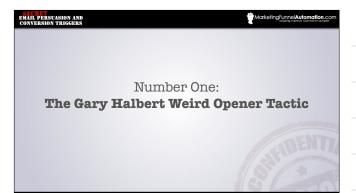




"Any moron can come up with lots of 'reasons' to invalidate ideas. The only real value and the only real genius is in figuring out how to apply an idea. Not how to invalidate it." - Dan Kennedy

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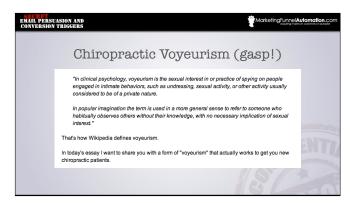
"One of the primary ways to use interesting facts in your copy is to use them to segue into your selling message. "Segue" basically means "making a smooth transition from one part of a presentation to another".

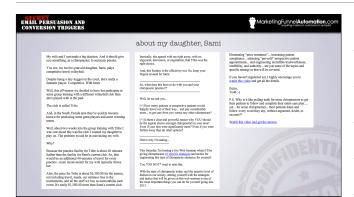
Remember the formula for sales success is AIDA.

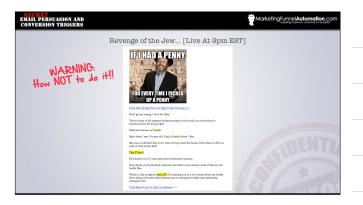
Attention, Interest, Desire and Action."

