



# LEAD FUNNELS

**SWIPE FILE**

## **114 UNIQUE LEAD FUNNELS**

**You Can Model To Build A List, Generate  
Leads, And Create Prospects Who Are  
Ready & Willing To Buy From You**

## CHAPTER 1

# LEAD FUNNEL HISTORY



One of the questions I get asked most often is, “Do I need ClickFunnels? I don’t understand how it will work with my business.”

Knowing that ClickFunnels has the power to transform any business, it’s hard not to softly laugh as I respond, *“Do you need leads or customers?”*

Their answer is usually, “Yes,” to which I reply, “The only businesses that need ClickFunnels are businesses that either need leads or customers. So if your business needs leads or customers, then yes, you need ClickFunnels.”

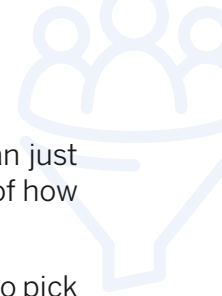
Though few in number, there are some businesses that don’t need ClickFunnels because they don’t need leads or customers. In the case of these businesses, they have too many leads and too many customers. In fact, they’re probably freaking out because their business is exploding and all they want to do is slow it down. In their case, they probably shouldn’t use ClickFunnels because it would give them more leads and more customers.

For everyone else, though, you’re probably wishing you had that problem. You want more leads and more customers. After all, leads are the backbone of your business. The more leads you can get, the more products and services you can sell. At ClickFunnels, we help you generate leads through what we call lead funnels.

While this book is titled, “114 Unique Lead Funnels That You Can Model to Build a List, Generate Leads, and Create Prospects Who Are Ready and Willing to Buy from You,” it’s about so much more than just that. This book is broken into two main sections: strategy and examples.

In section one, we’ll discuss history, strategy, and implementation. We’ll be reviewing the history behind lead funnels, and how pop-up ads paved the way for online marketing. We’ll also be understanding the strategy and implementation behind the five parts of a lead funnel: lead magnet, landing page, thank you page, sales page, and follow-up funnel. You’ll learn what each one is, why they’re crucial to your business’ success, and how to create your lead funnel in five easy steps.

In the second section, we’ll show you 114 examples of unique lead funnels so you can see how it can work in your business. I found 114 different examples for you because I want to prove to you that lead funnels work in any



industry from authors to local businesses to franchises and more! Obviously, there's more than just 114 lead funnels out there, but I think these examples will give you a really clear understanding of how you could use a lead funnel in your business.

After understanding the history, strategy, and implementation in the first section, you'll be able to pick any one of the 114 examples and bust it out in less than an hour. By the end of this book, you'll know how to attract leads, build trust, grow a list of leads and customers, build relationships with your list, convert leads into customers, recoup your ad costs, offer your customers additional opportunities to work with you, and ascend customers up your value ladder. On top of that, you'll have clear instructions on how to quickly and easily implement these strategies and methods into your own business to make it work for you.

Now that you understand the scope of everything you'll learn in this book, let's dive right in and talk about the history of online lead generation. You'll see how generating leads has evolved from pop-up ads in the late 1990s to squeeze pages a few years later. Today, squeeze pages have transformed into lead funnels. As you review the history of lead funnels, I hope you gain a deeper understanding of where online lead generation began and why it's so effective and powerful today.

## POP-UP ADS

Do you remember using computers about 20 years ago? At the time, I was graduating from high school and just starting college. You'd go to a website, super excited that you found the information you were looking for, and then all of a sudden, the most annoying thing on the earth would happen. Boom! A big ad would pop up!

The pop ups usually asked for your email address, then promised to do or give you something, "Give me your email address and you'll get this free report," or "Give me your email address and you'll get entered into a contest to win a million dollars," or any number of other offers.

By getting your email address, the marketers were building an email list. While they did spend money to acquire your email address, they could then market to you forever without it costing them a penny. Pretty soon, their email lists started growing, first with tens of people, then thousands, then tens of thousands, then hundreds of thousands, and finally, millions of people they could market to from that point on for free. As you can imagine, that email list would be pretty valuable to the marketer, and as you learn to grow your own email list through this book, it will become very valuable to you as well.

Pop-up ads were huge back then, and many advertising agencies sold packages such as, "Have your pop up show up 18 million times for \$50!" Okay, so maybe that's an exaggeration, but I should know... I was one of those marketers that would buy those packages and have my ads show up on your computer. I joined this game right when pop ups were getting huge and I started building a huge email list. For me, pop ups were the lifeblood of my business.

Pretty soon, though, the pop-up world went out of control. It wasn't just one ad that would pop up; you'd usually get 14 ads that would pop up all at once, and of course that was super annoying for consumers. Sometimes you'd go to a site and your computer would just crash because it couldn't handle all the pop ups. That's when pop-up blockers were invented. All of a sudden, my business (and a bunch of other marketers' businesses) pretty much disappeared overnight because my pop-up ads weren't being seen anymore. Everyone in the pop-up world thought that the days of list building were gone.



## SQUEEZE PAGES

Thankfully, with some brilliant minds, a new idea was born: the squeeze page! These marketers suggested, "What if instead of having someone come to a website where an ad would pop up, what if we made the pop up the actual page? It would act as a gateway, and it would force people to put in their email address to actually see what they wanted to see. It would literally 'squeeze' the email right out of them!"

And while this will probably age me, I still remember those early marketing debates. Other marketers responded to the idea by saying, "Why would you do that? You're blocking people from seeing your website. That's the dumbest thing in the world!"

Thankfully, a bunch of marketers started testing it. Amazingly, the squeeze page concept worked, and it shifted business as we know it. Instead of spending money on pop-up ads, we spent money to drive traffic to our squeeze pages. In essence, we were still paying to obtain email addresses through the squeeze pages, but we were able to continue growing our email lists so we could market to those lists for free forever.

As the cost to drive traffic grew, though, we started creating additional steps after the squeeze page to recoup our ad costs. These additional steps are now called a lead funnel, and the term "squeeze page" evolved to "landing page."

## LEAD FUNNELS

At its foundation, a lead funnel is a funnel that generates leads, but it does so much more than that. It not only attracts leads, but it also builds trust, grows a list of leads and customers, builds relationships with your list, converts leads into customers, recoups your ad costs, offers your customers additional opportunities to work with you, and ascends customers up your value ladder. But before you can do any of that, you have to have a lead first, and that's what lead funnels do: they help you get leads.

A lead funnel has five simple parts: lead magnet, landing page, thank you page, sales page, and follow-up funnel. To illustrate these parts, I'd love to share with you a story about the very first lead funnel I ever saw: DoubleYourDating.com from marketer Eben Pagan. He's a big business development trainer and sales trainer right now, but back then, Eben used the pen name David DeAngelo to teach men how to pick up women. For simplicity, I'll refer to him as Eben below because I'm discussing his site.

### FIRST LEAD FUNNEL I EVER SAW: DOUBLE YOUR DATING

**"You're About To Learn Secrets That Most Men Will Never Know About Women..."**

Inside you'll learn...

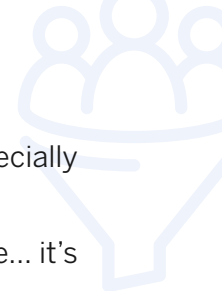
- "The Kiss Test" - How to tell if she's ready to be kissed.
- The difference between how men and women think about dating - and why most women want to keep you from being successful.
- How to use "secret" body language to keep a woman's attention.
- How to approach a new woman that you'd like to meet - and exactly what to say to start a conversation without "pick up lines".
- Fun places to take women that are FREE - no paying for expensive dates...
- And much, much more...

Just use your first name and valid email as your password - then click the "Free Instant Access!" button to enter (Use the same password when returning. All information kept 100% confidential). Allow the next page a few seconds to load.

First Name:

E-Mail:

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At the time, I had heard about lead funnels, but they didn't really make sense to me. They especially didn't make sense when I saw this website and heard it made \$20 million a year!

"How in the world does this make \$20 million a year?" I thought. "It doesn't make logical sense... it's just a landing page! I don't get it."

It wasn't until I went through Eben's entire lead funnel, though, that I truly understood what was happening. You see, I could only see the tip of the iceberg when I saw his webpage. It looked like it was just a landing page, but beyond his landing page was the mass of his business.

To truly understand lead funnels, I knew I had to "funnel hack" Eben's site. In other words, I had to go through the landing page as if I was a customer, but I had to pay attention to every step after that because I was a marketer to see how I could model it for my business. In this way, I could see the rest of the iceberg below the ocean and finally understand how Eben was making \$20 million with this website.

In order to move forward from his landing page, I had to put in my email address. I can't tell you how scared I was to put in my email address. We see these types of forms all the time now, but it was brand new back then. After all, if I gave Eben my email address, I was going to get emails with his top dating tips. And as I had recently got married to my beautiful wife, I didn't want my wife to think I was looking for ways to pick up women!

So I called my wife and explained, "I have to put in my email into this website about dating. Obviously, I don't want to learn about dating, but if I don't put in my email I can't figure out how this guy makes \$20 million. Is it okay if I give him my email address just for market research?"

She laughed and quickly gave her permission, so I set off to funnel hack the Double Your Dating website. I'll list below the five parts to his lead funnel. Pay attention, because these are the five parts of the lead funnels you'll be creating soon, too!

## 5 Parts Of "Double Your Dating" Lead Funnel

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### 1. Lead Magnet: Attract Leads to Build Value

Put simply, a lead magnet is something you give away for free when someone gives you his/her email address. In theory, you'd create a lead magnet that would attract your ideal customer and provide value.



**How To Tell If A Woman Is Ready For Your Kiss – And How To Avoid Rejection...**

On the Double Your Dating website, Eben did this with his lead magnet called "The Secrets Most Men Will Never Know About Women." Inside, you could learn the "Kiss Test: How to tell if she's ready to be kissed" and other secrets. What Eben did was create a problem and a curiosity hook at the same time.

If you were a single man trying to increase your dates, you probably would want to know those secrets. After all, if you didn't get the secrets, you might worry that you could have had better dating success if you did know the secrets. Eben created a problem by suggesting there were secrets that you would never know about women unless you learned them from him.



I was married, so I didn't need dating advice, but I could imagine that if I was single and walking a girl to the door, I'd be super nervous, not knowing if I should kiss her or not. But with Eben's kiss test, I could find out if she wanted to be kissed! If I was single, I would want to know more... I'd be so curious I'd be hooked!

## 2. Landing Page: Exchange Value to Build Email List

A landing page (previously called a squeeze page) is a website where you exchange your lead magnet for an email address. You're offering something valuable enough that your prospective customers are willing to trade their email addresses for (understanding they will be contacted by you in the future.)

Eben's landing page was simple: it had a headline that presented a problem, a description full of curiosity hooks, and a promise to give you all the answers for free after you submitted your name and email address.

As a marketer, I want your email address so I can send you emails, and you want something from me. So what Eben was selling here was this: I will teach you the kiss test to find out if she's ready to be kissed, and in exchange, you give me your email address. That's what we're trading here... we're bartering. Everything that happens inside of a lead funnel is an exchange.

## 3. Thank You Page: Fulfill Promise, Build Trust

On the thank you page, you build trust with your prospective customers by giving them what you said you'd give them. You fulfill on your promise. I still remember to this day how stressed out I got because I was so scared of putting in my email address to find out the kiss test. When I finally did, I assumed it was going to be this huge thing, but it wasn't. The kiss test was literally two paragraphs (just five sentences!), yet it taught me exactly how to tell if a girl wanted to be kissed.

Basically, the kiss test said that after you walk a girl up to her door, put her hair behind her ear. If she leans in to your hand, that's the sign she wants to

**"You're About To Learn Secrets That Most Men Will Never Know About Women..."**

Inside you'll learn...

- "The Kiss Test" - How to tell if she's ready to be kissed.
- The difference between how men and women think about dating - and why most women want to keep you from being successful.
- How to use "secret" body language to keep a woman's attention.
- How to approach a new woman that you'd like to meet - and exactly what to say to start a conversation without "pick up lines".
- Fun places to take women that are FREE - no paying for expensive dates...
- And much, much more...

Just use your first name and valid email as your password - then click the "Free Instant Access" button to enter (Use the same password when returning. All information kept 100% confidential). Allow the next page a few seconds to load.

First Name:

E-Mail:

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**Double Your Dating | David DeAngelo's Kiss Test**

**How To Tell If A Woman Is Ready For Your Kiss - & How To AVOID Rejection...**



Know what?

I used to have NO CLUE how to tell if a woman was ready to be kissed... I would wonder, should I kiss her?

I could be sitting there talking to her, thinking to myself "Wow, her lips really look nice..." but I didn't know what to do next. This would often leave me kissless, and many times kissless for good, as I didn't get another chance.

And, of course, this drove me NUTS.

I can't tell you how many chances I missed to have interesting, fun, sexy women in my life... all because I didn't know how or when to go for the first kiss.

Sound familiar?

But through a TON of trial and error, I've now figured out a way to know FOR SURE when a woman is ready to be kissed. I know exactly WHEN to kiss her.

In fact, I've developed a "technique" that literally guarantees I'll never get rejected when I decide the time is right to "go for it." And I want to teach it to you right now.

Here's what I do if I want to kiss her...

If I've been talking to a girl and want to know if she's ready to be kissed, I'll reach over and touch her hair while we're talking and make a comment about it. I'll say "Your hair looks so soft" and just touch the tips of it.

Now let's hold up right here, because this is key...

If I see that a woman is receptive to what I'm doing at this point... that she's "responding positively" by allowing this "innocent" physical contact... it's game on.

If I see that she's smiling and drawing closer as I touch her hair instead of frowning/pulling away, I can take it as a SURE SIGN...

She's "FEELING IT"...

(PAGE CONTINUES)

be kissed. If she pulls back or doesn't lean in, though, that means she doesn't want to be kissed, and you should just say goodnight.

Eben's lead magnet wasn't long, yet it was powerful and valuable. If I was single, I would feel less anxious the next time I went on a date, thanks to Eben. My trust in him would go up exponentially because I received value from him, and I would be more willing to purchase one of his products. At the bottom of his thank you page, he showed me I could continue learning from him by buying his ebook. When I clicked on his link, I went to his ebook sales page.

#### 4. Sales Page: Offer Product or Service to Build Customer List

After your leads have received value from you, they are more likely to do business with you. This is the best time to offer a product or service to them on your sales page. Offering a product or service right away also helps you recoup your ad costs quickly and build your customer list.

After I purchased Eben's ebook, he upsold me to his home study course, and then he offered me the chance to come to a live event. An upsell is another sales page that your customer will see after they buy the initial product. In essence, you've already got a hot lead, so this is one of the best times to sell your complimentary higher-end products and services.



#### 5. Follow-Up Funnel: Communicate with List to Build Relationship

The last part of Eben's lead funnel was his follow-up funnel: the emails he sent me after he had my email address. He not only provided valuable content for free in those emails, but he also offered his products and services that he knew would help me, such as his ebook, his home study course, and his live events.

Because of his lead funnel, he continued to grow his email list so he could market to them without paying any advertising cost. After getting help from his kiss test, single men would say, "That was amazing. I need more!" and they could receive even more value as they bought his increasingly higher-priced offers. This would help them move up his "value ladder."

Now that you can see more than just the tip of the iceberg, you can see how Eben's 5-part lead funnel built his \$20 million/year business all off of the kiss test! After funnel hacking Eben's funnel, I finally understood how lead funnels worked. As I started to create my own first lead funnels, they looked almost identical to his. That's what funnel hackers do: we model, so I modeled Eben's lead funnel template.

My headlines were even similar to his too. They read, "You're About to Learn a Secret About Marketing That Most People Will Never Know," or "You're About to Learn the Secret About Speed Reading That Most People Will Never Know." Every business and market I was in, I would just plug it into Eben's lead funnel template because it worked. And now, it's time to dive deeper into each part of the lead funnel to understand why it works so well.



## CHAPTER 2

# LEAD FUNNEL STRATEGY

## LEAD MAGNET: Attract Leads to Build Value

Think of the word “lead magnet” for a minute. It literally means to attract your audience with something valuable and lead them to your destination, which, in your case, is to your email list. Your audience will usually find you because they’re either struggling with a problem and are actively seeking out information, or they come across your information and realize your lead magnet speaks to them and they want more information.

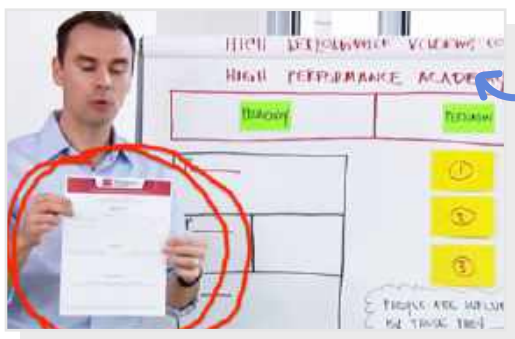


The reason we create lead magnets, though, is to build value for our prospects. When they receive value from us for free, they’re more likely to seek out more information from us, meaning they’re more likely to trust us enough to buy from us.

The fastest way to create something really quickly is through information products. If you’ve studied with me for a while, you probably know I’m a big fan of info products. I love them! They’re the fastest kind of product to create, and they’re done in such a way that gives you authority in your niche.

But if you’ve never done it before, it may be scary. You might be thinking, “I don’t even know how to create something. I’m a chiropractor. How am I going to create a lead magnet?” or “I don’t know how to write a book! I’m a dentist.”

