

Push Button Recruiting Secrets

“How To Recruit Up To 3,143+ In Less Than 13 Days Whenever You Want At The Simple Push Of A Button”

- **Introduction**

- My Email Marketing Story
 - Starting With Autoresponders Only
 - Breakthrough: Two Emails A Day
 - Immediately Doubled Profits
 - Recruit 100 People At \$500 Each
 - Growing A Team Of 3,143 In Less Than 13 Days
- Your Ability To Bond Is Literally The “Asset”
 - Nothing Else Matters

- **The Basics**

- Choosing An Autoresponder
 - Aweber
 - Getresponse
 - iContact
 - iShoppingCart
- Deliverability
 - Consistent Emailing
 - Easy Way To Unsubscribe
 - Double Confirmation?
- Setting Up An Autoresponder Series
 - Walk Through
- Creating A Broadcast Message
 - Walk Through

- **Types Of Messages**

- Text Based
- HTML Based
- Blog Posts
- Video

- **The Double Your Profits Two Email A Day Strategy**

- Why It Works

- Consistency Leads To Implied Trust
- The Attractive Character “The Magic”
 - Has A Personal Story
 - Likeable Authority
 - Get Good
 - Convey News
 - Be You
 - Reveals Personal Stuff
 - Is The Same Person Everywhere
 - Has A Stern Personal Philosophy
 - Us Vs. Them
 - Above All Entertain
- Know Thy Prospect
 - What Do They Desire?
 - What Do They Hate?
 - What Frustrates Them?
 - Who Do They Want To Be?
 - What Hurdles Do They Have That No One Talks About
- Personality Types
 - Leader = Needs A Challenge
 - Social = Talk About Fun
 - Helper = Talk About Community
 - Analytic = Talk About Numbers
- Timing
 - Morning: 7am to 9am
 - Afternoon: 3pm to 5pm
- When To Send What
 - Morning = Entertain
 - Night = Get Traffic (Think Classified)
- Types Of Content
 - Question And Answer Emails
 - Daily Happenings
 - Marketing Strategies
 - Newsworthy Events
 - What Happened + Historical Perspective + Your Advice
 - Stories
 - Use Adjectives And Adverbs + Be Specific + Tie To Life Lesson
- Content Formats
 - Video
 - Blog
 - Email
 - Text Vs. HTML (Ferry)
- **Advanced**
 - Two Content Emails Of Different Media
 - Morning Video
 - Night Text Story Email

- **Getting Massive Traffic With Headlines**
 - Ask Them For Help
 - Talk Like Your At A Bar
 - Gossip
 - Pissed Off
- **Email Promo Recruiting (5 To 7 Days)**
 - Deadlines And Urgency Are Imperative
 - Day #1: Introduce The Idea
 - Day #2: Explain What's Going To Happen
 - Day #3: Guarantee Or Bonus #1
 - Day #4: Bonus
 - Day #5: Huge Unexpected Incentive
 - Day #6: Sum Up
 - Day #7: Deadline Hits
 - Trick: Go Viral (I'll Explain)
- **Question?**