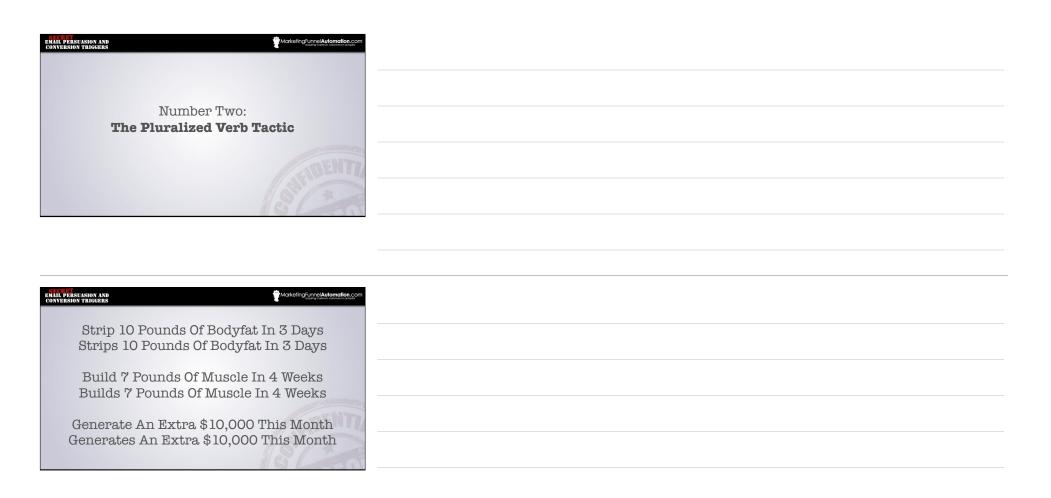
- Gary Halbert



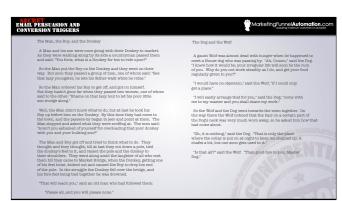










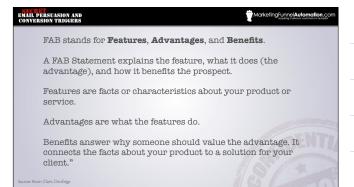


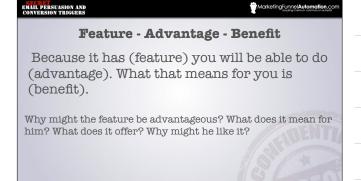


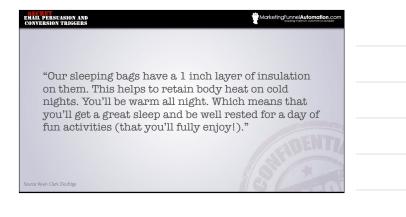


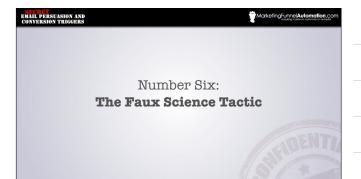
MarketingFunnelAutomati Most car mechanics are cigarette smokers. Cigarette smokers die young. Therefore, if you don't want to die young, you won't become a car mechanic. EMAIL PERSUASION AND CONVERSION TRIGGERS MarketingFunnelAutomation.com "Struggling marketers don't segment their email lists. The most successful marketers use extensive list segmentation. Therefore, if you want to become a successful marketer you need to learn how to properly segment your email list." EMAIL PERSUASION AND CONVERSION TRIGGERS MarketingFunnelAutomation.co "Over 83% of the people who live to ninety-years-plus eat more than 6 servings of vegetables a day. The majority of people who pass-on before the age of 60 eat less than 3 servings per day. Therefore, if you want to extend your lifespan, you must be on a meal plan high in vegetables."