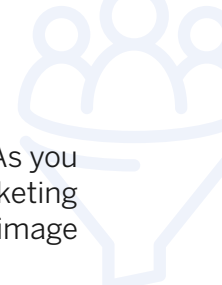
The key is: it doesn’t have to be hard! It’s actually really simple to create a lead magnet. While we go into more detail on creating lead magnets by using text, audio, and video in Chapter 3, keep reading to get a better understanding of what a lead magnet is.



**It Doesn't Have to Be Hard.** One of my favorite lead magnets is from Brendon Burchard. It is literally one piece of paper, and on his landing page, he says, “Hey, here’s this piece of paper I give CEOs to help them be more productive. You want it? Give me your email address and I’ll send you this 1-Page Productivity Planner.” His students find immense value in having the exact same tool that he gives CEOs. In their minds, if they use the same tool, they are one step closer to achieving the same results.

**Keep It Simple.** Because you’re going to be creating multiple lead magnets to attract your audience, it’s important to keep your process as simple as possible. Some people say to me, “I’m just going to make one perfect thing.” The truth is you may spend a month trying to build one and if it doesn’t work, you’re out a lot of time. I always tell them, “No, you need to create a whole bunch of them really fast, because you’re have no idea what people are going to respond to.”

Thankfully, we’ll show you nine ways to make lead magnets fast without writing a book in Chapter 3! For now, just train your mind into believing that you will soon be able to create lots of lead magnets quickly.



Sometimes, I make the same lead magnet but give it different titles to attract different people! As you can see from the picture, one is called *Marketing Secrets Blackbook* and the other is called “Marketing Secrets Binge Guide.” But they’re both exactly the same product! I just used a different title and image so it appeared they were different.

**Give It Curiosity.** In all of the examples you’ve seen so far, there’s always an element of curiosity, called a “hook.” It’s that hook that makes people want to opt in by giving you their email address.

In the landing page shown here, you can see that our hook is the cool picture of the *Marketing Secrets Blackbook*. The picture just oozes curiosity and has you thinking, “What’s inside of that book? It’s padlocked! It must be good!” Because of the simplicity of the design and the curiosity of the lead magnet, this landing page converts at an insane 55.63%, meaning that more than half of the people who see this page choose to opt in. That’s really good!



## GIVE YOUR LEAD MAGNET CURIOSITY

Some people think that saying, “Hey, if you opt in, I’m going to show you guys how to lose weight” builds curiosity. But that statement isn’t original; it’s vague and it’s been said too many times before. Now, if you said, “Hey, give me your email address and I’ll show you how I lost 32 pounds while eating hot dogs, hamburgers, and ice cream,” then I’d be curious and say to myself, “That doesn’t make sense. I have to know more!”

Consider how your lead magnet can evoke curiosity by looking at these examples:

### Eben’s Hook ▶

The Kiss Test

### Curiosity it Evokes ▶

Is it really that simple to know if a woman wants to be kissed? I must know!

### Brendon’s Hook ▶

1-page productivity paper CEOs use

### Curiosity it Evokes ▶

What’s on that paper?  
I have to find out more!

### My Hook ▶

99 marketing secrets that would change your business and life

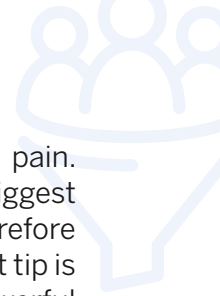
### Curiosity it Evokes ▶

I wonder how my business and life would change if I had those secrets!

**Focus on Pain Points.** As I was preparing this presentation, one of my favorite people on earth, Myron Golden, messaged me and asked me to share a few of his tips with you because they’re so powerful when you’re creating your lead magnets. Now, if you’ve ever studied NLP (short for neuro-linguistic programming), this is a big part of NLP, and it might sound familiar. In life, people either move toward pleasure or away from pain, and this rules almost every decision they make.

Think about yourself for a second. Do you make most of your decisions trying to move toward pleasure? Do you think to yourself, “I’m going to have six-pack abs and look amazing,” or “I want to get rich so I can fire my boss and buy a huge mansion.”

Or do you make your decision moving away from pain? Do you think to yourself, “I just hate my job, I want to get out of here. If I could make money, I could leave my job and get out of this pain,” or “I just want to eat healthier because I’m tired. I hate people making fun of me. I feel sick all the time.”



The majority of humans on this planet, by the way, make their decisions moving away from pain. However, entrepreneurs usually make their decisions moving toward pleasure. So one of the biggest mistakes we make as entrepreneurs is assuming that everyone moves toward pleasure, and therefore our lead magnets focus on gaining pleasure, rather than escaping pain. Myron told me his biggest tip is to make lead magnets that focus on getting people out of pain, because it's one of the most powerful ways to bring people into your email list.

Myron then told me his best process to create an info product around pain points. When he created his very first lead magnet, he first wrote his headline, "The 12 Biggest Mistakes Network Marketers Make." Then, he wrote an outline of those 12 mistakes, and finally he recorded himself discussing those 12 mistakes. The "mistakes" element of his lead magnet focused on the pain people would feel if they did network marketing wrong, and that lead magnet built him lists of hundreds of thousands of people.

It was pretty cool, but what was even cooler came after he gave them the lead magnet. When they opted in on his landing page to receive his free "12 Mistakes" video, they went to his thank you page where he invited them to join him on a webinar to learn how to cure those mistakes! On the webinar, of course, was where he had a chance to actually sell them something. If they didn't buy, he still had them on his email list so he could market to them in the future for free.

Do you see how simple this is? Are you getting the power of lead funnels yet? As you continue to think about what you might create for your lead magnets, start jotting down ideas. I bet you might even have something already you could use, so ask yourself, "Do I have a valuable report I've written? Have I created any videos that would help solve a problem for my audience? Do I have a coupon I can give away?"

If you're still coming up short, ask yourself, "Can I write a quick report focusing on my audience's pain points? Can I shoot a quick video and talk about something that will benefit my audience? How can I provide value to my prospects?" After you've written down some ideas, keep reading; we'll implement in Chapter 3.

## LANDING PAGE: Exchange Value to Build Email List

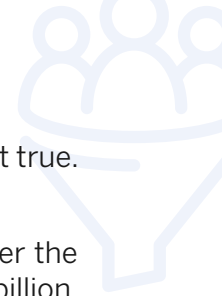
Now that we've got a good handle on what a lead magnet is, and why we need one, let's move on to the second part of our lead funnel: the landing page! The landing page is, if you remember from our history lesson previously, the webpage where you will give something away (a lead magnet) in exchange for someone's email address.



One of my favorite landing pages is this one from Brian Moran where he exchanges his free (with s&h) book, *The Going Pro Manifesto*, for a lead's email address. I love the simplicity of the page design. While we'll go into more detail into how to create an effective landing page in Chapter 3, for now, I'd like to share with you a vital marketing strategy you might not already know.

**The Money Is in the List.** To really appreciate the importance of a landing page, it's crucial you understand marketing in business: the money is in the list. Plain and simple. For whatever reason, most entrepreneurs think that the value of their





business is in the product they created or even in themselves as the expert leader. But that's not true. The only actual asset inside of your business is your customer list.

If you look back at the history of big companies, you'll see this time and time again. I remember the very first time I understood this principle was when I learned that eBay bought Skype for \$2.6 billion. I was shocked, and I thought to myself, "Wait a minute... eBay's got the best developers in the world. They could literally clone Skype in a weekend if they wanted to. Why did they spend \$2.6 billion for Skype?" Then I realized that Skype had almost 60 million users at the time. They weren't buying the software; they were buying the user base.

Why did Facebook buy Instagram? Literally, Facebook could have built Instagram in a weekend. Instagram had zero revenue, yet Facebook paid \$1 billion for it. Why? They wanted the customer base. They wanted Instagram's 30 million users at the time. Again, they wanted the list.

In every business, the list is the salable asset. If I was to sell ClickFunnels someday, guess what they would be buying? They wouldn't be buying a funnel-building software, as amazing as that is. They wouldn't be buying Russell Brunson, my ebooks, my physical products, or my coaching. They would be buying the customers who are using the software every day: my list.

You have to grill this into your head: the money is in the list! I'm so grateful that one of my very first mentors, Mark Joyner, drilled this into my head over and over again 15 years ago. And because of that, that's been my focus point all along. Of all the marketers who have been in the same business as me for the last decade and a half, most of them are gone... most of them disappeared. ClickFunnels has surpassed all of them because I had a singular focus on building my customer list. The list is the key!

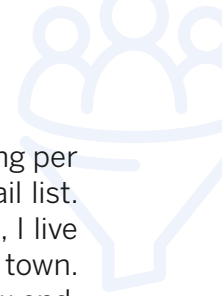
**Marketing Math.** Okay, now here's some marketing math for you to understand about creating your email list. If you do this poorly (i.e. simply build your email list and don't build a relationship with the people on it), you will average \$1 per month per name on your email list. If you do this well (i.e. build a strong relationship with the people on your list), you can average much more than \$1 per month per name. Obviously, these numbers are estimates; there's no guarantee you'll make that. But if you follow my training, you should see yourself making at least \$1 per month per name, if not even more.

But for now, let's stick with the scenario of making \$1 per month per name on your list. That means if you get 1,000 people on your list, you should start averaging about \$1,000 per month in sales. With 10,000 people, you would make about \$10,000 per month, or \$120,000 per year. With 100,000 people, you would make about \$100,000 per month, or \$1.2 million per year, and so on and so on. Remember, those numbers are even if you do it poorly.

**SIMPLE MARKETING MATH:**  
**Each name on your  
email list ≈ at least  
\$1/month**

There's a direct correlation between the amount you make and the number of people on your email list, and these numbers synced in my business as well. I remember when I first got started, somebody told me about this correlation. Sure enough, my very first month I got 217 people on my list and that month I made like \$300. I thought to myself, "Weird..." When I got to 1,000 people, I was making about \$1,000 per month. When my list grew to 5,000, 10,000, 50,000, 100,000, 1,000,000, and even 1,500,000 people, my financials synced really close.

Now for most of you, if you follow what I'm teaching in this book, you should actually average a lot more. If you actually build a relationship with your list, you should start **seeing your average start to rise to \$3, \$5, \$10, etc. per month per name.**



I actually sat down and did the math last night to figure out how much we are currently averaging per name. At this time, we are actually averaging just shy of \$10 per month per name on my email list. Some of you may be a local business owner, though, and are saying to yourself, “Man, Russell, I live in Boise, Idaho. I’m not going to be able to get 1,000 people on my email list; that’s like half the town. There’s no way I can make that much money.” But I’m telling you, these numbers are on the low end. If you’re a local business, you have that much more ability to grow a personal relationship with people because they’re actually visiting your location. You could probably average between \$10-\$50+ per month per name.

Regardless of my numbers, I wanted to give you the benchmark of \$1 per month per name to shoot for. That way, you could look at your list and think, “If we added 150,000 people to our list through this lead funnel, then I should be making \$150,000 per month.” In theory, you effectively would give yourself \$150,000 per month raise. Do you see the value in building an email list now? Not everyone will be a customer, but you have to build leads first before they can even become a customer. And this landing page is the gateway into your email list.

**Give Yourself a Raise.** In this business, I always try to ask questions like, “How do I give myself a raise every single day?” And the answer to that question is always the same: build my email list and build my relationship with them. At the end of the day, that’s what it comes down to: serving my people, because they’re all that really matters at the end of the day. And when I go to sell ClickFunnels, that relationship that I built with them will be the most valuable asset I have.

Now, if you wanted to give yourself \$1,000 per month raise in a traditional business, or \$10,000 per month raise, or \$100,000 per month raise, there would be a long time period before you could actually get that kind of return. In fact, if you wanted to become a doctor, you’d have to go to college for like 12 years just to qualify for that kind of raise. But in online marketing, we just focus on building a list, because that’s how we’ll give ourselves a raise every day. That is why we’re teaching you about lead funnels. Your #1 focus should be on growing your email list and developing a relationship with them.

I laugh thinking of this, but if someone asked me, “What do you want for Christmas?” I would reply, “I want a thousand leads.” It’s funny because I look at how much money people invest in real estate, and they’ll never get the kind of return I can get from adding more leads into my business.

For example, imagine you spent \$100,000 for a house that will generate \$500 per month in cash flow. After a year, you would have made \$6,000. People do that all day long in real estate, which is great for them, I guess. I can’t buy real estate, though, because I would choose to spend my \$100,000 to get 100,000 leads. They’d generate \$100,000 per month, which would make me \$1.2 million after a year.

In other words, my ad spend would produce \$100,000 return during the same month that their real estate purchase would produce just \$500. It’s so hard for me to justify real estate because I look at those numbers and see that leads are so much more valuable than real estate. I spend the same amount of money I would have spent on a house on leads, and they now pay me every single month. It’s just a better deal. When you look at adding leads to your business as an investment, it’ll change your whole perspective.

You read previously that while building a list is great, in order to make the most money you can with your list, you really have to build the relationship with your list. We’ll explain that in more detail in Part 5 of our lead funnel where we talk about Follow-Up Funnels. For now, let’s move on to the next step of our lead funnel: the thank you page!

## THANK YOU PAGE: Fulfill on Promise to Build Trust

When someone puts in an email address to get your lead magnet, they're usually super excited to get it. You promised them something in exchange for their email address, so now they want to receive that value. The worst thing you can do at this point is to do some sort of bait-and-switch where you say, "Buy this product and then I'll give you what you wanted."



Instead, do exactly what you said you would: give them the lead magnet. The thank you page serves a two-fold purpose: deliver the lead magnet (thereby building trust and providing value) and offer your lead something to buy that will help them (thereby recouping your ad cost and building your list).

This image shows Brian Moran's thank you page for his lead magnet: *The Going Pro Manifesto*. You can see that you can download the ebook, and then at the bottom, he tells you to continue to step

two where he says, "I'm going to show you how to get your first 1,000 fans on Facebook and Instagram for free in just seven days." If you just got his lead magnet, you're already primed to want more information from him. When you click on the "Next Step" button, you continue on to his sales page.

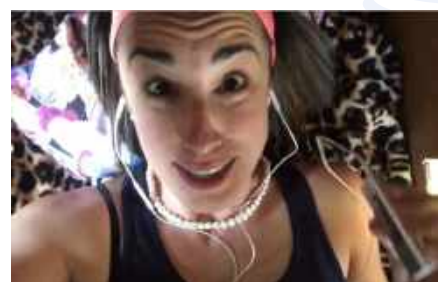


### DELIVER LEAD MAGNET AND INTRODUCE FIRST OFFER

Sometimes, my lead funnels don't even sell anything. Do you remember my *Marketing Secrets Blackbook* lead magnet? I actually don't even have a sales page after it; I don't sell anything on the back end. If somebody comes to the landing page, I ask for their email address, and then I take them to the thank you page where they download it. Instead of sending them to a sales page, I simply say, "Hey, thanks for signing up. This ebook is a compilation of my best episodes on my podcast. Be sure to subscribe to my podcast."

That's it; I don't sell them anything. Instead, I focus on building a relationship with the people who just opted in. You see, even though I'm building a huge list of people, those people just barely met me; they don't know who I am, what I believe, or what I stand for yet. A list like that doesn't make you much money. To fix that, I started my podcast.

After they subscribe, it's easy to start building that relationship. They've got me plugged into their ears and they're listening to me talk as they go through their daily routines. The woman in the picture on the next page is Liz Benny, and, at the time, she (like so many others) was listening to my "Marketing Secrets" podcast while she was working out, driving in the car, and taking walks.



Podcasting is how I put out my content, so what happens when she's listening to me? She actually gets to know who I am, understand what I believe, and figure out what I stand for. Can you imagine the relationship you could have with someone if they listened to you for 20, 30, or even 40 minutes a day? When you have that kind of a relationship, it's not hard to sell somebody a \$10,000, \$20,000, \$30,000, \$50,000 or even \$100,000 product.

In fact, most of the people who are in my Inner Circle (and give me \$50,000 a year) got into my Inner Circle through that podcast. Is that crazy? You might be thinking, "But Russell, where's the R.O.I. on podcasting?" The R.O.I. comes after I build a relationship with them, and six months later they give me a check for \$50,000. Or it comes when they come to Funnel Hacking Live because they heard something in one of my episodes that they related to, and then at that event they joined Two Comma Club X because they trusted in me. If you focus on building a relationship, the money will follow.

Do you remember how I talked about averaging \$1 per month per name? If you do this poorly, that's what you'll average. But when you build a relationship with your list like the relationship I create with my podcast, then you can see each lead bringing you \$2, \$5, \$10, \$20, or even \$50 per month.

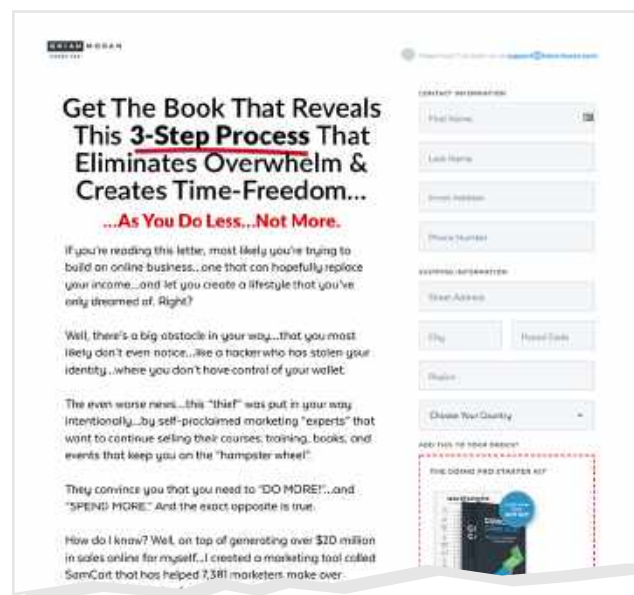
## SALES PAGE: Offer Product or Service to Build List

Once you click Brian's "Next Step" button, you land on his sales page, where he can then sell you the product or service he wanted to sell you in the first place. He couldn't jump right to selling you straight out of the gate, though. He had to warm you up and provide value so you would trust what he was offering you. Once he provided value with *The Going Pro Manifesto*, the next logical step was to show you how he could continue helping you on your journey.

