of mine that I have been a multi-millionaire for over 20 years and for \$37.00/ a month you could be in my private group, ask questions, get feedback and network with like minded individuals.

Any time you can put a networking aspect into what you do, do it. People love that.

I also encouraged those that hadn't started a business yet to join. Be as inclusive as you can without trying to sell to everyone.

46

Reason for Promotion: To promote podcast in a different way

Subject Line: Get a shoutout on my podcast in your own voice

Dear %\$firstname\$%,

"Screw the Commute" podcast just made it on several Best of work at home podcast lists.

Best Work At Home podcasts we could find (updated May 2020)

<https://player.fm/podcasts/Work-at-home>

=====

FeedSpot Top Ten List

https://blog.feedspot.com/work_from_home_podcasts/

=====

If you'd like to hear your own voice on a future episode here's what to do:

1. Subscribe

<https://podcasts.apple.com/us/podcast/screw-the-commute-podcast/id1406451900?app=podcast>

Click "Listen on Apple Podcasts"

Click the "Subscribe" button under our podcast graphic.

2. Make sure you have listened to some episodes, then leave an honest rating and review.

3. Visit <https://www.ScrewTheCommuter.com/> and you'll see a blue sidebar that says "Send Voicemail" You can record up to one minute off your phone or laptop (or desktop if you have a microphone connected) and say what Idea(s) tips you have gotten from the podcast and what you like about it. Make sure to put your website and where you're from.

If you haven't recorded something that's ridiculous, then I'll play your recording on a future podcast for thousands of people to listen to.

Note: just doing the above does NOT guarantee I'll put your recording on the show. You must leave an honest review with honest comments the same as you would without the potential of a shoutout.

Note: if you've already been a subscriber and listener, then please do your recording right away. I can't wait to hear it and work it into a show.

Thanks
Tom Antion

P.S. I'm currently running a webinar encore replay covering the number 1 skill I've acquired in my 43+ years of business. Register here and I'll be standing by to answer questions live. <https://joinnow.live/s/cXYRff>

Explanation for #46:

I'm promoting my podcast by showing social proof the podcast is good. You could do this by individual testimonial, or the way I did it here. I was listed in several best of podcast places so I put them in the email with links to them for proof.

The subject line draws people in with a big benefit of a shoutout on my podcast.

Also, right in the email I give them complete instructions of what I want them to do.

The P.S. uses the Zeigarnik Principle to get them to click through to register for a webinar.

Normally I don't want too many things in one email, but in this case, I was in a bind to get multiple things promoted, so I went with it anyway. I just want you to know it's not the best practice to lump multiple to do's in one email.

47

Reason for Promotion: To sell a product before it was finished.

Subject Line: Pre-Publication Sale

Dear %\$firstname\$%,

Here's the deal:

I've recorded 161 audio pro speaking tips that have made me a fortune over many years.

I'm going to record 200 in all.

When I get them all done the price will be \$97.00

Grab the first 161 today for only 47 bucks and you'll get the other 40 with no extra charges as soon as they're finished in about a month.

Each tip is from 2 to 5 minutes and if you implement them, it could make you a superstar on stage.

Click the link for the Deal:

<http://bit.ly/wakebriefings>

Tom Antion

<http://bit.ly/wakebriefings>

Explanation for #47:

I wanted money coming in immediately from this deal. After recording 161 briefings, I was burnt out and wanted a break, but I didn't want to sit on the recordings until I got excited again about doing the other 39.

I mentioned in an earlier explanation about the legal ramifications of doing pre-publication sales. That was in the explanation for #28. Make sure you comply.

On pre-publication deals you can get right to the point and tell them the deal. The deal should be so fantastic that it can be almost an impulse buy.

In this case they were getting 81% of the finished product with the entire product coming soon for less than half the retail price.

All I did was describe them briefly (2-5 minutes) and tell them the tips could make them a superstar.

48

Reason for the Promotion: To promote a paid masterclass

Subject Line: Get a PhD in Internet Marketing in only 5 weeks!

Dear %\$firstname\$%,

Of course, I'm kidding, but I do guarantee that when I get done with you, you'll know more about real life marketing than most PhDs.

Brand New Masterclass on Internet Marketing

And guess what, it's really only 2 weeks instead of 5 because three of the main sessions and one of the bonuses are ready to watch immediately.

Can't make the sessions? You'll get the replay plus you can still ask questions.

<https://screwthecommute.com/masterclass/>

Can't wait to see your enrollment.... It really could change the course of your business.

Tom Antion

Explanation for #48:

This promotion is totally focused on the term “Masterclass” I got this idea when I saw lots of ads on Facebook with big name people like Carlos Santana and Ron Howard doing them.

This was paid training and resulted in lots of people upgrading to my paid mentor program.

The incentive to make that happen was if they wanted to upgrade, I would apply what they already paid for the masterclass to their entry fee for the mentor program.

The subject line teased about getting a PhD and then inside I promised after they took the masterclass, they would know more about marketing than a PhD.