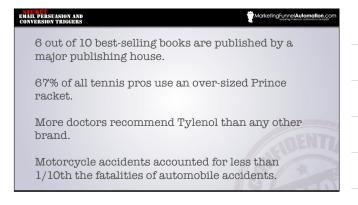






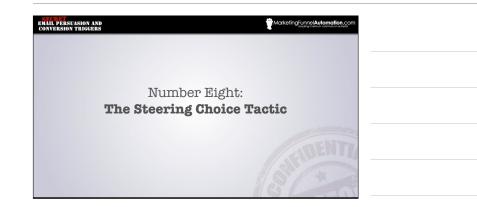


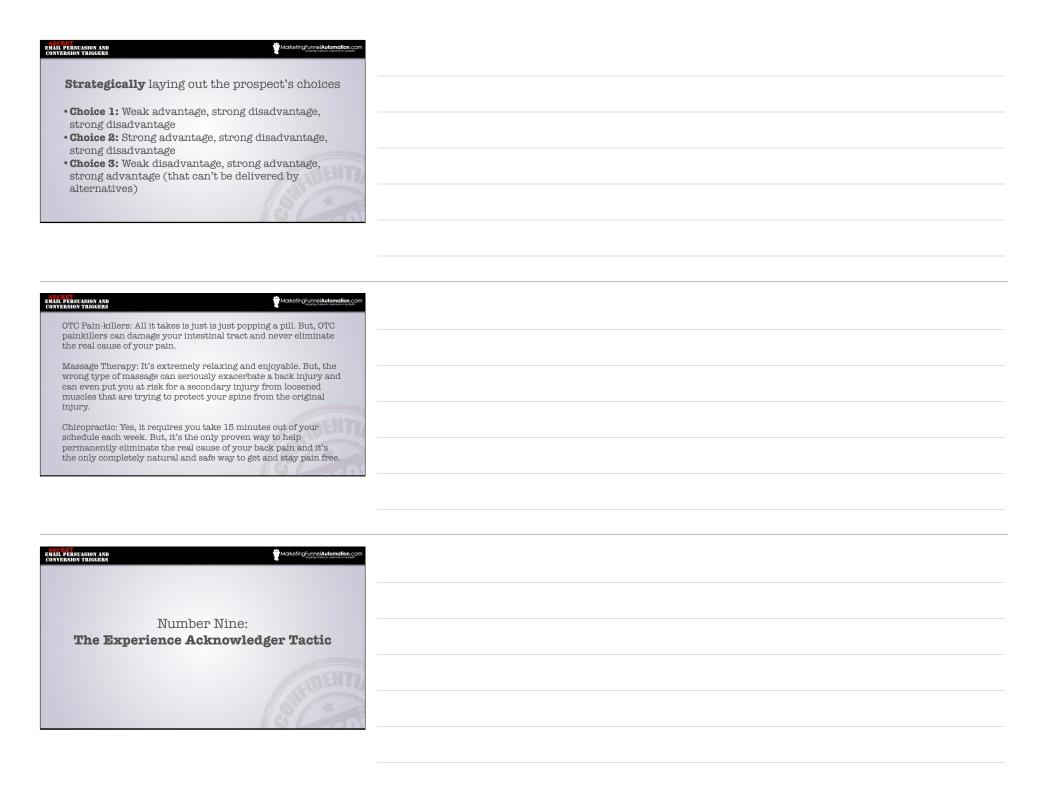


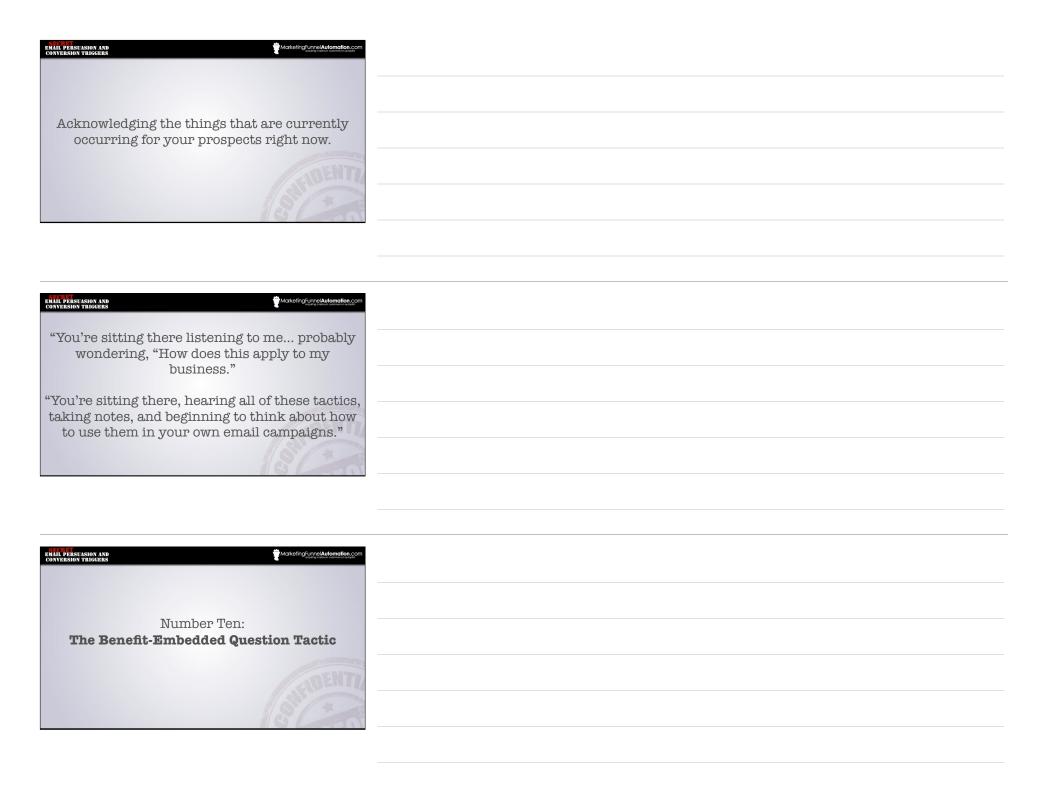


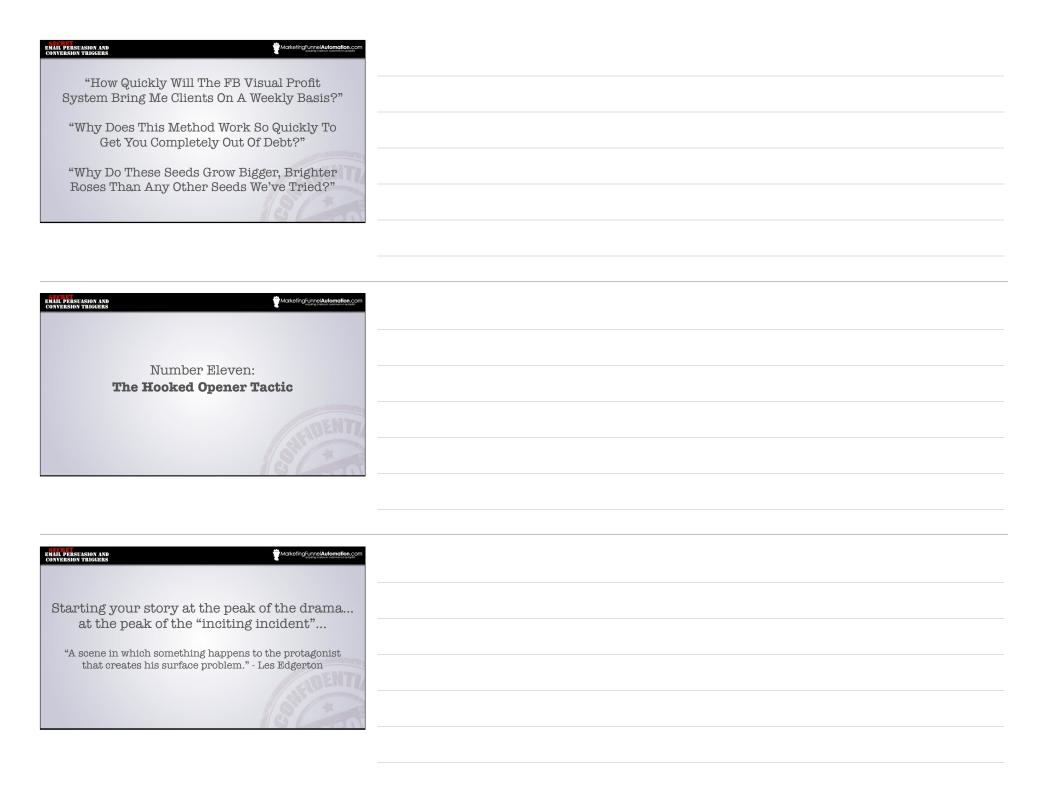


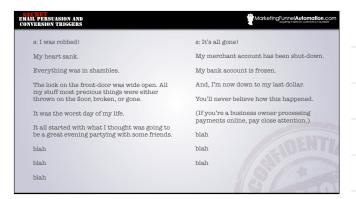






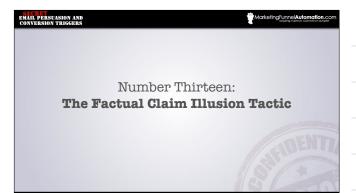












EMAIL PERSUASION AND CONVERSION TRIGGERS

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- You already know that...
- You already recognize that... It's clearly evident that...
- · Obviously,....
- Without a doubt,...
- Without question,...
- Certainly,...
- Surely,...

- There's no question that...
- As a matter of fact
- The fact is...
- Of course, ...
- We can all agree that...
- Everyone in ___ knows...

EMAIL PERSUASION AND CONVERSION TRIGGERS

MarketingFunnelAutomation.com

"Every successful wedding photographer knows that learning how to use backgrounds is the secret to taking good photographs."

"No serious athlete in their right mind would attempt to compete at a high level without following the right nutrition program for their body."

"You just can't succeed today as an online marketer without knowing how to structure a solid front-end marketing funnel."

"Successful entrepreneurs today prefer to leverage their time with freelancers and team members."



EMAIL PERSUASION AND CONVERSION TRIGGERS

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Goal: to create immediate identification with your message and create a series of acknowledgments/agreements/yeses.

You start with the prospects' beliefs as your base.

EMAIL PERSUASION AND CONVERSION THIGGERS Markelingfunne/Automation.com

"You've probably wondered at least one, twice, or more...

How is it possible that these online gurus are able to make so much money marketing online.

Maybe you've tried some stuff with little, if any, results, right?

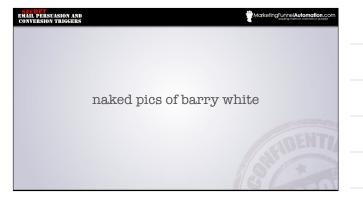
In fact, odds are... if you've been marketing online for any length of time you've been disappointed or frustrated with stuff just not working for you.