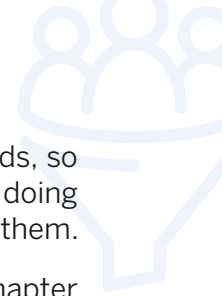


We won't be talking in detail about the many ways you could sell products; after all, this is a lead funnel, not a book funnel, webinar funnel, high ticket funnel, or any one of a million other funnels you could sell your products or services on. I just want you to understand that the sales page is a place you can recoup your ad costs by offering info products as well as building your customer lists.

If you're starting out, though, I don't want you to worry about having a product to sell immediately.



(PAGE CONTINUES)



A lot of times when you're building your list initially, you might not have money to spend on ads, so you're building your list for free by getting on podcast interviews, writing on people's blogs, or doing other things to push people to get your lead magnet so you can start building a relationship with them.

Over the long run, though, you'll want to be able to buy ads, which is why we go into detail in Chapter 3 on nine ways to create info products fast. But for now, just realize there's a sales page step that you can take out of your lead funnel until you have something to sell.

Now that you understand you don't have to have a product to sell if you're just starting out, let's move on to the follow-up funnel where you'll continue building the relationship with your list.

## **FOLLOW-UP FUNNEL: Communicate with List to Build Relationship**

As we mentioned before, your first goal is to build your email list, and your second goal is to build a relationship with the people on that list. The way you do that is to continue communicating to your list. Back in the day, the only way to do that was via email. Nowadays, you can communicate to your list with email, Facebook Messenger, text, and more!



Instead of having to write individual emails or messages to your list, you can set up your messages to be automatically sent with a tool inside ClickFunnels called Follow-Up Funnels. Most of you already know what a funnel is. We've been discussing lead funnels this entire time so you know what it looks like for your prospect to go to your landing page, then your thank you page, and then your sales page. That's called a lead funnel, and you'll build each of those pages inside of ClickFunnels in Chapter 3.

But what's great is now you can create follow-up funnels that will automatically send your prospects the messages you want to send them, when you want to send them. For instance, when people opt in for your lead magnet, they give you their email address, so your follow-up funnel would immediately send them their very first email with a download link for their lead magnet. You could also add a link to subscribe to your podcast in that email as well.

In your follow-up funnel, you can also choose to have different messages scheduled to be sent out in the future. Perhaps two days later, they might get another email from you, and two days after that, they might get a text... You can add as many messages to be sent out as you like, and it will send them out automatically.

With Follow-Up Funnels, you can also send out broadcasts to your list, so instead of scheduling a bunch of automated, pre-created emails, you can also write time-specific emails as well. These emails might invite your prospects to an upcoming webinar, a product sale you're having, or even an open house if you're a local business. At the end of Chapter 3, we'll go deeper into actually creating your follow-up funnel, but for now, let's dive right in to creating your lead magnet!



## CHAPTER 3

# LEAD FUNNEL IMPLEMENTATION

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You know the history and strategy behind lead funnels, so now it's time to dive deep into making one! Below, I'll illustrate the five parts of a lead funnel by using Myron Golden's tip: lead magnets should focus on bringing people away from pain, not toward pleasure.

A lead magnet is a super valuable tool, report, video (or any number of other things) that attracts your audience and literally pulls them into your world and onto your email list so you can better serve them.

If you were a nutritionist, you could make a lead magnet for "The 7 Mistakes Parents Make by Choosing Foods They Thought Were Healthy but Are Actually Making Their Kids Fat." Because I'm a parent, if I saw that lead magnet, I'd say, "Wait, what?" I'd be hooked with curiosity!

Then, after I opted in on the landing page and became your lead, I would learn the seven mistakes. Perhaps one of the mistakes would be, "You thought Nutella was healthy because it has nuts and protein, but it's actually full of sugar!" I would say, "Oh man.. This whole time I've been putting Nutella on everything for my kids..." but I learned my mistake, so I received value from your lead magnet.

On your thank you page, you would tell me about your upcoming web class by saying, "If you liked that, you'll love finding out how to instantly switch out those 12 fatty foods with the 12 best foods for your child. Register for my web class now and I'll show you." Boom! Then I would be in your funnel and you could sell me any of your products or services within the parenting, kids, coaching, or food market.

## STEP #1: Create a Lead Magnet to Build Value



Now it's your turn to implement and create your own lead magnets! One of the fastest ways to do this is to do exactly what Myron did. He focused on the pain points his audience was feeling and thought of 12 mistakes they were making that were causing them pain. Perhaps you could make a report or a video about "The 7 Biggest Mistakes That Real Estate Agents Make" or "The 8 Biggest Mistakes People Make When Trying to Lose Weight" or whatever your market needs. Simply fill in the blanks: "The (#) Biggest Mistakes (Your Market) Make."

Then, just like Myron did, write a little outline, grab your iPhone, teach those mistakes, and you'll have your lead magnet finished. Just outline, record, and boom! You've got a lead magnet in less than 15 minutes. Does that make sense? It's so easy to create a lead magnet, and here's nine other fast ways to create an info product, too!

I'm going to go through the nine fastest ways to create info products. These nine ways will be broken into three parts: text, audio, and video. Inside those parts will be three examples each of how you can use either text, audio, or video to create your info product fast!

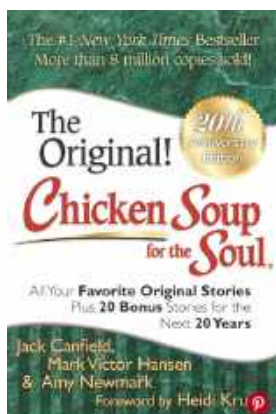
It's important to note that while you could use some of these info products as your lead magnet, most are designed to give you both a lead magnet and a product to sell after they're created. To do this, just make one of the info products below, pull the best piece out of your product, let that become your lead

magnet, then sell the whole product on your thank you page. (Or, in the case of books, you could give away the first chapter as your lead magnet.) Your prospects will be so amazed at what you give away for free that they'll be dying to see what they'll get when they actually spend money with you!

## PRO TIP!

## 9 Fast Ways to Create an Info Product Without Ever Writing a Book

**#1 - TEXT: Crowd-Sourced Books** Some of you, as soon as you saw the word “text,” probably just freaked out and said, “That’s cool, Russell, but I don’t want to write a book or a report or whatever. That’s stressful and hard.” And it is hard! So instead, I’m going to show you ways you can get books written super fast without actually having to write anything. Sound good?



Have you ever heard of the *Chicken Soup for the Soul* book? It was written by Mark Victor Hansen and Jack Canfield. And guess what? They didn’t write a word of that book outside of the title. Instead, they found a whole bunch of people who had an inspirational story and compiled their stories into a book.

After the giant success of their first book, they rebranded their book for over 250 different markets. Do you love horses? There’s *Chicken Soup for the Horse Lover’s Soul*. Have teenagers? Try *Chicken Soup for the Teenage Soul*. Oh, are you a dentist? Don’t forget about *Chicken Soup for the Dental Soul*. Joined an MLM? Be sure to read *Chicken Soup for the Network Marketer’s Soul*. In almost every market known to man, they made a *Chicken Soup for the Soul* book, and they didn’t have to write any of them. They just had to find 101 people who had an inspirational story about the same general subject and

then combined the stories into a book. Those books went on to sell 500 million copies worldwide, all because they chose to combine stories into a book.

You’ve probably seen my own book, *30 Days*, right? This book is one of my best-selling products I’ve ever created. One night I had it at my house and my kids said to me, “Dad, you wrote another book!?!” And I said, “Well, kind of...” They looked at me and asked, “What do you mean: ‘kind of’?” So I said to them, “Well, I wrote the title but the book was just written by 30 people. Each of them wrote a chapter, and then I just combined them into a book.” And my son, Bowen, replied, “Dad, is that cheating?” To which I laughed and answered, “No. That’s not cheating. It’s just a really fast way to create info products.”

Now, to create your own crowd-sourced book, look for experts in your industry. Have them each write a chapter and combine those into a book. If you were in the ketogenic diet market, you could get seven ketogenic diet experts to each write a chapter about a certain part of the diet and call it *The 7 Mistakes People Make on the Ketogenic Diet*. After you gave away your book, you could sell ketogenic diet recipe books and other products afterward.

Some of you are thinking right now, “But Russell, I don’t sell ketogenic diets, so that doesn’t work for me.” Right, I get it. But this is where you need to use your brain to look for ways you could serve your audience best. What could you do to help your market? Which experts or specialists could you contact to ask them to write a chapter in your book? What “hook” will draw your audience in with curiosity? Then, compile all their chapters into a book you can put together really quickly.

**#2 - TEXT: Example Books** Some of my best-selling books were created by just compiling examples from my business. This specific book shown in the image is simply 108 split tests that we ran, then we compiled all those examples into a book.

We've also compiled examples into our monthly newsletter we sell. Each month, I find two funnels I like, and then I funnel hack them. I put the pictures in there, and then we sell the newsletter.

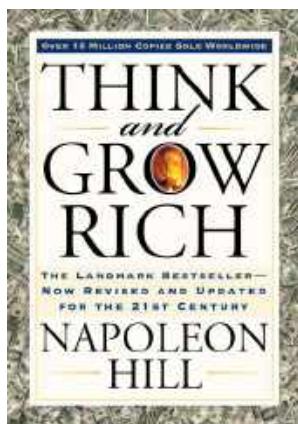
We also put together a book called *The 74 Funnel Swipe File*. All we did was take screenshots of 74 funnels, and then we combined those examples into a book. We even used this book to raise over a million dollars for a charity we love!

Oh, and by the way... guess what this book is? It's a compilation of 114 unique lead funnel examples. All I did was compile a bunch of my favorite lead funnels, give some training about how to make a lead funnel, and boom! I created a product that fast! You'll even see as you look at the lead funnel examples in the back of the book that some people even made lead magnets by just compiling examples too. For their landing pages, they said, "Here's 100 of my favorite Facebook ads. Opt in to get them all," then they would get huge lists based on giving away compilations of examples.

To create your own example book, what data, reports, or case studies have you already created (or you could create quickly) that you could compile into a book? Do you have case studies, pictures, screen shots, before/after testimonials, swipe files, ads, email newsletters...? I could go on and on! Gather them all together and compile them into a book. Be sure to put a hook in the title to attract your audience.



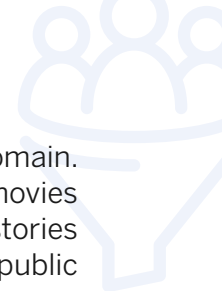
**#3 - TEXT: Public Domain Books** The last text example we'll talk about is making books from the public domain. If you're not familiar with the public domain, they're basically creative materials (like books, movies, plays, songs, photographs, instruction manuals, posters, courses, reports, etc.) whose copyright has expired, and therefore you can use them without needing permission. At this moment, any creative materials in the United States created before 1923 are now in the public domain. It's great for you because you can just grab them, slap your label on them, and publish them as your own.



One of the most popular books in the public domain currently is *Think and Grow Rich*. Even though it was published after 1923, it fell into the public domain because its copyright wasn't renewed. Now you can take it, rebrand it for your market, and give it away for free without ever having to write the book! You could call it: *Think and Grow Rich for Internet Marketers*, *Think and Grow Rich for Dentists*, or *Think and Grow Rich for (your market)*. Simply add a chapter yourself by explaining how the principles in the book relate to your audience, and boom! You can have a book ready to give away.

You might be saying to yourself, "I can't do that Russell. That feels like stealing." It's not stealing, and yes, you can do that. According to the law, you're able to do it because the creative work was either made before 1923 or its copyright has expired and it's fallen into the public domain. So therefore, you can make a derivative work out of it.

"Russell that seems shady." Okay then, was Walt Disney shady? All he's ever done is find stories in the public domain and turn them into movies. He makes derivative works and therefore doesn't have to pay anyone royalties or licenses because they're all in the public domain.



Have you heard of Frozen? It's from a little story called "The Snow Queen" that was in the public domain. How about The Little Mermaid or Beauty and the Beast? He took the ideas for both of those movies (and many more ideas) from the public domain. In fact, at least 50 of his movies stemmed from stories in the public domain. You can do the same thing because there's more creative materials in the public domain than you can ever dream of.

One of my friends, Matt Furey, found an old wrestling book from 1914 by this guy named Farmer Burns. He took the book, republished it, and made millions of dollars selling the book.

To create your own book quick, go to [gutenberg.org](http://gutenberg.org) or [ebay.com](http://ebay.com) to find someone else's unprotected work that you can repurpose as your own. On [gutenberg.org](http://gutenberg.org) you can find over 58,000 ebooks on the site for free. Their mission is to find as many public domain books and house them in one site for everyone to find. You can search for books in your specific market and see if you can find a book that you can republish and use as your lead magnet.

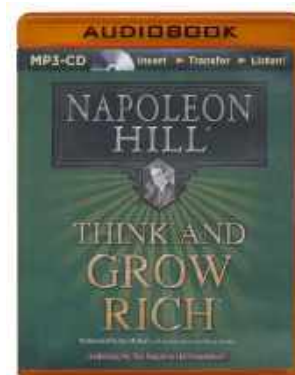
You can also go to [ebay.com](http://ebay.com) and search by publication years for non-fiction books. Just choose books that have been published before 1923, and then find one that can work for your audience. There's even a company that will take your book, scan it, and turn it into an ebook for you. Boom! Now you've created an info product that quick as well!

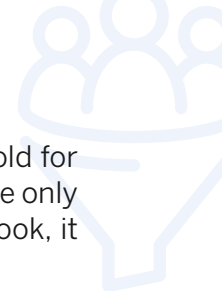
Now that you've learned about creating info products fast with the written word, I want to teach you an important concept before we move into the audio and video sections. When you're trying to hook someone to opt in for your lead magnet, you need to make sure they view it as something valuable. Oftentimes, people don't opt in if they don't see the value in what you're providing. So how do you increase the value? You can package it in a different way. Instead of just creating something with text, you can package the same content into an audio or video format, therefore raising its value.

**#4 - AUDIO: Audio Books** My favorite example of packaging the same content in different ways also has to do with *Think and Grow Rich*, which we talked about earlier. I remember when I first started going to marketing events, everyone would talk about this book. "Have you read *Think and Grow Rich*?" they'd ask me. I had never heard of it before, so I went to Amazon and bought it for something like \$9.97. I had great intentions to read it, but after setting it on the shelf next to my bed, it sat there for a month.

Later, I went to another marketing event, and three people from stage said, "Have you read *Think and Grow Rich*? You need to read *Think and Grow Rich*!" In the audience, I said to myself excitedly, "Nice! It's on my bookshelf. I'll read it when I get home." After I went home, though, I looked at it once and then promptly fell asleep without reading it. A couple of months later, I went to another event, and the same thing repeated itself for almost a year. Finally, at one of the events, I thought to myself, "This is embarrassing. I'm not doing what I'm supposed to be doing." I don't like to read as much, so I wondered if there was an audiobook. Now, this was about 15 years ago, so Audible wasn't even a thing back then.

Because eBay was my favorite site, I went to [ebay.com](http://ebay.com) and typed in "Think and Grow Rich" where I found a CD course of the book. Because it's in the public domain, someone took the book, recorded himself reading it, turned it into a CD course, and sold it on eBay for \$97. I was so excited that I could finally "read" *Think and Grow Rich* that I bought it right away, even though I had the exact same thing sitting on my shelf. Once I got the CDs, I played them in my car. After a week and a half, I had consumed the information and got incredible value from it.





Now what's interesting is this: *Think and Grow Rich* sold on Amazon for \$9.97, yet on eBay it sold for \$97. Was there a difference between the two versions? No. Word for word they were the same. The only difference was how the product was delivered. Because it was an audio course, instead of a book, it could be sold for a higher price; the value increased because it was packaged differently.

That's what I want you to really understand. Sometimes you can increase the value of your info product or lead magnet just by packaging it in a different way. To give you an example, if your audience was dentists, you could record yourself talking about dental stories and how *Think and Grow Rich* applies to dentistry. Then you could package up the audio recording with the *Think and Grow Rich* ebook, and boom! You'd have a sexy offer to give to dentists. In fact, I could even do that right now for my funnel hackers: *Think and Grow Rich for Funnel Hackers!*

Another example of how you can record an audio book and turn it into an info product or lead magnet is when I recorded one of my very first audio books: *Life Work of Farmer Burns*. I found it on eBay, and because it was published in 1911 (which is before 1923), it was in the public domain. I gave it to my father-in-law who has an amazing radio voice, and he went down to the radio station and read the entire book. I put it on CDs, and it became one of my very first products I ever sold.

Just as I created an audiobook from a book in the public domain, you can do it too. In fact, you can even give your audio book away as your lead magnet and start building your lead funnel very, very quickly just making audiobooks.

**#5 - AUDIO: Interview Recordings** I remember reading a book called *12-Month Millionaire* and learning how a guy named Vince James made \$100 million in 23 months selling supplements through direct mail. I thought to myself, "That dude's awesome. I'd love to talk to him, but he'll never talk to me, though, because I'm this little dorky college kid who doesn't know what I'm talking about. Maybe he will, though..." I thought, and set off to email him.