49

Reason for Promotion: Get subscribers from another podcast to sign up for my mentor program.

Subject Line: Special Offer for EO Fire Subscribers

Dear %\$firstname\$%,

Hi it's Tom Antion and you recently heard me for the second time on JLD's "Entrepreneur on Fire Podcast"

I hope you downloaded your complimentary e-book successfully. If you had any trouble, contact me and I'll email you a copy.

As you probably know, John doesn't have people on twice unless he knows they will do a great job giving "value bombs" to his listeners and I trust you got plenty from listening to my episode.

I've got literally hundreds more of those bombs and I've got a special offer only for people that came from John....and that's not BS. I virtually never discount my famous and unique mentor program.

You will get \$1000.00 off on the entry fee to the longest running most successful and most unique mentor program in the field of Internet marketing.

I double dog dare anyone to dispute what I just said.

Check out the details at

<https://www.GreatInternetMarketingTraining.com> and then feel free to book a call with me if you have questions....and no I won't

shovel you off to some salesperson. You will talk to me personally to see if the program is right for you.

Tom Antion
301-346-7403 Text and Voicemail

P.S. Don't sign up from that webpage. The general public does not get the discount. I'll sign you up personally.

Explanation for #49:

OK. This is a relatively small volume email targeting subscribers of another podcast. They heard me on a highly popular podcast and came over and opted in to get the freebie I offered them on the other podcast.

Subject line is clearly super targeted to them. They may not recognize or remember my name, but they would recognize a podcast they really like.

If it was just my name it might get deleted quickly.

Again, I have to treat these people differently because they haven't been on my list for years and know my name. Immediately I reminded them where they heard of me and I also threw in the fact that I was on twice. They probably know that very few people make it on twice, so even if they can't remember my name, they know I must be pretty good to be on that big show more than once.

To relate to them even more, I used the term "value bombs" which is used on I think all episodes of "Entrepreneur on Fire".

Normally on people that barely know me would I go for a big-ticket sale. However, in this case I had the experience of my first appearance on John's show where I think three or four people signed up right after the show. This told me he had lots of qualified listeners and that this email would be worth a shot.

My "double dog dare" line shows my great conviction to excellence and that my program is better than everyone else's.

I also told them they would speak to me personally if they called and would not get sent to some salesperson. People love personal attention from the boss.

50

Reason for Promotion: Promote a specific podcast episode that would lead to a sale of my stuff and an affiliate sale.

Subject Line: How 2 Get 20X the Normal Price 4 Your Products

Dear %\$firstname\$%,

My latest podcast "Great Titles" (episode 259) shows you a bunch of ways to create titles for your products, blog postings, articles, speeches and videos that grab people by the throat.

Just look at the subject line of this email. It got you to open and start reading to find out what I'm talking about didn't it?

And Yes, this episode of "Screw the Commute" podcast is going to show you the technique to get as much as 20 times the normal price of your products and services with just one small tweak to your titles.

PLUS:

You'll get title formulas and fill-in-the-blank title formats and the secrets of doing spinoff products with very little work.

Check it out at <https://www.ScrewTheCommute.com/259>

Tom Antion, host "Screw the Commute" podcast

P.S. I'll also be telling you about my "Secret Weapon" I use to generate and evaluate my Titles and Headlines.

Explanation for #50:

This a circuitous way to make sales, but it works. In this case I appear to be promoting a podcast episode. Everyone knows they're free so there is no sales resistance there.

When they listen to the episode it leads to my copywriting course <https://www.Copywriting901.com> and to an affiliate product I call my "Secret Weapon" which I also teased with no link to it in the P.S.

The subject line seemed outrageous and as I outlined in a previous explanation. Outrageous is good so long as you back it up and make it real which I did in the podcast.

I'm sure you're wondering how to 20x your normal prices by changing your product titles. Hahaha You'll have to listen to the podcast to find out <https://www.ScrewTheCommute.com/259>

I also made sure they knew they would get great value by telling them they would get "formulas", "fill-in-the-blank info", and other "secrets".

Conclusion

If you carefully look at each of these emails, and think to yourself, “How can I do a similar email and plug in my own information?”, you should be able to crank out email promotions as fast as I do.

Remember, if you don’t have a giant product mix, you can always promote affiliate products. You only get part of the money, but you have zero product development time or costs.

Email marketing is alive and well and has been for over 25 years. Yes, there are many other ways to make money now than there were back in the early days. But for people like me, none have been as consistent and lucrative as good ole email.