And, you just wish someone would really, finally give you the truth about how to make money. Am I right?" $\,$

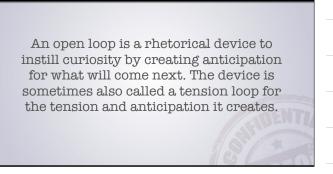
EMIL PERSUASION AND CONVERSION TRIGGERS Marketing funnel Automation.com	
"Right now you don't know what companies you can trust in the stock market.	
Companies are getting caught left and right stealing, lying, and giving out bogus stock info.	
You're inundated with scammy stock offers in your email inbox every day.	
And it seems like there's no where for a stock investor to turn."	
EMAIL PERSUASION AND CONVERSION TRIGGERS MarketingfunnelAutomation.com	
Normala and Thirth a and	
Number Fifteen: The Contrasting Comparison Tactic	
MENT	



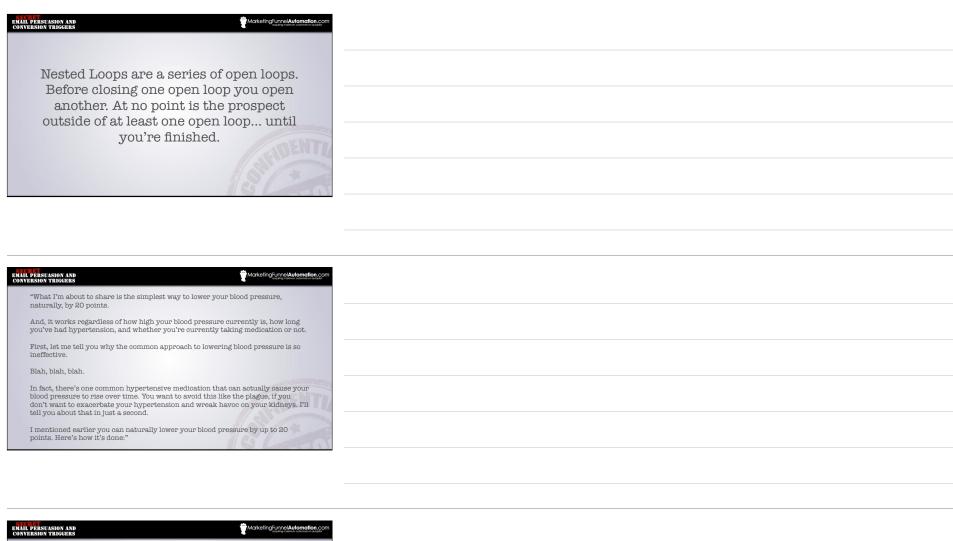
EMIL FERSUASION AND CONVERSION TRIGGERS Marketing funnel Automation.com	
 Falling coconuts kill 150 people each year, which is more than die from shark attacks. You're more likely to be killed by a champagne cork than a poisonous spider. Donkeys kill more people each year than plane crashes. 	
Number Sixteen: The Incongruent Subject Line Tactic	
STEDENT	
EMAIL PERSUASION AND CONVERSION TRIGGERS Marketing Funnel Automation.com	
A subject line that includes a word, phrase, or statement prospects wouldn't expect from you based on their prior experience.	



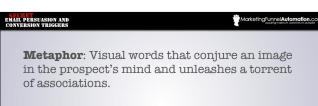




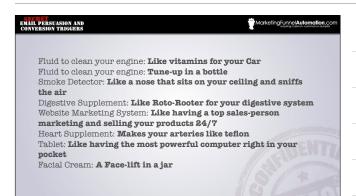
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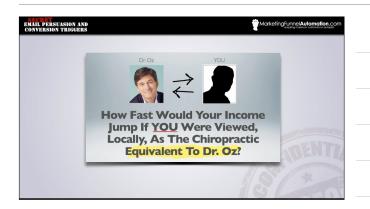


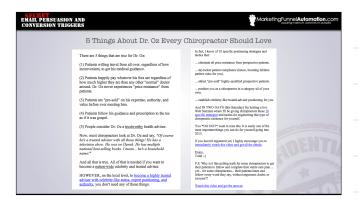


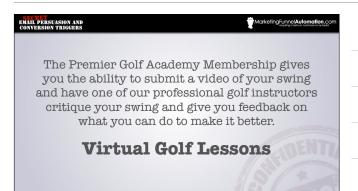


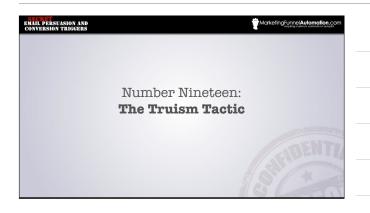
Think of it as a mental equation in which something is compared to something else. A metaphor creates an image by stating that one thing is the other.