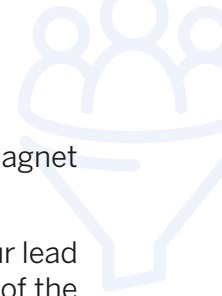
After praising his book, I asked him if I could interview him because his book had some really good stuff and I had some questions. He wrote back, said yes, and asked when was a good day for the interview. I wrote back, "How about Saturday?" and he said "Great!" He let me interview him for three hours on that Saturday, and by the time we wrapped up, he asked, "Do you have any more questions?" I said yes, so then he said, "Well, I gotta go, but how about we do this next Saturday, so you can ask me some more questions." I replied, "Are you serious!?!"

We talked again the next Saturday, and I interviewed him for three more hours. At the end, I had spent six hours interviewing this guy who made \$100 million on the concepts I learned in his book. He told me I could keep the audio recordings and do whatever I wanted with them, and he just asked if I could send him a copy, too, so he could sell them to his list. Of course I said yes!

About a year later, I was struggling to figure out how to get people to buy my stuff, so I put the six hours of audio recordings with Vince James into a funnel to sell. That funnel was the first funnel I ever made to hit the Two Comma Club!

In fact, most of my products are just interviews with people who are experts in the topic I want to sell to. I could easily do a lead funnel where I say to my audience, "Hey, do you want to learn the trial close? I interviewed the guy I learned trial close from."





Give me your email address and I'll give you this audio." And just like that, I could have a lead magnet so fast.

In your market, who's written books? Could you call and interview them? Could that become your lead magnet in your new lead funnel? It's literally so simple and so easy. Interviewing experts is one of the fastest ways to create info products and get a really powerful lead magnet.

**#6 - AUDIO: Hard-To-Find Audio Compilations** The last way to create info products quickly with audio is to compile some of your favorite podcasts. Have you ever tried to find a podcast episode that someone told you about? It's difficult, isn't it? If I was to come to you and say, "Hey, I listened to this podcast interview by one of my favorite authors. In the interview, he talked about (training), and it was amazing." You would probably immediately reply, "That's amazing. What episode is it?"

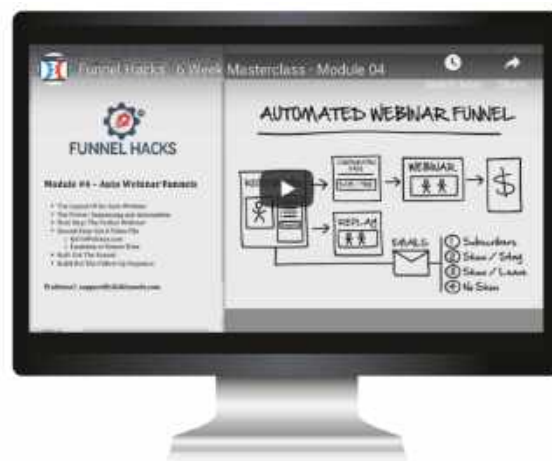
While it would probably take me some time to find it, it would probably take you even longer to find it. I might say, "I don't know; let me go find it. He's done like 700 podcast episodes. Actually, shoot me your email address and then when I find it, I'll shoot you the link to what episode it is." You would be so grateful that you didn't have to go through all the headache of listening to 700 episodes to find the right one.

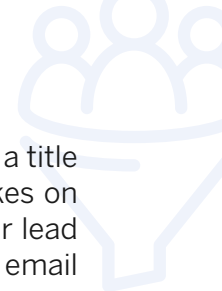
You can do the exact same thing for your audience. For instance, on your landing page for your lead funnel, you could say, "Hey, of all of Gary Vaynerchuk's trainings, this one podcast episode changed everything for me. If you give me your email address, I'll shoot you a direct link to that podcast episode. That way you can listen it, because if you're struggling like I was, this will change everything for you." Boom! I made a lead magnet off of somebody else's free content.

You don't have to be limited to just compiling your favorite podcast episodes, though. You can do it with blog posts, YouTube videos, or any number of other resources that you find valuable. You become the expert because you're compiling the best information for your audience so they don't have to do the work themselves. Literally, this one takes about 5 seconds. It's so easy. In fact, you should even make a lead funnel with my best podcast episodes that mean the most to you. Then, you can give it away as your lead magnet and sell ClickFunnels on your thank you page and in your follow-up funnel.

**#7 - VIDEO: Screen Captures** If you've never done a video recording your screen, you might be confused how to do it. The great news is it's super easy!

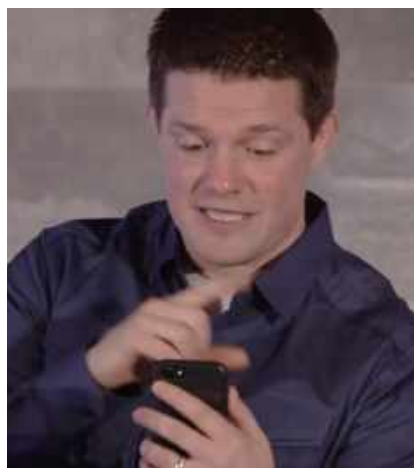
For probably the first eight years of my business, all I did was create screen capture videos. Every single product I created was a screen capture. I'd make an outline, just like the one you see in this picture, and record my screen as I went through the outline. This is the very first Funnel Hacks training course we did, and it literally sold over \$10 million before we updated the training. On the left-hand side, I had a Word document with the outline of what I wanted to talk about. On the right-hand side, I had an example. Then I would just talk, show an example, and repeat the process until I had gone through my entire outline. I made \$10 million by just recording my screen and talking!





You can easily do the same thing and create a lead magnet like Myron did. Remember to create a title like “The 7 Biggest Mistakes Network Marketers Make,” write an outline of those seven mistakes on your computer, and record yourself going through the outline. Now, the perceived value of your lead magnet video is higher than audio and text. You can say to your audience, “Just give me your email address and you’ll get a video explaining the seven biggest mistakes...” It’s super powerful!

How do you actually record your screen, though? Easy! First, make an outline or a powerpoint slide and have it showing on your screen. Then, download Camtasia (if you’re on a PC) or ScreenFlow (if you’re on a Mac). Plug in a headset microphone and click record. It will record your screen and you talking to yourself as you go through the outline. When you’re finished, simply press stop to end the recording. In just a few minutes, you’ve created a great lead magnet to give away.



**#8 - VIDEO: iPhone How To's** You probably have an iPhone or some other type of smartphone, right? Every one of these smartphones has a camera with a little button that says record, so you can literally pull out your phone, click record, and just talk into it. My friend, Rachel Pedersen, recently created an entire expensive course with just her camera on her iPhone! If she can do an entire course, you can record a simple video.

To quickly make your lead magnet, repeat the same process we’ve been discussing above by creating an outline, and then just record a video of yourself on your iPhone going through the outline. It’s even faster than doing a screen capture because you don’t have to download anything. Just open up your camera, press record, and talk!

**#9 - VIDEO: Workshops** The last way to create an info product fast is to hold a workshop. Now, usually you would sell a workshop as a higher-priced product later in your funnel. But the great thing about holding a workshop is it can create not only a product for you, but also a lead magnet. In this case, your lead magnet can be the first hour of your training or a specific training inside your workshop, while your entire workshop can still be sold as a product later on.

For instance, if you looked at the last Funnel Hacking Live, you may have noticed something interesting. It was a three-and-a-half-day event, but during the very first presentation (my keynote presentation), I streamed it live for everyone to see for free. Why did I do that? Because everyone who wasn’t at Funnel Hacking Live saw it and thought, “Oh my gosh, this was so much better than I thought!”

When I cut off the live stream, they freaked out and said, “Oh man, I have such a fear of missing out (FOMO) right now! What else is happening at Funnel Hacking Live? What else am I missing out on?” Then, when I told them, “Hey, you should buy tickets for next year because you’re missing out on this year,” they immediately jumped at the chance to buy tickets. We sold over 1,000 tickets to people before Funnel Hacking Live even ended, just because of FOMO!

Imagine if you created a workshop where you trained a whole bunch of people in your industry on whatever training they needed, and then you offered part of that workshop for free as your lead magnet. You could take the very first presentation and say, “If you want to watch the first hour of my amazing workshop where I teach you how to (your training), put in your email and I’ll give you the first hour of my \$2,000 workshop.”



When they watch it, they're going to get all this FOMO and think, "Oh my gosh, that was amazing! I wonder what else is inside the course..." Then it's a natural fit to sell your workshop to them in your follow-up funnel. By holding one workshop, you've created a lead magnet to give away and an info product you can later sell on your thank you page or in your follow-up funnel.

I hope you've seen as we've gone through nine different ways to quickly create info products that we weren't just talking about creating lead magnets; we were talking about creating info products. After you make an info product, you can pull out your best piece and turn it into a lead magnet. Then, you can sell your whole info product as your first product! You're basically telling your audience, "If you liked this lead magnet, then you'll love this product!"

## STEP #2: Create a Landing Page to Build Email List

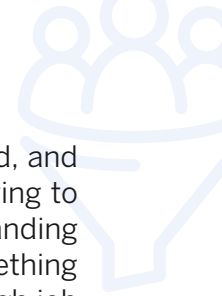
After you've created your lead magnet, you're ready to start building your email list! We've got some great ideas below for how to build your email list for free, but before we can do that, we need to actually build your landing page. Remember, landing pages are simple. All you're doing is an exchange. You're saying, "If you give me your email address, I will give you this super valuable (your lead magnet) in exchange."



One of my favorite lead funnels that I've already shared with you is for Brian Moran's *The Going Pro Manifesto* lead magnet. I wanted to discuss his landing page in greater detail here, though, because it's so clean and simple. He is exchanging his little ebook for an email address. It's a very simple exchange, and it's a great example of what a high-converting landing page looks like.

Now pay attention, because we're about to create your own landing page, and what I'm going to tell you next will help you increase your opt-in rate. When people come to me asking why their landing page isn't converting, they usually didn't follow one (or more) of my three cardinal rules when creating landing pages.

First, keep it simple. Most of my landing pages only have a headline, an image, and an opt-in box. That's it. My landing pages usually don't have any other images or even videos. Often times, a landing page might not convert because it's too complex; there's just too much stuff happening on it and it's confusing your visitor.



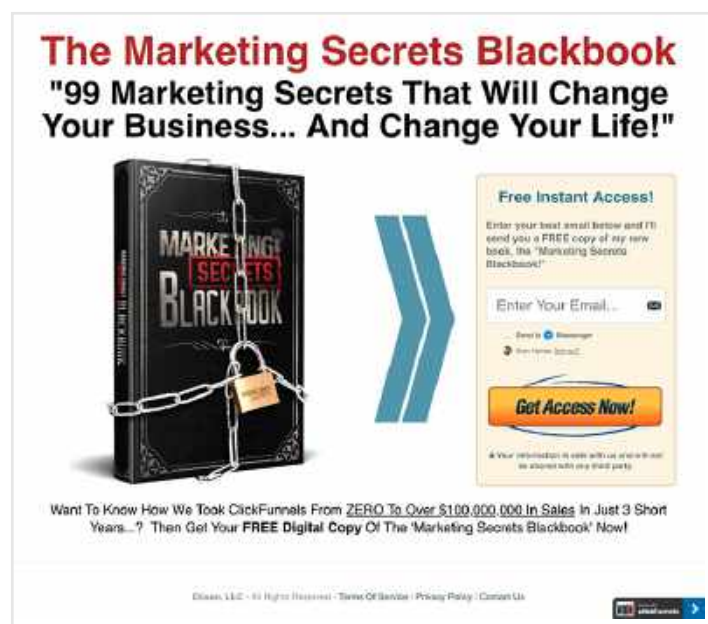
Second, build curiosity. It's human nature that people want to be wowed, amazed, entertained, and shocked. In order for them to stop what they're doing and actually care about what you're trying to offer them, they have to believe it is something valuable that can help them escape pain. If your landing page isn't converting, it might be because there's not enough curiosity. You haven't created something new or novel; you've either offered what everyone else offers or you haven't done a good enough job convincing your visitor they need what you're offering.

Third, tell them what to do. Even though opt-in forms are everywhere, people still need to be told what to do. On your landing page, be sure it says something to the effect of, "To get (your lead magnet), simply put in your email address and I'll send it right away." Your landing page might not convert if there's too many things going on, and the visitor doesn't know what to click or do. Make it a no-brainer for them and you'll see conversions go up!

Before we move on, I want you to pause reading and flip to the back of this book. Start looking through all the examples and notice if they are simple, if they build curiosity, and if they tell you what to do. Do you think they would convert well? Then come right back and continue reading.

Speaking of conversions, this is my highest-converting lead funnel. I've already talked about my *Marketing Secrets Blackbook*, but now you can see how my landing page meets my three rules.

First, it's so simple. There's no fancy design. It's literally a headline, a picture of what they're going to get, and the opt-in form. Second, it builds tons of curiosity. Check out that image! Doesn't it just scream at you to try to open it? Are you thinking to yourself, "What secrets are inside that are going to change my business and life?! I have to know!" And third, I tell them exactly what to do right above the opt-in box. The more simple, the more curiosity, and the more clear the goal... the higher your conversions are going to be.



Our conversions are insane with this landing page! In the last seven or eight months that we ran this landing page, we generated 148,000 leads from this funnel! Now, a good landing page will usually convert at around 20-30%, but this landing page converts at 55.63%! More than half of the people who land on this page actually give me their email address, and that's really, really high.

Now it's your turn to build out your landing page using ClickFunnels. Be sure it has an intriguing headline, an image of your lead magnet, and an opt-in form. Keep it simple, build curiosity with your lead magnet and headline, and tell them to enter their email address to get their lead magnet. Don't spend all day on this, though. You should probably spend no more than five to ten minutes creating a landing page, because you don't know if it will convert yet. Better to create it quickly, test it, and then tweak it later to see which version will convert better.

## PRO TIP!

# Use These 2 Easy Ways to Build Your Email List for Free



Now that you have your lead magnet and landing page created, it's time to think about building your list! You might not have money to spend on ads yet, but keep in mind that you'll want to move in that direction soon in order to really build your email list fast. For now, though, I'll share several great ideas for building your email list for free!

The first free option is to get interviewed on the podcast of someone who already has the ear of your dream customers. Which experts in your market are doing podcasts? You could ask if you could share with their audience "The 7 Biggest Mistakes That (Your Audience) Make."

Then, when you're finishing the interview, they'll usually ask, "How can my listeners learn more about you?" If I were being interviewed, I would reply, "Well, the best way is to get a free copy of my book. Just go to [marketingsecrets.com/blackbook](http://marketingsecrets.com/blackbook) and it will give you 99 secrets that will change your business and your life." For the listeners who just received value from you on the podcast, you can bet they would be heading right over to your landing page to receive your free lead magnet!

The second free option is to become a guest blogger on a blog that is big in your industry. Most bloggers or experts always appreciate free content, especially if it can help their audience. Simply reach out and ask if you can write an article on their blog. Guest bloggers usually have a bio, so in the bio I might write, "If you want to learn more from Russell, you need to read his *Marketing Secrets Blackbook*. You'll learn 99 ways to change your business and your life. Just go to [marketingsecrets.com/blackbook](http://marketingsecrets.com/blackbook) to get your FREE copy."

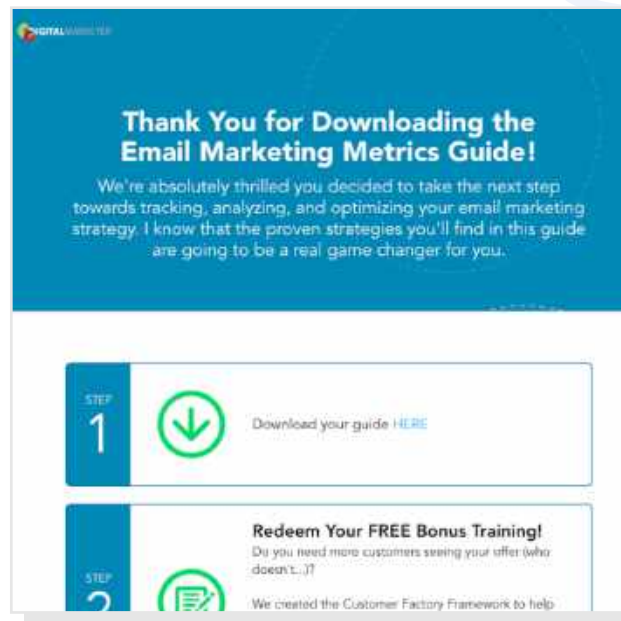
Not only will you add value for the expert bloggers, but their readers will undoubtedly love what they read as well and come primed to give you their email address for your lead magnet. And honestly, it's just good business practice to develop great relationships with the other experts in your industry. You never know what great partnerships and joint ventures will come of building those relationships as well!

## STEP #3: Create a Thank You Page to Build Trust

Now that you've created your lead magnet and landing page, you'll need a thank you page to tell your visitors how they can get your lead magnet. Sometimes, it's only emailed to them, but I prefer to add immediate value and prove to them I'm giving them what I promised, so I put the download link right onto the thank you page.



Just as your landing page needed to be simple, build curiosity, and tell people what to do, your thank you page is no different. Have only two objectives on the page: deliver your lead magnet, and push your prospects to your first offer. That might be a product, but if you're still starting out, it's most likely an invitation to subscribe to your podcast or YouTube channel or blog.



I love the simplicity of this thank you page from DigitalMarketer. They told me the lead magnet would be emailed to me, and invited me to get some email templates and training. When I clicked on the “Grab Our Email Templates and Training” button, I went to their sales page. While there, I was told to follow three simple steps: Download my lead magnet immediately, redeem even more free training, and buy their product: DigitalMarketer Lab.