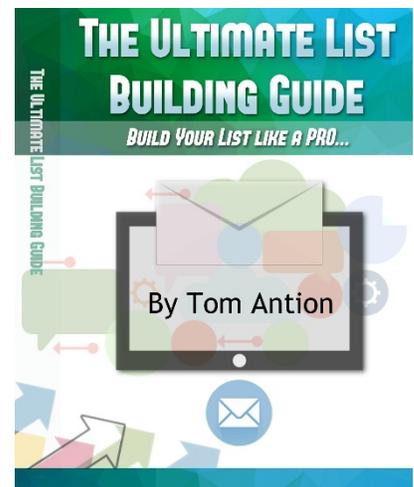
List building

Maybe you don’t have a big email list yet to even send these emails to. Get really serious about growing your list which I cover in my e-book **“The Ultimate Guide to List Building”** You can grab the book and watch a FREE webinar at <https://www.ScrewTheCommuter.com/listbuilding>



To super accelerate your list building and get put on the map check out my e-book **“JV: How to Get in Front of a Million Warm Prospects in the Next 90 Days”**

Click on the Book to get your copy.



Bonus Email Marketing Tips

After sending out hundreds of millions of broadcast commercial emails over 26 years I may have picked up a few tips☺ Here are some that I'm sure will help you out.

- In general, the more emails you send the more money you will make. That doesn't mean for you to send worthless emails just to send them. Make each one valuable to the reader.
- The trend is shorter emails sending people to the full story on good landing pages.
- HTML email is now ok to send, but keep the bulk of it just text. Avoid fancy elements and graphics. Something pretty to you doesn't necessarily look pretty when it gets to the recipient.
- Segment your list and don't send anything to anyone unless you know they are interested in the topic. For instance, I would not send Internet Marketing information to my Tennis list. You segment easily in <http://www.KickStartCart.com> shopping cart and email system.
- Write great subject lines! Nothing else matters if they don't open the email.
- Spam check your emails BEFORE you send them out. There's no sense killing yourself to make a great promotion and just to get it caught in spam filters everywhere. <http://www.KickStartCart.com> has this built in.
- When you're new it's good to experiment what time of day and what days of the week get you the highest response.

- Make sure you're consistent in who the email is from. The fastest way to get deleted is when people don't recognize the sender.
- Learn to use the Zeigarnik Principle that you've seen throughout this e-book. It's a really powerful copywriting technique.
<https://www.CopyWriting901.com>
- Personalize your emails using mail merge.
- Split test your emails and subject lines to see which ones get the most response.
- Put in interesting calls to action. I like to use a command and a benefit. **Example:** Click Here to Get Standing Ovarions Around the World – “Click Here” is the command and “Get Standing Ovarions Around the World” is the benefit.
- Make sure your emails are mobile friendly. Use 2 or 3 sentences maximum per paragraph.
- Use sequential autoresponders to follow up with people automatically.
- **Never spam anyone.** You could get both your list and your website shut down.

I could go on for days with these tips, but these best practices should help get you started.

Happy Emailing

Tom Arntson

About the Author

Tom Antion has been selling on the commercial Internet since there was a commercial Internet circa 1994. He made nothing for the first two years as it was the “Wild West” and no one knew what was going on.



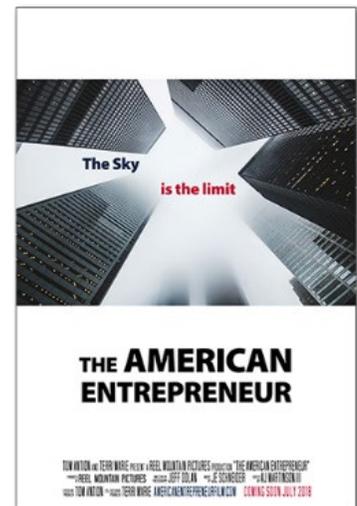
In 1996 he got good training and by the year 2000 he was an Internet Multi-Millionaire which he still is today.

Tom has made his living online by persistently and consistently selling good quality products at a reasonable price and servicing the customer after the sale.

Tom is no Flash in the Pan. He’s been in business formally for over 44 years with 26 of it being online and he continues to sell his own products and services along with training others to do the same.

His distance learning school is the only licensed, dedicated, Internet Marketing school in the country. <https://www.IMTCVA.org> and his mentor program is the longest running, most successful and most unique ever in the field of Internet and Digital Marketing. <https://www.GreatInternetMarketingTraining.com>

Tom was honored to have a Hollywood documentary done about his life called “The American Entrepreneur” Visit <https://www.Facebook.com/AmericanEntrepreneurFilm>



Learning This Skill Will Accelerate Your Success

Copywriting is the number one skill I've acquired in my entire 44-year business career. I even used it before that when I was making up flyers so I could sell more of my advertising specialties to local businesses when I was only ten years old.

The way it will help you in gaining and keeping joint venture partners and making WAY more money is because your sales letter will convert at a higher rate. Your swipe e-mails you give your partners will take less work to tweak and get a higher click through rate to your sales letter. PLUS, you'll impress the heck out of potential partners with the quality and excitement of all your correspondence.

I have your solution: <https://www.CopyWriting901.com> Note: This product is included when you're in my mentor program.



Watch the FREE webinar: <https://joinnow.live/a/Smd59U>

Questions and comments: Text and Voicemail 301-346-7403 (I don't pick up much anymore because of all the darn robocalls.) orders@antion.com Join my mentor program at the link in the footer.