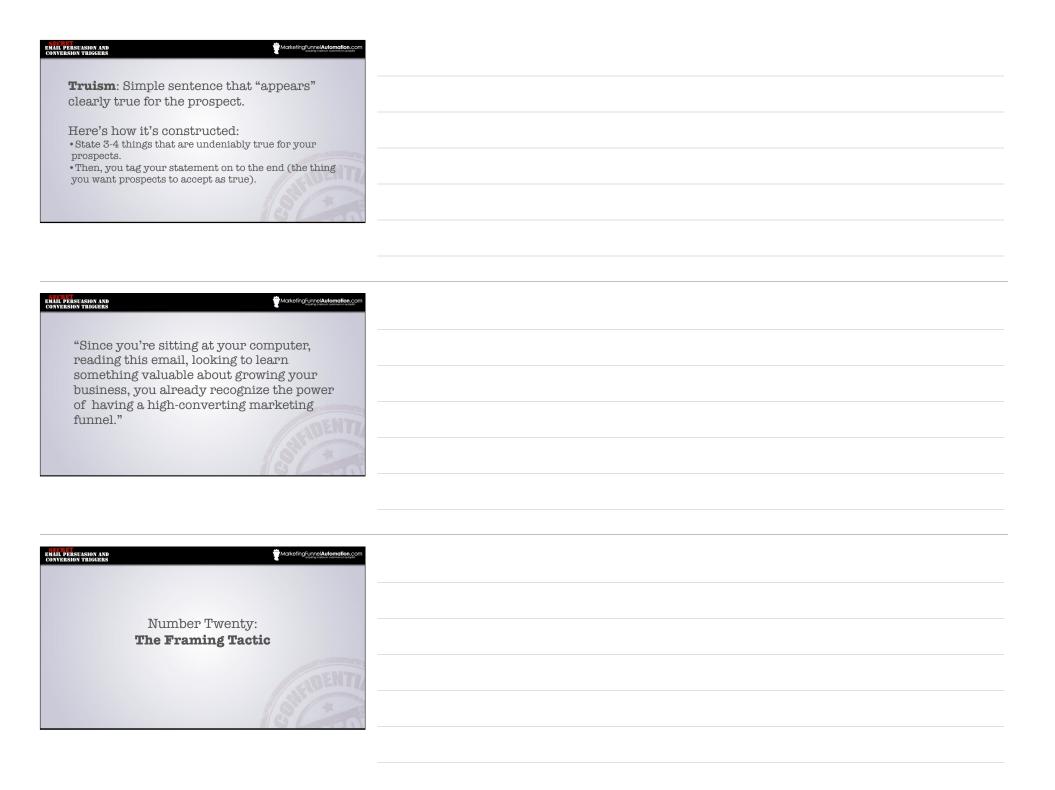




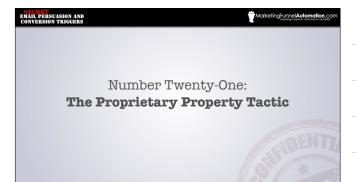








MAIL PERSUASION AND ONLY TRIGGERS Marketing Funnel Automation. CC	
	ion people using Facebook n people not using Facebook
14% of the world popul 86% of the world popu	lation use Facebook lation does not use Facebook
Smoking is the numbe Less than .01% of smo	r one preventable cause of pre-mature death. kers die each year
	accounted for 32,367 deaths in 2011 accounted for less than 1/10th the fatalities of



EBM Content Multiple Engagement Paths & Sequences (MEPS) T.E.A.S.E Post-Purchase Sequence Google Slap Triggers Trip-Wire Offer Return-Path Sequence Monetization Sequence Core Offer The Proprietary Property Tactic V.P.O.D.



EMAIL PERSUASION AND CONVERSION TRIGGERS

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A candid admission about a negative aspect of your product or service that is outside of the "value criteria" used by prospects in the buying decision... and therefore has no impact on sales.

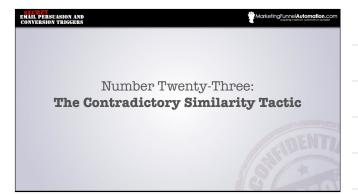
CONVERSION TRIGGERS

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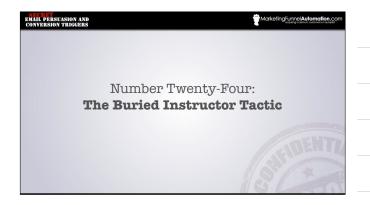
"Now, just a heads-up. This is not some pretty, fancy-looking home study course. You won't find any full-color glossy covers, fancy graphics, or whiz-bang page design.