Consider the three rules of landing pages when creating your thank you page, and go ahead and get started. You'll build out the page in ClickFunnels just as you did your landing page. Be sure to put an invitation on the thank you page for your prospect to continue with you, whether that's subscribing to other free content or purchasing your first offer.

## STEP #4: Create a Sales Page to Build List

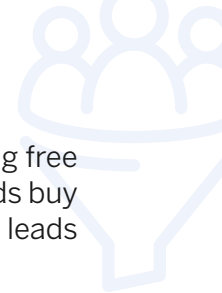
**Your Product Should Pay for Your Ads.** We've talked a lot about ways to build your email list for free, but as you know, your goal should be to eventually buy ads. Your ads will send traffic to your landing page, which will help you build your list fast. If you don't have a product yet, feel free to skim over this section so you'll have a good understanding of how you can recoup your ad costs and build your customer list when you do have a product.



Of course, if you do have a product to sell, this sales page is where you'll sell it. And with a product to sell, you can start buying ads. Some of you are probably nervous and thinking, “I can't afford to build a list, Russell,” or “I don't know how it's going to work.” If you understand some of these core principles, though, it's really not that difficult.

In our market, it typically costs us between \$1-\$3 to get a lead. I remember the first time I ever heard it costs a couple bucks to get a lead. It was about fourteen years ago, and I thought to myself, “What? I can't pay money per lead. That's insane. If I get a list of 1,000 people, it'll cost me at least \$1,000.”

It didn't make sense to me, though, until I started understanding this one simple trick: your lead funnel will pay for your leads. In other words, the product you sell on your thank you page should immediately



recoup your ad costs. Do you understand how powerful that is? Effectively, then, you'll be getting free leads that you can market to forever for free. I buy up to 1,700 leads per day, but because our leads buy some of our products inside of our lead funnels, the products pay for our ad costs, giving us free leads in the end.

By putting a self-liquidating offer (SLO) on your sales page, you have the chance to immediately make a sale after someone opts in. For instance, if you spent \$100 to get 100 leads, and 10% of people bought your \$10 product, then your "offer" would be self-liquidating, meaning that the money you spent to drive traffic to your lead magnet was recouped by the offer. You spent \$100, and then you made \$100, which cancelled each other out. You neither lost money nor gained money. But from that point on, you would have 100 leads that you effectively paid \$0 to get and could market to them forever for free.

Once your lead funnel is fine-tuned like the scenario above, where it can generate leads for free, then you would buy as many ads as you possibly could to start growing your list. You can buy ads from Facebook, YouTube, Instagram, Google, and lots of other places.

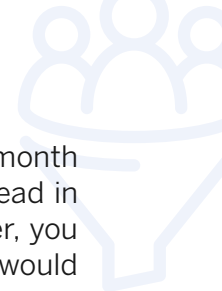
Now, let's say that you haven't made a product to sell yet. You can be an affiliate of someone else's product. We have some amazing affiliate offers at ClickFunnels, so be sure to add in our offers in your lead funnel so you can start recouping some of your ad money. You can say on your thank you page, "Oh my gosh, I love Russell Brunson's product because (your reasons.) If you buy it from me, I'm going to give you a really cool bonus that (your bonus features), and I'll send it to you for free if you buy it through my affiliate link."

**Breaking Even After Day One.** But what if you buy ads and your lead funnel doesn't break even? What if your product isn't converting that great, or you only have a "subscribe to my (podcast/blog/vlog)" link on your thank you page? You'd probably start freaking out, thinking, "After day one, I'm already in the hole. I don't know how long I can keep paying for ads if I'm just going to get deeper and deeper into the hole. Maybe I just need to stop the leads..."

In that situation, we want you to break even as soon as possible after the lead opts in. The only way you can do that is to continue the conversation with your follow-up funnel. You can reach out to them via email, text, Messenger, etc. and share your messages with them. The more you communicate, the better the relationship will be with your list, which means you'll have a better chance to break even on day two or day three.

For instance, if you spent \$100 to get 100 leads, but only 5% of people bought your \$10 product, then you would have spent \$100 on ads and only made \$50. Your "thank you page offer" is not self-liquidating at that point, and you're in the hole. However, if you built a great follow-up funnel, your prospects would receive emails and texts and other messages with links to your podcast episodes, your Facebook Lives, your webinars, and any other awesome content you could send them. Perhaps another 5% of those 100 leads would buy your product by day three because you built up more trust with them.

At that point, you would have spent \$100 for the original leads, made \$50 on your first offer, and made another \$50 from your follow-up funnel. Your ad cost and revenue would cancel each other out, meaning you would break even on day three. Everything that happens from that point forward with those leads would be pure profit. You can relax about being in the hole for a few days, because you know you're going to recoup the costs on day three. From that point on, you don't have to pay Google or Zuckerberg to market to those same leads because they're in your follow-up funnel. You just need to repeat the process to keep building your list with new leads and building your relationship with them!



Another way to view R.O.I. is to consider the average value of your leads. If you average \$1 per month per name on your list, then if you spent \$3 to acquire a lead, you would break even on that lead in month three. And that's if you're doing a poor job of communicating with your list. If, however, you communicated regularly to your list and increased your average to \$3 per month per name, you would break even after one month. Every month after that is pure profit in your pockets.

One company that hired me as a consultant has a six-month break-even point. They make about \$70-\$80 million per year, and it takes them six months to recoup their costs on a lead. They're a lot braver than me to wait six months to recoup their ad costs! They have faith in their system because they know that everything they make after six months with that lead is pure profit. And because they know their marketing math, they can dump tons of money into ads and feel confident that their leads will be profitable after six months.

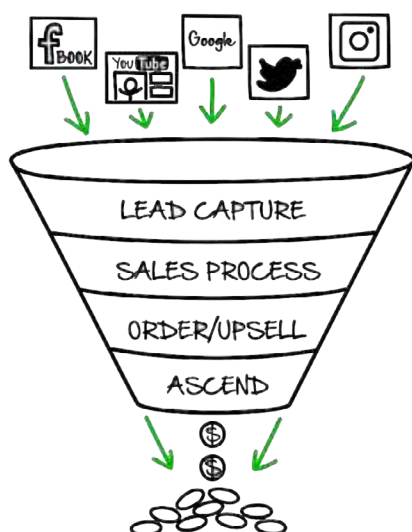
Now for most of us, we don't have the ability to float money for six months, and I understand that. Inside ClickFunnels, we try to break even on day one. That's always my goal. Sometimes we don't break even until day three or sometimes day five, but I always try to break even on day one by having our lead funnels structured exactly as I'm teaching you in this book.

To create your sales page inside ClickFunnels, keep it simple, with a curiosity-based hook headline, some descriptive text about the product, an image, and an order form.



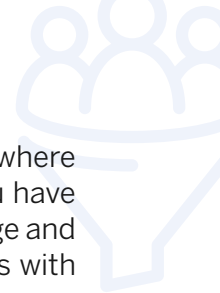
## STEP #5: Create a Follow-Up Funnel to Build Relationship

The final step to finish creating your lead funnel is to create your follow-up funnel. Do you remember how we talked about a program called Follow-Up Funnels inside of ClickFunnels? It will help you automate all the messages you want sent out to your lists. That way, you don't have to personally send out individual emails, Facebook messages, or texts every day to communicate and build the relationship with your list.

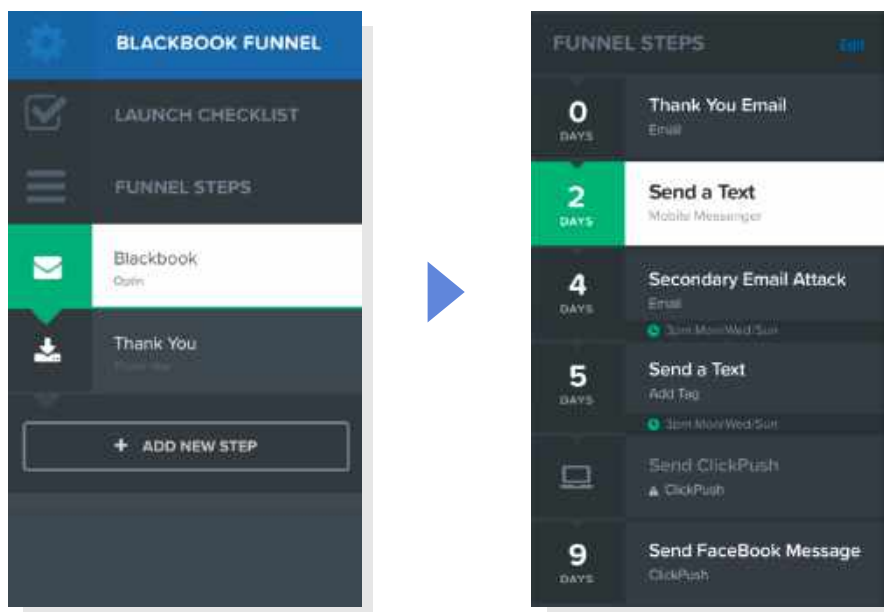


Not only will I explain how to set up your follow-up funnel, I'll also explain how you can quickly and easily create content for those emails, Facebook messages, and texts. You'll be building deep relationships with your prospects and customers in no time, which in turn will start to increase the average amount you'll make per name on your list!

**Follow-Up Funnels Are Like Sales Funnels.** You've probably seen this image from me before. It's called a sales funnel. At the top, all of the traffic comes in and is funneled down into each of your steps. A large percentage of people give their email address, a smaller percentage buy your first product, an even smaller percentage buys your higher-priced products, and so on. Lots of people come in through your free offerings, and less people funnel down into your higher-end products and services.



Now that you've created all your funnel pages for your lead funnel, you should be able to see where each of your pages plug into this image. At the top, you have your free lead magnets; next, you have your "lead capture" with your landing page; and finally, your "sales process" is your thank you page and sales page. When you create them inside ClickFunnels, your first two pages should look like this with your lead magnet and your thank you page.

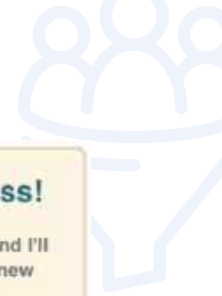


Now that you have a visual guide of what your lead funnel looks like in the ClickFunnels editor, you'll notice that the follow-up funnel is built the same way. Instead of creating pages, though, you're just creating messages. Where "Page 1, Page 2, Page 3, etc." makes sense to you, a follow-up funnel is simply "Message 1, Message 2, Message 3, etc." We even designed it to look the same.

Just as a sales funnel directs your traffic to the pages you want them to go, a follow-up funnel directs your list to additional messages that you want them to see. With both funnels, you're in control of what your traffic sees and does, and in what order they take the next steps. To illustrate this, this is an example of a follow-up funnel you could create when someone joins your list.

**Email Messages.** As soon as they opt in to your list, boom! They're added right away to the first message on your list. In this case, it's the thank you email with a link to their download and an invitation to subscribe or purchase. Two days later, they'll receive a text from you. Two days after that, they'll receive a different email, and so on. You have the option to choose which type of message will be sent out, and when it will be automatically sent out. You can have your follow-up funnel go for as long as you can keep creating content for it!

You might notice we call this a follow-up funnel, not an email campaign. While email is the core of most people's follow-up funnels, it's not the only way to communicate with your list and build your relationship. Follow-Up Funnels can send out a wide variety of messages... not just email. In fact, it can send out a whole bunch of cool messages, such as Facebook messages, desktop push notifications, funnel messages, text messages, and retargeting messages. This way, you can meet your prospects online where they're already hanging out.



**Facebook Messages.** For example, when somebody comes here to this landing page, they enter their email address to get my lead magnet. Do you see the Facebook Messenger option right below it though? It asks them if they want to send it to Messenger as well. If they click it, they will also subscribe to Messenger. This way, I get them on two lists: email and Messenger. I can communicate to them in both places and have a higher likelihood of building that relationship.

In ClickFunnels right now, we have more than 75,000 users. And what's interesting is that 34% of the people who add email also subscribe to Facebook Messenger. That means that out of 1,000 people who join my email list, 340 of them will also join my Messenger list.

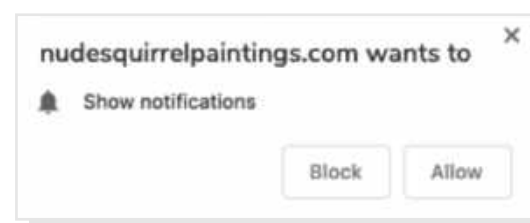
Do you see the power in having one in three of your prospects being added to your own Messenger list? Messenger has a three to five times higher open rate than email! Sometimes your email might go to their junk folder, and they would never see it; if you have them on Facebook Messenger, though, it will buzz on their phone so there's a higher likelihood they'll see your message. With that information, every single person on your Messenger list is worth three times more to you than those just on your email list. Having access to this tool is amazing, and you'll find it inside Actionetics MD.

The image shows a landing page with a yellow background. At the top, it says "Free Instant Access!". Below that, it says "Enter your best email below and I'll send you a FREE copy of my new book, the 'Marketing Secrets Blackbook!'". There is a text input field labeled "Enter Your Email..." with an envelope icon. Below the input field, there is a checkbox labeled "Send to Messenger" and a small profile picture of a person named "Brian Hyman". At the bottom of the form, there is a large orange button that says "Get Access Now!". Below the button, there is a small disclaimer: "Your information is safe with us and will not be shared with any third party."

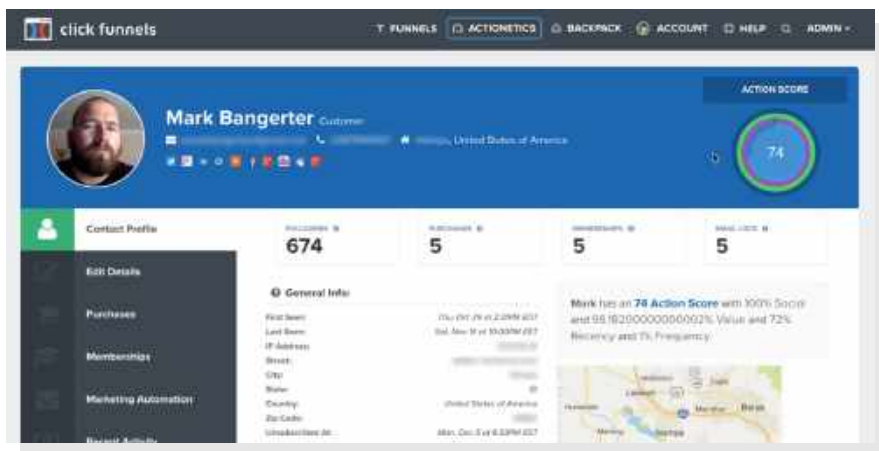
**Desktop Push Notifications.** You may have seen these pop up from time to time in your browser. This is another way you can communicate with your list in follow-up funnels. If you add this, you can have this pop up in your prospects' browsers, and it will ask to "Show notifications." If your prospect clicks "Allow," then you can actually push notifications into their browser, which looks like a message simply popping up in their browser from you.

We do this on the thank you page of all of our funnels. So after they've given us their email address, we ask them to allow us to push notifications to them. Guess what? Twenty percent of people who hit our thank you page click "Allow," so now I have a third list I can market to and build a relationship with.

Do you see how this works? Everything layers on top of each other. Not only do you have an email list, but you also have a Facebook Messenger list and a desktop push notification list. Now, you can communicate to your lists in multiple places and in multiple ways. The more ways you communicate to your prospect, the more valuable your lead becomes.



**Retargeting Messages.** There are tons of other messages you can set up in your follow-up funnels, but I'm not going to go too deep into them in this book. I will mention, however, our retargeting messenger, because it's pretty cool. It works like this: once someone lands on one of your funnel pages, you can create an action where it says, "If they hit this page, go to Facebook and add them to this retargeting list," or "Take them off this retargeting list and move them over to this one."



**RFMS Score.** Not only does your follow-up funnel save you time and builds a relationship with your list, it also provides you with valuable information inside of Follow-Up Funnels. Within each person's contact record, you can see how valuable each person is to you. Each person is given an action score, called an RFMS Score. We'll explain that more in detail below, but for now, let's understand what kind of data is collected and analyzed to produce this action score.

When a person opts in for your lead magnet, Follow-Up Funnels automatically searches social media sites for that email address. If it can find a match, the matched sites will show up on the person's contact record. If your prospect used the same email he/she logs into Facebook with, that person would have a Facebook logo on their contact record. It even shows you how many people follow them on Facebook and Instagram!

As you can imagine, that information alone is incredibly valuable, as it shows you way more about the people in your list than simply just showing you their email addresses. For instance, someone who has 100,000 followers on Facebook is more valuable to you than someone who has 1,000 followers on Facebook.

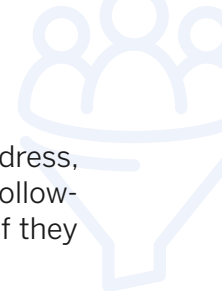
Each person's contact record also tracks their messaging opens and clicks, as well as when and what they've purchased from you. Follow-Up Funnels takes all of the data I just mentioned (and much more!) and pulls it back into each person's contact record. Then, it gives that person an action score. It analyzes the data and gives each person a Recency, Frequency, Monetary Value, and Social (RFMS) Score. As you can see from the image, there are four bands for each part of the RFMS Score, and, when combined, they give the actual RFMS Score for that person. The higher the score, the more valuable the lead.

First, the recency score is determined by how often people have interacted with you. Are they opening every one of your emails? Did they buy something last week? How recently have they listened to you? If they haven't opened an email from you in seven months, then the recency score would go down along with the action score.

Second, the frequency score increases as people interact with you more frequently. How often are they buying from you? Are they buying something once a year, once a month, once a week, or once a day? The more frequently they buy from you, the higher their frequency score goes up.

Third, the monetary value score is determined by how much people spend with you. The person who spends one dollar with you obviously receives a lower score than the person who spends \$50,000 with you.

And last, the social score increases when people give you their social media email address. After all, it's probably not a junk email address; they use it to login to their social media accounts, which means



they probably check it pretty frequently. When somebody gives you their social media email address, they're worth 80 times more than somebody who just gives you a throwaway email address. Follow-Up Funnels immediately pings Facebook and other sites to see if the email addresses match. If they match, the social score increases dramatically.

When you look at the action scores of the people in your list, you'll be able to determine if you're doing a good job serving your audience. If their RFMS scores are high, then you're doing a great job with building the relationship with your list. In fact, inside ClickFunnels, I can tell which of my customers are really killing it because the action scores of their customers are way higher than those on my list who are struggling.

I hope you've been able to see how powerful Follow-Up Funnels can be for your business. It helps you send out automated emails, reach your lists in multiple places and ways, shows you how valuable and engaged your list is, and so much more!

Now it's time for you to create your own follow-up funnel. Decide which messages you want your prospects to receive (and when you want them to receive them) after they opt in for your lead magnet. Then add those messages to your follow-up funnel.

## Create 3 Types of Content in 1 Fell Swoop

**PRO TIP!**

If you've been around me or this community for very long, you know that I talk a lot about publishing. You have to be publishing every day. Literally, I want you creating content every day from this point on. After all, creating content for your audience to consume is the best way for them to get to know who you are, what you believe, and what you stand for. If any of you are stressing about the idea of publishing, you're not alone.

Some of you may know Steve Larsen. Currently, he's one of our Two Comma Club X coaches, and he's been killing it for the past few years. But he wasn't always doing great. In fact, there were times when he even struggled to make enough money for him and his wife to eat. To make money, he started building out funnels and even came to our second Funnel Hacking Live event. He was so broke he didn't even have the money to get a hotel room for the last night of the event, so he stayed up all night in the hotel lobby making funnels.

When he came to the event, he thought to himself, "I will do everything Russell says, except I will not publish. I refuse to do that, because I'm selling products and services. I don't want to put things out there in the world. But I'll do anything else Russell says."

In my very first presentation, I stood up on stage and told everyone, "You have to start publishing consistently, all the time. That's how you build a relationship with your audience and that's how you increase the value of that relationship. You have to be publishing stuff every single day."

When Steve went home after the event, he was still reluctant to publish, but he did it because I told him it was important. He started a podcast, and that podcast has fueled his entire business for the last three or four years since then. Truly, publishing was the key!



Text → Blog



Audio → Podcast



Video → Vlog

**3 Types of Content.** Some of you are probably thinking, “But, Russell, I don’t want to do a podcast.” I get it. Some things in business are enjoyable, some are doable, and some make you want to pull your hair out with frustration.

So instead of telling you that you have to publish by writing, or you have to publish by talking, or you have to publish by making videos, I’m going to teach you three ways to quickly publish your content every single day, and you can choose your favorite way to publish. At the end, I’ll even share with you one sweet trick that will let you publish all three methods while only doing the work for one!

Do you like to write? If so, you should choose blog posts as your publishing method. The easiest way to do a blog is to go to medium.com and create a free account. You could write blog posts on your own site, but your site probably doesn’t have the amount of readers that Medium has. This way, you don’t even have to create a blogging website. When someone comes into your lead funnel and opts in, you can send them to your blog on your thank you page. Then, they can start reading your blog posts and learning what you stand for.

Now if you’re saying to yourself, “I would rather die than write,” then perhaps audio is a better fit for you. Some of you can write a book in like a week and a half, but for me, it takes at least a year to write a book; even then, that entire process is full of so much pain. Writing is hard for me, but audio is super easy, and that’s why I chose podcasting as my publishing method.

For the first five years, my podcast was called “Marketing in Your Car.” I knew that if I had a big, fancy studio with all the audio stuff, I would never actually do it. Instead, every morning that I drove to the office, I would just get out my iPhone, press record, and talk.

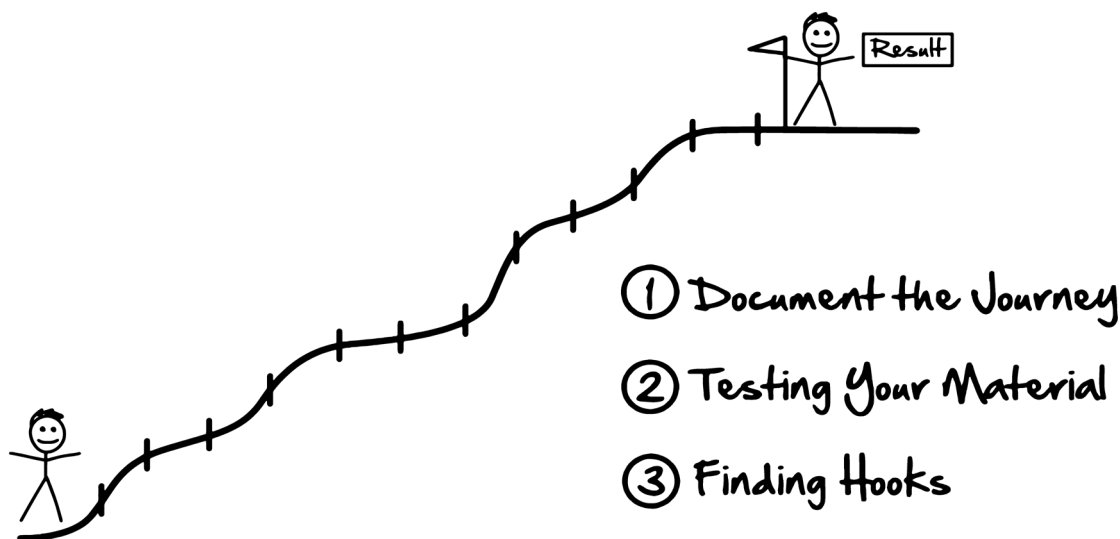
After five years, I changed its name to the “Marketing Secrets” podcast, and do you want to guess how I record that one? The exact same way: I click record and talk while I’m driving to the office. You can hear the engine in the background, and all sorts of other noises, but it doesn’t matter because I’m sharing my best stuff with my people. That’s how you connect with your audience. They don’t care if you have studio-quality sound or picture. They care that you’re vulnerable, you share your experiences, and you share your knowledge.

Now, if you don’t like to write, and you don’t like to talk, I sure hope you like making videos! If not, choose one of the options above that feels the least like getting your teeth pulled. But if you love being on video, the best publishing method for you is to start a vlog. Depending on your audience, you might want to host it on YouTube, Facebook, or Instagram. The site doesn’t matter that much. What matters most is that you consistently publish something every single day, and then you let your list know where to find your videos at.

**Create 3 Types of Content in 1 Fell Swoop.** Hopefully, you’ve honed in to one publishing method that will work for you. And honestly, that’s all you need to do. But if you want to really hit it out of the park, my suggestion is to follow my one sweet trick where you can do the work of only one publishing method, but end up publishing to all three methods with minimal effort!

To do this, you’ll want to choose video as your publishing method. Think of a topic, hold up your phone, and record yourself talking. Usually that’s where you’d stop if you were just doing video, right? But in this situation, you’re going to do a few quick steps to turn that same content into two more publishing

methods. First, download the audio and upload it to your podcast. Second, get the audio transcribed at [temi.com](https://temi.com) for \$.10/minute and upload the transcription onto your blog on Medium. Boom! You've now published in all three places while only doing the actual work of one!



**Start Publishing Today.** If you're just starting out and you don't have a list yet, today is the time to start publishing. If you've already got a small list, today is the time to start publishing. And if you've got a gigantic list, today is the time to start publishing.

Did you see the common thread with all of those statements? If you don't start publishing today, you're delaying your success, and you might never even start. You'll make excuses like, "I have to wait until (your lead magnet) is finished or until (your sales page) is perfect." I have news for you: your business will never be completely finished, and it will never be completely perfect. You need to get your stuff to 80% done, and then go! Repeat after me: Done is better than perfect!

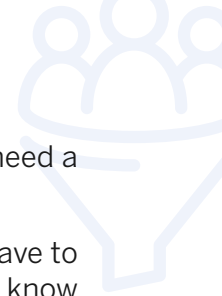
Imagine if you started building your list, and you told them, "I'm going to come out with a product in a couple of months from now. It's going to be amazing." If you don't continue to nurture that list, they're going to forget about who you are. Then, when your product comes out and you launch it, nobody will buy it. You would have wasted all your time and energy into building your list because you didn't build a relationship with your people. It's a two-step process: build a list, then build the relationship.

**Document the Journey.** Why are we so captivated by before and after photos, whether it's in the weight loss industry or in the house flipping business? Because they show us the journey someone went through! They show us how difficult the transformation must have been.

If we just joined the journey when they had lost the weight, or when the house was renovated, we wouldn't really "get it." Where were the trials they went through? What happened along the way? Where was the heartache, the sorrow, the triumphs, and the joy?

Some of you are thinking, "Russell, I can't publish because I haven't met my goal yet. When I lose 100 pounds, though, that's when I'll start publishing about my weight loss journey." Or maybe you're thinking, "When I make \$100 million, then I'll start talking about my business journey."

If you waited until you met your goal, do you know how much of a disservice you would be doing for



your audience? They are likely starting toward the beginning of their journey as well, and they need a leader to help them get to the next step.

Let me be real clear: you don't have to meet your end goal in order to help someone; you just have to be one or two steps in front of them. If you're one step in front of them, and they start getting to know you through your blog, podcast, or vlogs, people will want to follow you. It's natural.

Jay Abraham said that people are silently begging to be led. They're walking around with the umbilical cord on their belly button, trying to find someone to plug into. They'll either plug in to you, or they'll find someone else to plug into. This is your opportunity.

Your audience need to know that someone actually gets them and understands their struggles and frustrations. It's pretty difficult to really remember what life felt like several years ago, but it's pretty easy to remember what life felt like a few months ago. The pain is still raw, the wounds are still fresh, and that is one of your greatest assets right now. You know how it feels to be in your audience's shoes, because the pain and the triumphs are so recent.

If I felt qualified to start teaching marketing, guess what? I probably wouldn't have started teaching marketing yet. When I started my podcast, I didn't feel qualified. It's insane to me that all these people trust me, because I'm just figuring this out on my own. I didn't go to school for this. I don't have an MBA or a doctorate or even a regular degree in marketing. I'm just obsessed with it.

What's interesting is that the more I started publishing, the better I got. Steve Larsen even told me one time, "I started listening to your 'Marketing in Your Car' podcast, and, for the first 45 episodes or so, it wasn't very good. But around episode 45-46, it started getting good, and now it's on fire."

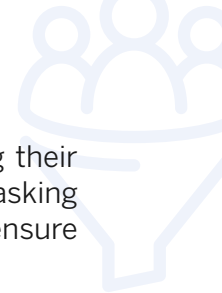
Most people will start publishing, and put out three to four blog posts, or podcasts, or vlogs, and give up. Maybe they don't see the traffic coming in, or the R.O.I., or they feel like they're not doing a great job. Thankfully, I didn't even know how to check my stats for like four years. For four years, I had no way to know if anyone was even listening. I just kept publishing and never quit. Finally, after four years, we figured out how to track our stats. That's when we realized we did have a following; but we didn't for the first three years.

So regardless of where you're at on your journey, start publishing today. People will plug in to you at different points of your journey, and along the way, you'll build your relationship with your list and really be able to serve your audience in the most amazing ways possible.

**Testing Your Material.** By publishing today, not only can you help people along the way who are just a step or two behind you on your journey, but you can also test out your material.

Think of your favorite comedian for a minute. You've seen them perform on stage or on TV, and you probably laugh so hard you could cry because something in their message resonates with you. They get you. Do you think they were always hilarious, though? Most likely, they spent years refining their material. They probably told thousands of jokes in their lifetime to everyone they met. The more they told them, the more they perfected the joke, the delivery, and the timing. And then, every now and then, their joke would make their audience laugh.





Then, they performed those jokes at local comedy shows or dive bars, continually perfecting their message, until finally they booked comedy shows nationwide. For many years, they did what I'm asking you to do: they tested out their material. Just as they've perfected their message, you need to ensure your message resonates with your audience as well.

Can you imagine how good of a story teller you'll be if you write, talk, or vlog every day for a year? I bet you'll learn real quick which stories and messages resonate with your audience through the comments and emails you'll receive. That feedback should guide you on which products and services you should sell. Let your audience tell you what they need and want. Similarly, you'll realize that when you're not getting much feedback from some of your content, you still need to work on the message, the timing, and the delivery.

Sometimes we hit it right out of the ballpark with one of our podcasts, and then I'll create an entire lead funnel around one episode. You can do that, too, by giving away your best episode as your lead magnet by saying, "If you'd like to get my number one episode ever downloaded on iTunes where I share (your hook), put in your email address." After they opt in, they can listen to that episode immediately on your thank you page, and then you can suggest they subscribe to your podcast to stay connected.

**Finding Hooks.** As you tell your stories over and over, finding out which ones resonate with your audience, you can also test out different curiosity hooks. Your audience is giving you data every day you publish; you just have to be aware of it. Which headlines give you more readers? Which phrases give you more listeners? Which messages give you more viewers?

As you test out different headlines, you can track which content gets more traffic. When you've found a few winners, you have great material to use in your ads because you'll know which hooks grab your audience and draw them in to you. By publishing every day, you'll build the relationship with your list and be able to really help them.

Some people think they can start or grow their business without first doing the foundational work explained in this book. When things inevitably don't work out, and they come to me super frustrated that they're not getting any opt ins, I say to them, "Well, have you done everything I told you to do in this book? Have you published every day? What are the hooks that worked for your audience in the past? What material have you tried? What do they listen to? What do they like?"

They haven't done the work, though, so they have no clue what resonates with their audience. Not putting in the work, yet expecting the reward, is like watching a race from the finish line and then holding out your hand for a medal. Remember this: rewards only come to those who put in the work.

So whether you're just starting out or whether you've got a massive following already, follow the five steps inside of this book to create your lead funnel. Don't wait until your product is ready; don't wait until everything is perfect. Start today, because once you start, you'll begin growing the relationship with your list, and as we all know... the money is in the list!



SWIPE FILES:

# FUNNELS



# The Kiss Test

by David DeAngelo



**Double Your Dating | David DeAngelo's Kiss Test**

**How To Tell If A Woman Is Ready For Your Kiss – And How To AVOID Rejection...**

**Know what?**  
I used to have NO CLUE how to tell if a woman was ready to be kissed...  
I could be sitting there talking to her, thinking to myself "Wow, her lips really look nice..." but I didn't know what to do next. This would often leave me kissless, and many times kissless for good, as I didn't get another chance.

**And, of course, this drove me NUTS.**  
I can't tell you how many chances I missed to have interesting, fun, sexy women in my life... all because I didn't know how or when to go for the first kiss.  
Sound familiar?

**Download Your Ebook Now!**

**100% Money Back Guarantee. Love It or It's Free**  
(I'm Interested!) ...Tell Me More

With David DeAngelo's "Kiss Test," you can learn dating secrets on this original landing page for the website: "Double Your Dating."

**HOOK** The "Kiss Test."

**STORY** "You're about to learn secrets that most men will never know about women," like whether or not they want to be kissed, how to start up conversations without using "pick-up lines," and fun, free places to take women on dates.

**OFFER** Enter your first name and email address to receive the free digital article with the "Kiss Test" and other secrets.

**THANK YOU PAGE** Get instant access to the article. You can also purchase the "Double Your Dating" ebook.

## "You're About To Learn Secrets That Most Men Will Never Know About Women..."

Inside you'll learn...

- "The Kiss Test" - How to tell if she's ready to be kissed.
- The difference between how men and women think about dating - and why most women want to keep you from being successful.
- How to use "secret" body language to keep a woman's attention.
- How to approach a new woman that you'd like to meet - and exactly what to say to start a conversation without "pick up lines".
- Fun places to take women that are FREE - no paying for expensive dates...
- And much, much more...

Just use your first name and valid email as your password - then click the "Free Instant Access!" button to enter (Use the same password when returning. All information kept 100% confidential). Allow the next page a few seconds to load.

First Name:

E-Mail:

[Free Instant Access!](#)



<https://bit.ly/2CljAee>

\*Because this was an original landing page, the URL takes you to the article, not a squeeze page.

# The Marketing Secrets Blackbook

by ClickFunnels



## The Marketing Secrets Blackbook "99 Marketing Secrets That Will Change Your Business... And Change Your Life!"



**Free Instant Access!**

Enter your best email below and I'll send you a FREE copy of my new book, the "Marketing Secrets Blackbook!"

Enter Your Email...

Send to Messenger

WhatsApp

**Get Access Now!**

All Your information is safe with us and will not be shared with any third party.

Want To Know How We Took ClickFunnels From ZERO To Over \$100,000,000 In Sales In Just 3 Short Years...? Then Get Your **FREE Digital Copy** Of The 'Marketing Secrets Blackbook' Now!

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With ClickFunnels' ebook, *Marketing Secrets Blackbook*, you'll learn the 99 best ideas inside the "Marketing Secrets" podcast with this ebook's comprehensive summary.

**HOOK** "The Marketing Secrets Blackbook" (illustrated with a padlocked image of book).

**STORY** "99 marketing secrets that will change your business... And change your life... How we took ClickFunnels from zero to over \$100,000,000 in sales in just 3 short years."