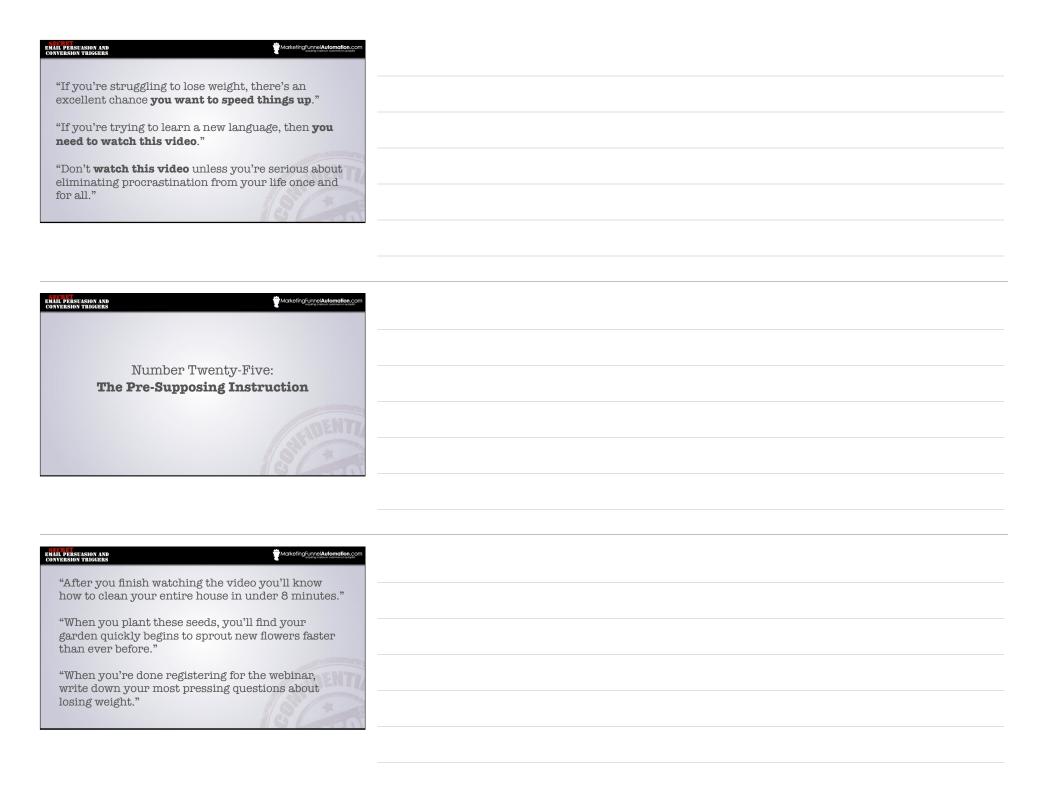
Everything is black and white and plain as can be. So, if that's something you're looking for this program is not for you.

If, on the other hand, you're like most successful massage therapists, and what you want is a program that doesn't have any fluff and simply gives you the meat and potatoes of how to grow your massage practice in the shortest time possible, then you'll be thrilled with what you get when you order for your package today."



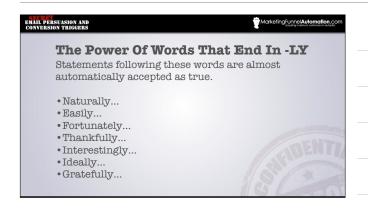
The Bald Barber The One-Legged Golfer The Overweight Personal Trainer The Arthritic MMA Champion The Broke Financial Planning Wizard The 4-Foot Volleyball All-Star The Skinny Sumo Wrestling Champ The Learning-Disabled Harvard Professor













EMAIL PERSUASION AND CONVERSION TRIGGERS

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"Look: If all you care about is price... and you're not interested in top quality fitness equipment, a clean facility, and a professional staff of fitness professionals to help you reach your goals, this is not the fitness center for you. There are a half a dozen other cheap facilities within a few miles I would advise you to go to if price is all you care about. But, if what you're looking for is..."