**OFFER** Enter your email address (and/or subscribe via Messenger) to receive the free ebook: *Marketing Secrets Blackbook*.

**THANK YOU PAGE** Click to download the ebook. You can also download the "Marketing Secrets Binge Guide" and subscribe to the "Marketing Secrets" podcast.

## Thanks For Signing Up!

The Download Links Are Ready For You...

**STEP #1** - Subscribe To The Marketing Secrets Podcast Now



**STEP #2** - Download Your Gifts



↓ Download Now

Click Here To Download The Marketing Secrets Blackbook



↓ Download Now

Click Here To Download The Marketing Secrets Binge Guide



<https://bit.ly/2JXcxVp>

# Marketing Secrets Binge Guide

by ClickFunnels



The landing page features a large image of the 'Marketing Secrets Binge Guide' on the left. The guide is shown as a stack of three books: 'Marketing Secrets Binge Guide', 'Marketing Secrets Blackbook', and 'Marketing Secrets Startup to \$100,000,000'. To the right of the image, the text reads: 'Free Download The Marketing Secrets Binge Guide'. Below this, it says: '"Listen In Behind The Scenes Of Our Journey From STARTUP To \$100,000,000..."'. There is an email input field with the placeholder text 'Enter Your Email...'. Below the field, there are two social media icons: 'Send to Messenger' and 'Join My Facebook Group'. A green button labeled 'Download The Binge Guide Now!' is positioned below the social media icons. At the bottom, a small disclaimer states: 'Your information is safe with us and will not be shared with any third party.' At the very bottom, the footer reads: 'Etison, LLC - All Rights Reserved | Terms Of Service | Privacy Policy | Contact Us'.

With ClickFunnels' guide, "Marketing Secrets Binge Guide," you can quickly find summaries and the links to listen to every episode (up to #467) of the "Marketing Secrets" podcast.

**HOOK** "The Marketing Secrets Binge Guide."

**STORY** "Listen in behind the scenes of our journey from startup to \$100,000,000."

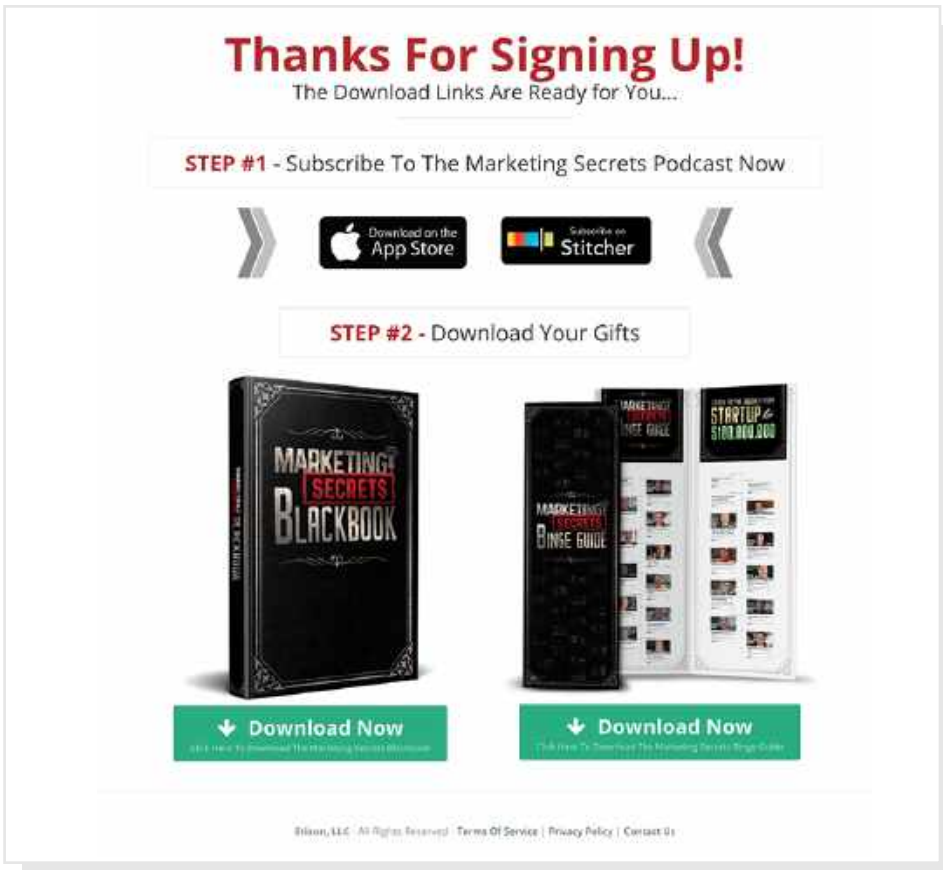
**OFFER** Enter your email address (and/or subscribe via Messenger) to receive the free digital guide: "Marketing Secrets Binge Guide."

## THANK YOU PAGE

Click to download the guide. You can also download the *Marketing Secrets Blackbook* and subscribe to the "Marketing Secrets" podcast.



<https://bit.ly/2CGYUDz>



The Thank You page features a large heading 'Thanks For Signing Up!' in red, followed by the subtext 'The Download Links Are Ready for You...'. Below this, there are two steps: 'STEP #1 - Subscribe To The Marketing Secrets Podcast Now' and 'STEP #2 - Download Your Gifts'. Under Step 1, there are two buttons: 'Download on the App Store' and 'Subscribe on Stitcher'. Under Step 2, there are two images of books: 'Marketing Secrets Blackbook' and 'Marketing Secrets Binge Guide'. Below each book image is a green button labeled 'Download Now'. At the bottom, the footer reads: 'Etison, LLC - All Rights Reserved | Terms Of Service | Privacy Policy | Contact Us'.

# The Ultimate Social Media Swipe File

by DigitalMarketer

DIGITALMARKETER +1 (512) 600-4363

FREE DOWNLOAD

## The Ultimate Social Media Swipe File

"Copy & Paste" these 72 PROVEN headline formulas to get more clicks from Facebook, Twitter and your own blog...

- 13 "piggy-back" headlines that ethically align, your message with trusted brands and authorities...
- 18 "threatening" headlines you can deploy in any market (be careful with these...)
- The absolute easiest headline formula to write...and 41 examples you can "copy and paste" plus...
- 3 simple hacks to optimize any headline in 12 seconds or less...

Where should we send your template?

First Name:

Last Name:

Email:

Are you an agency or marketing consultant?  
☐ Yes ☐ No

Do you manage a sales and/or marketing team?  
☐ Yes ☐ No

☐ By checking this box, I agree to DigitalMarketer's Limited Liability Policy and Terms and Conditions.

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"This is the exact same 'swipe file' the team at Digital Marketer uses every day to optimize all our social media posts and blog headlines. Download it and use them... they work!"

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Inside DigitalMarketer's "The Ultimate Social Media Swipe File," you'll get the exact templates that DigitalMarketer uses to optimize their social media posts and blog headlines.

**HOOK** "The Ultimate Social Media Swipe File."

**STORY** "'Copy and paste' these 72 proven headline formulas to get more clicks from Facebook, Twitter and your own blog."

**OFFER** Enter your first name, last name, and email address (and answer two yes/no questions) to receive the free digital templates: "The Ultimate Social Media Swipe File."

**THANK YOU PAGE** Check your email for a link to download the templates. You can also purchase their "Social Selling System" for \$7.

IMPORTANT: Your "Social Media Swipe File" is on its way! Due to factors outside of our control (email throttling, send time, etc...), it could take up to 10 minutes for you to receive the confirmation email with access instructions. While you wait, read the page below to learn how to generate leads and sales from organic social media.

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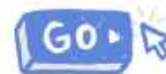
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How To Leverage Facebook, Twitter, LinkedIn, Pinterest and More To Sell Your Products/ Services (without actually selling)

**Social Selling: How to Generate Leads and Sales from Social Media**

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by DigitalMarketer

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Copy & Paste These 8 Proven Facebook Ad Campaigns To Create Low-Cost, High-Converting Ads On-Demand...

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- 11** The 11 word ad that netted \$208,465 in sales using one simple principle of buyer persuasion. (This formula works in ANY market.)
- The "You Forgot" reminder trick that brings in tons of new customers and leads, even after they've already said NO to your offer! (We use this one over and over... and you should too.)
- The "Use \_\_\_\_\_" question formula that drives down click costs and sharply increases conversions. (Just fill in the blank and watch your click cost and costs plummet.)
- Plus... we'll reveal our Top 3 Facebook ads that generated a combined 110,422 leads for just \$1.76 a piece. (And how we made our money back quickly.)

**GET YOUR TEMPLATES**

**Ryan Deiss** - Co-Founder & CEO, DigitalMarketer.com

"When we need to quickly come up with new Facebook ads, these are the "templates" the DigitalMarketer team uses to create them. Download them and use them... they work!"

**Get these ad templates to improve your FB ad campaigns today!**

First Name:

Last Name:

Best Email:

Are you an agency or marketing consultant?  
☐ Yes ☐ No

Do you manage a sales and/or marketing team?  
☐ Yes ☐ No

☐ By checking this box, I agree to DigitalMarketer's Limited Privacy Policy and Terms and Conditions.

**GET YOUR TEMPLATES**

You're So Close! Fill Out This Form For Your Templates

First Name:

Last Name:

Best Email:

Are you an agency or marketing consultant?  
☐ Yes ☐ No

Do you manage a sales and/or marketing team?  
☐ Yes ☐ No

☐ By checking this box, I agree to DigitalMarketer's Limited Privacy Policy and Terms and Conditions.

**GET YOUR TEMPLATES**

Inside DigitalMarketer's "The Facebook Ad Template Library," you'll get the exact templates that DigitalMarketer uses when they create their own Facebook ads.

**HOOK** "The Facebook Ad Template Library."

**STORY** "Copy and paste these 8 proven Facebook ad campaigns to create low-cost, high-converting ads on-demand."

**OFFER** Enter your first name, last name, and email address (and answer two yes/no questions) to receive the free digital templates.

**THANK YOU PAGE** Check your email for a link to download the templates. You can also purchase their "\$10 a Day Traffic Plan" for \$7.

**IMPORTANT!** Your "Facebook Ad Templates" are on their way! Due to a recent update to our system (email tracking, send time, etc.), it could take up to 48 hours for you to receive the confirmation email with access instructions. While you wait, read the page below to learn how to create a profitable ad campaign for only \$10 a Day.

DIGITALMARKETER

+1 512 800-4262

## INTRODUCING: The \$10 a Day Traffic Plan

How To Leverage Facebook To Quickly (And Cheaply) Launch, Test And Scale Your Traffic Campaigns.

**LEARN MORE** **JOIN THE PLAN - \$7.00**

**The \$10 a Day Traffic Plan**

How to build or grow any business with just \$10 a day in paid traffic.

**What is "The \$10 a Day Traffic Plan"?**

**A 21-Step Paid Traffic Plan Roll Out Plan**

This is a proven plan to help you quickly roll out new traffic campaigns so you can identify winners... but more importantly identify the losers that are costing you money.



<https://bit.ly/2WqWOis>

# The Ultimate Email Marketing Metrics Guide

by DigitalMarketer



The screenshot shows a landing page for DigitalMarketer. At the top left is the DigitalMarketer logo. The main heading is 'The Ultimate Email Marketing Metrics Guide (& Tracking Sheet)'. Below this is a 'Download Your Guide' section with input fields for 'First Name', 'Last Name', and 'Business Email'. There are two radio button questions: 'Are you an agency or marketing consultant?' (Yes/No) and 'Do you manage a sales and/or marketing team?' (Yes/No). A checkbox states 'By checking this box, I agree to DigitalMarketer's Limited Privacy Policy and Terms and Conditions.' A green button reads 'GET YOUR FREE GUIDE & CHECKLIST'. On the left, there's a preview of the guide's cover and an open page showing a table of metrics. Below the form, text says 'Get Your Emails Out of the Promotions Tab...' and 'Use this plug and play guide & tracking sheet to track, analyze, & optimize your email marketing strategy. You'll get...'. A bulleted list follows: 'The definitive list of MUST track metrics (and how to calculate them)', 'How to apply each stat to different mail types (not all mail campaigns can or should be created equally)', and 'Your own tracking spreadsheet to analyze your results (you just plug in your numbers and it takes care of the rest)'. To the right is a 3D mockup of the guide. The footer contains the DigitalMarketer logo, address (4330 Gaines Ranch Loop, Ste. 120, Austin, TX 78735, Phone: 512-600-4353), and the tagline 'LET US HELP YOU BECOME THE SMARTEST MARKETER IN THE ROOM'.

**DIGITALMARKETER**

## The Ultimate Email Marketing Metrics Guide (& Tracking Sheet)

Download Your Guide

First Name

Last Name

Business Email

Are you an agency or marketing consultant?

☐ Yes ☐ No

Do you manage a sales and/or marketing team?

☐ Yes ☐ No

☐ By checking this box, I agree to DigitalMarketer's Limited Privacy Policy and Terms and Conditions.

**GET YOUR FREE GUIDE & CHECKLIST**

Get Your Emails Out of the Promotions Tab...

Use this plug and play guide & tracking sheet to track, analyze, & optimize your email marketing strategy. You'll get...

- The definitive list of MUST track metrics (and how to calculate them).
- How to apply each stat to different mail types (not all mail campaigns can or should be created equally).
- Your own tracking spreadsheet to analyze your results (you just plug in your numbers and it takes care of the rest).

**THE ULTIMATE EMAIL MARKETING METRICS GUIDE [ & TRACKING SHEET ]**

Plug and Play Guide to Track, Analyze and Optimize Your Email Marketing Strategy

**DIGITALMARKETER**

4330 Gaines Ranch Loop, Ste. 120  
Austin, TX 78735  
Phone: 512-600-4353

**LET US HELP YOU BECOME THE SMARTEST MARKETER IN THE ROOM**

With the guide from DigitalMarketer, “The Ultimate Email Marketing Metrics Guide,” you will learn how to analyze your email campaigns and improve their performance.

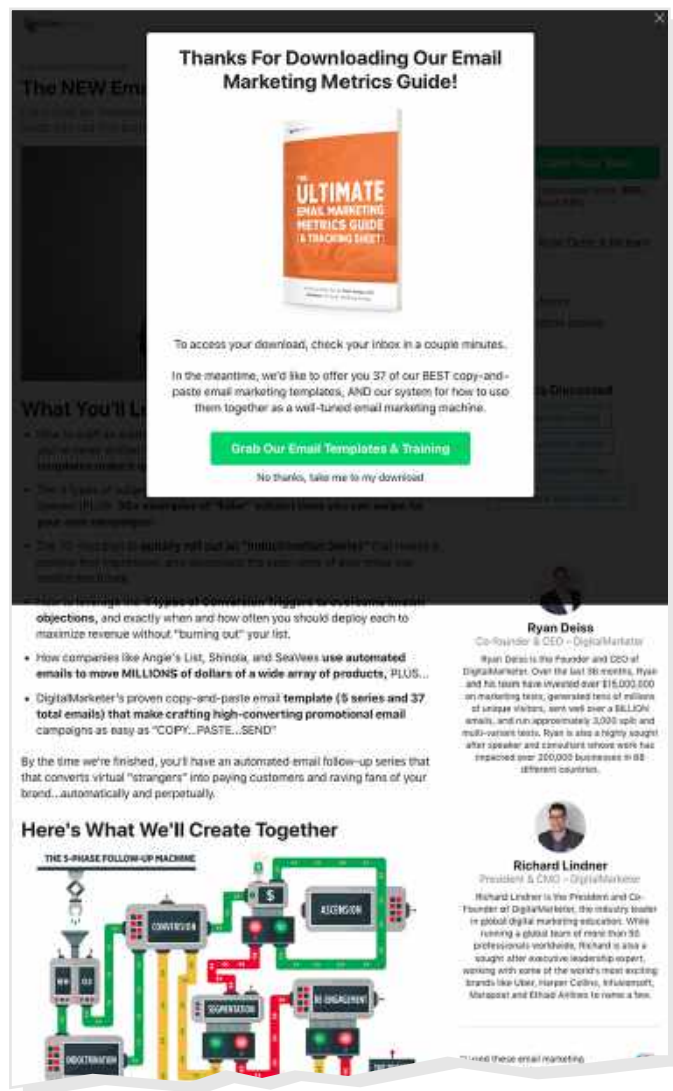
**HOOK** “The Ultimate Email Marketing Metrics Guide.”

**STORY** “Get your emails out of the promotions tab [by using] this plug-and-play guide and tracking sheet to track, analyze, and optimize your email marketing strategy.”

**OFFER** Enter your first name, last name, and email address (and answer two yes/no questions) to receive the free digital guide and checklist: “The Ultimate Email Marketing Metrics Guide (& Tracking Sheet).”

# The Ultimate Email Marketing Metrics Guide

by DigitalMarketer



(PAGE CONTINUES)

**THANK YOU PAGE #1** Check your email for a link to download the guide and tracking sheet. You can also purchase 37 of their best email templates and system on how to use them. If you click “No thanks, take me to my download,” you are taken to Thank You Page #2.



**THANK YOU PAGE #2** Click to download the guide and redeem additional free training about the “Customer Factory Framework.” You can also get a 30-day free trial of “DigitalMarketer Lab” (then \$49/mo. after trial).



<https://bit.ly/2HJQZcC>

# Effortlessly Engaging Women with Confidence

by Aura Transformation



In the video course by David Tian, Ph.D., you can learn powerful step-by-step lessons on dating, relationships, masculinity, and lifestyle.

**HOOK** “Effortlessly Engaging Women with Confidence.”

**STORY** Learn how to “build bulletproof beliefs and mindsets [so you can] have total control and confidence in [your] dating life.”

**OFFER** Enter your name and email address to receive the free digital video course: “Effortlessly Engaging Women with Confidence.”

**THANK YOU PAGE** Check your email for a link to download the video course. You can also purchase the “Perfect Date System” for \$7.



*Before training at Aura, I never felt in control of my emotions and choices and often found myself reacting to the games women were engineering. David taught me how to build bulletproof beliefs and mindsets, and now I have total control and confidence in my dating life—I'm able to choose what kind of relationships I want with the woman I want. A true pioneer and innovator in his field, Dr. Tian's coaching helps you find your inner strength and rebuilds you from the inside out. Do it, you will not regret it.*

*Richard Lee (31, USA/Singapore)*

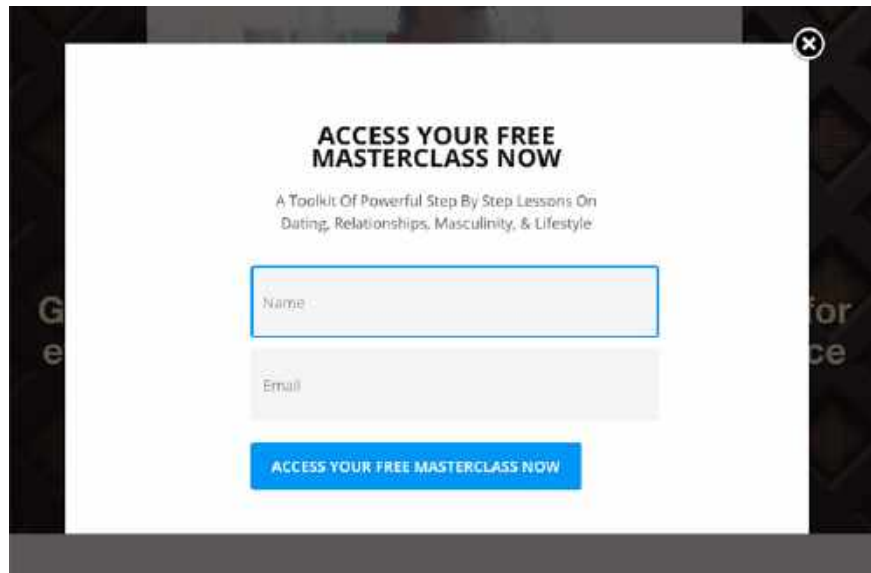


LEARN MORE

Privacy Policy | Terms & Conditions | FTC Disclosure | Contact Us | Copyright © 2009-2016 Aura Dating Pte. Ltd. All Rights Reserved. Information on this website may not be copied, reprinted, or redistributed without express written consent. Aura Dating Pte. Ltd. is not responsible for content on external web sites. Aura Dating (Pte.) Ltd. 14 Robinson Road, Singapore 048945 | Aura Transformation Ltd. Office 3 Unit B, Riverside Works, Imperial Way, Watford, Northamptonshire, WD20 4YY, UK

# Effortlessly Engaging Women with Confidence

by Aura Transformation



A screenshot of a web form titled "ACCESS YOUR FREE MASTERCLASS NOW". Below the title is a subtitle: "A Toolkit Of Powerful Step By Step Lessons On Dating, Relationships, Masculinity, & Lifestyle". The form contains two input fields: "Name" and "Email". Below these fields is a blue button labeled "ACCESS YOUR FREE MASTERCLASS NOW". The form is set against a dark background with a subtle pattern.



A screenshot of a sales page for "The Lazy Man's Way To Perfect Dates" by AURA. The page features the AURA logo in the top left and "About Login" in the top right. The main heading is "The Lazy Man's Way To Perfect Dates" with a subtext: "Do LESS on dates and get MORE than ever before". Below this is a button that says "Click for sound". The main body of text reads: "It's 7 dollars that you absolutely do not have to pay if you decide the training isn't of any use to you." followed by "David, you may be full of it... but what have I got to lose? Send me the Perfect Date System!". A disclaimer follows: "If I decide that the Perfect Date System is not for me - for any reason - within that time, cancel my order immediately. On that basis, here's my seven bucks." At the bottom is an orange button labeled "GET ACCESS NOW (\$7)".



<https://bit.ly/2V0xSOs>

# 7 Monstrous Ways to Improve Your AdWords Performance

by KlientBoost

In KlientBoost's guide, "7 Monstrous Ways to Improve Your AdWords Performance," you'll get actionable ideas for higher-converting ads.

**HOOK** "7 Monstrous Ways to Improve Your AdWords Performance" (illustrated with monster imagery).

**STORY** Learn how to incorporate Google AdWords with your landing pages to get "quality traffic, high-converting landing pages, and a sales process that squeezes out the highest lifetime values possible."

**OFFER** Enter your email address to receive the free digital guide: "7 Monstrous Ways to Improve Your AdWords Performance."

The landing page features a dark, Halloween-themed background with silhouettes of trees and a fence. At the top, the KlientBoost logo is in the center. Below it, the title "7 Monstrous Ways to Improve Your AdWords Performance" is displayed. To the left is a 3D mockup of the guide's cover, which has a black background with green and white text and two cartoon ghost characters. To the right, it says "25 Pages | 15 Minute Read" and includes a form for "Your Favorite Email" with a red "GET MY FREE GUIDE >>" button.

**You Need This Guide. Here's Why:**

- AdWords isn't an isolated marketing channel.
- It takes quality traffic, high converting landing pages, and a sales process that squeezes out the highest life-time-values possible.
- This guide touches on all three.
- But more importantly, it gives you actionable ideas you can implement today, so you can see the results tomorrow.

**What's In This Spooky Thing?**  
Seven chapters to scare the pants off your competitors.

- 1 Dive Deep Into The Bottomless Abyss
- 2 Unravel Your AdWords Account
- 3 Transform Your Campaigns & Landing Pages
- 4 Drink Your Bleeding Campaigns Dry
- 5 Freeze Your Competitor's Progress
- 6 Find The Best Performing Offers
- 7 Swamp Your Prospects With Value

**“KlientBoost makes some of the most brilliant and beautifully designed PPC and landing page resources. This AdWords Halloween guide on the other hand, trumps anything that I've seen them make before. Download and reap the rewards.”**

**Sujan Patel**  
Co-Founder @ContentMarketing

**7 Monstrous Ways to Improve Your AdWords Performance**

**GET MY FREE GUIDE >>**

Copyright © KlientBoost

# 7 Monstrous Ways to Improve Your AdWords Performance

by KlientBoost



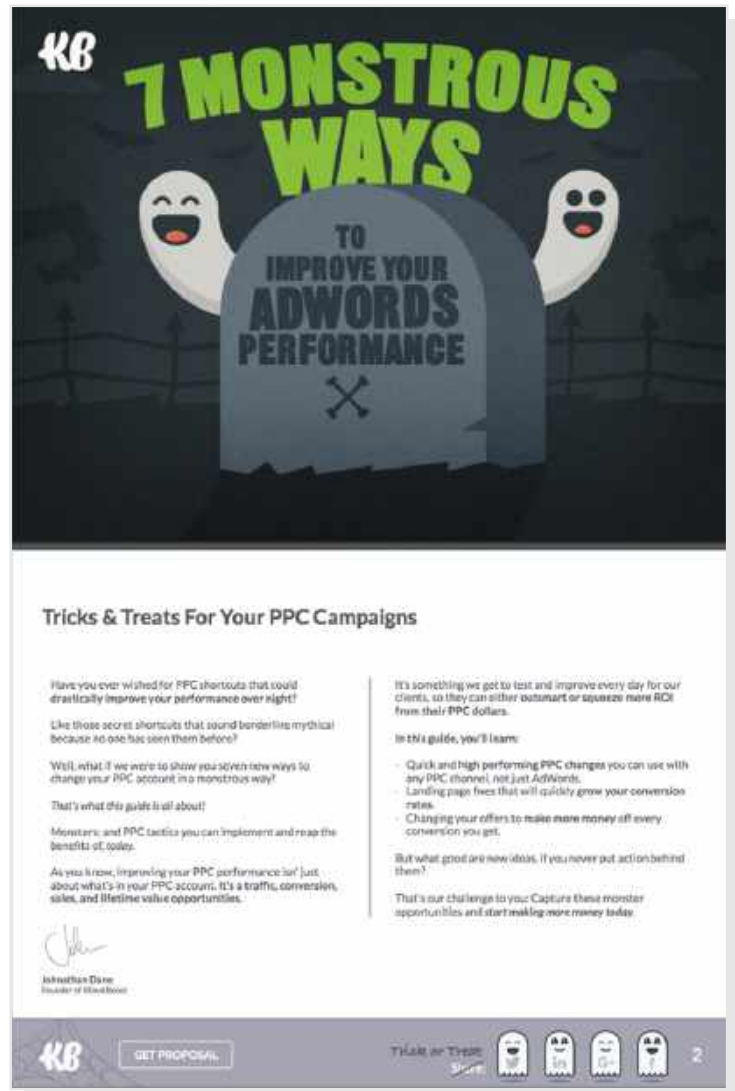
## THANK YOU PAGE #1

Click to download the guide.

**THANK YOU PAGE #2** Inside the guide, you can click “Get Proposal” to request a custom proposal.



<https://bit.ly/2HPHnXl>





# The Swipe File Newsletter

by Jimmy Daly



**Jimmy Daly** · HOME · ABOUT · HOW · PODCAST · TOOLS/IDEAS · SOURCE · SUBSCRIBE



## The Swipe File Newsletter

**Your weekly dose of creative inspiration.**

Swipe File is a newsletter for people who want more from their work. It's an exploration of this awkward time between college and retirement. So far, 4,600+ people dig it, including folks from Google, Apple, Spotify, *New York Times*, Marriott and Harvard. Want to join the fun?

**Join 4,600+ subscribers**

Email

**Sign me up!**

Thanks, your signup was successful!

**Join 4,600+ subscribers**

Email


**Sign me up!**

You can expect:

- Inspiring stories, useful tools or quotes.
- Non-obvious advice for maximizing creativity and productivity.
- Book recommendations, podcasts and interviews.
- Occasional cursing.

Instead of fetishizing the latest content, I dig around the web in search of timeless information and interesting stories. [See past issues.](#)

People from all over the world are digging Swipe File.



*"In every issue of Swipe File there is at least one thing that changes the way that I work or the way I think about work. The Internet is full of crappy newsletters that deliver zero value. Swipe File is not one of those."* — Val Geisler

*"Jimmy — Just wanted to say how much I am loving getting these emails! I don't have a ton of time to sift through content so these hand-picked articles are super helpful since I trust your gauge of quality."* — Tina Kelly

*"You need to read what @jimmy\_daly is sharing at SwipeFile — thought juice for marketers."* — Ian Rhodes

*"I almost deleted this email. It sat in my inbox with a bunch of other crap. I needed to clean up. But I decided to give it a shot and it's one of the most valuable newsletters I've read in a while. Nice work. Every piece was relevant to me in some way."* — Ned Drayer

**Join 4,600+ subscribers**

Email

**Sign me up!**

Thanks, your signup was successful!

Inside Jimmy Daly's "Swipe File Newsletter," you'll find a weekly dose of creative inspiration with inspiring stories, useful tools, recommendations, and advice.

**HOOK** "The Swipe File Newsletter."

**STORY** Join 4,600+ other people (including folks from Google, Apple, and Harvard) to "receive your weekly dose of creative inspiration."

**OFFER** Enter your email address to receive the free digital newsletter: "The Swipe File Newsletter."

**THANK YOU PAGE** Check your email for the newsletter.

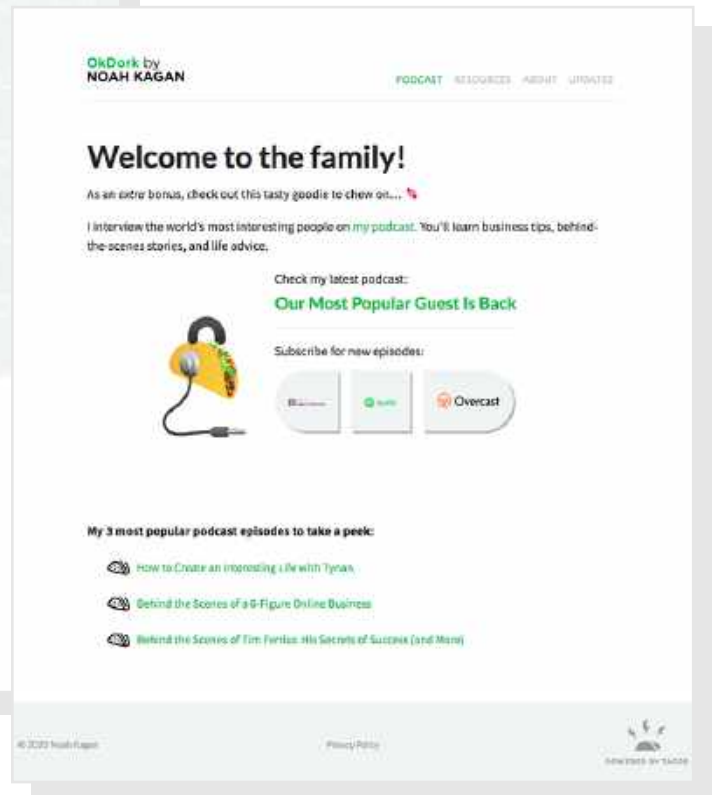
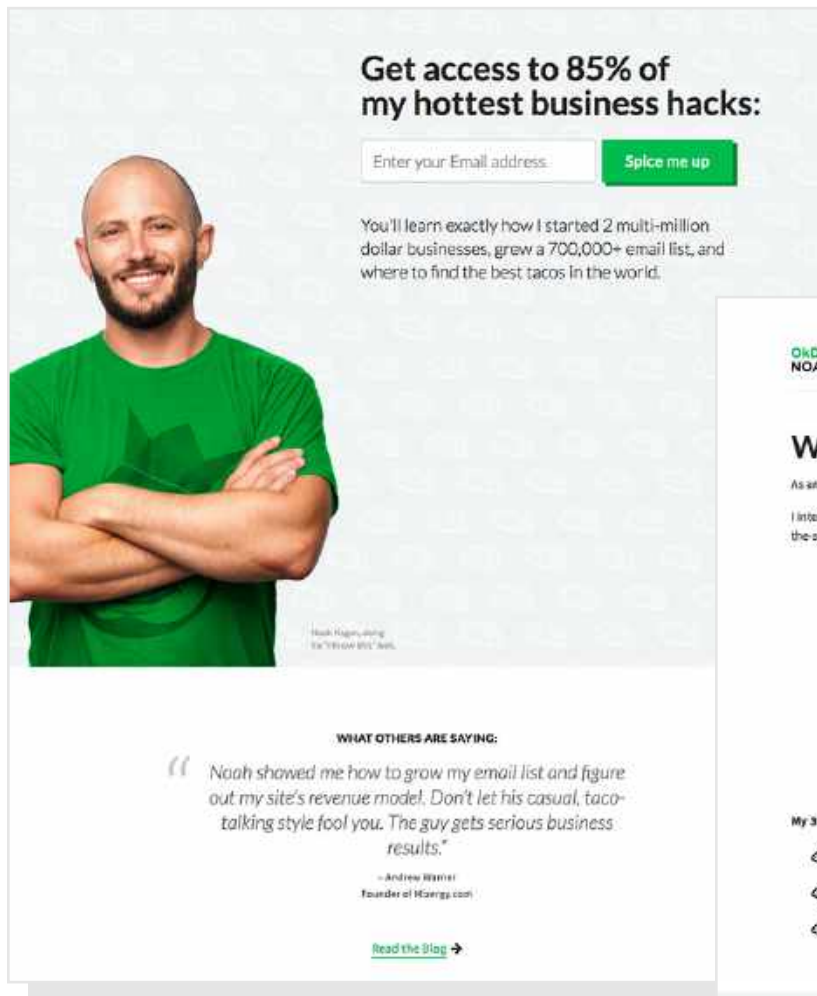


<https://bit.ly/2OvXbpl>



# OkDork Newsletter

by OkDork



In the OkDork newsletter, Noah Kagan helps you to build and grow your dream business using strategies from 8-figure entrepreneurs, famous CEOs, and more.

**HOOK** “Get Access to 85% of My Hottest Business Hacks.”

**STORY** “Learn exactly how I started 2 multi-million dollar businesses and grew a 700,000+ email list.”

**OFFER** Enter your email address to receive the free digital newsletter with Noah’s “hottest business hacks.”

**THANK YOU PAGE** Check your email for the newsletter. You can also subscribe to the “Noah Kagan Presents” podcast.



<https://bit.ly/2Uhyz93>

# Facebook Ads Evaluation

by StubGroup





**STUBGROUP**

(888) 545-8404

## Get Your Free Facebook Ads Evaluation

Uncover wasted spend, your most profitable audiences, and much more for free — a \$500 value!

StubGroup Advertising is a leader in the top 1% of all Google+ certified websites




### Are You Wasting Your Facebook Budget?

A recent news report<sup>1</sup> revealed that a successful businessman, with years of marketing and advertising experience, had wasted \$600,000 on his Facebook advertising in less than one week. Yikes!

You probably aren't spending anything close to \$600,000 on Facebook, let alone wasting that much. But it's very easy to quickly spend money on Facebook without generating the performance your business needs.

At StubGroup Advertising, our Facebook Ads and PPC advertising experts have solved this problem for businesses worldwide.

Let us help you, too. Get your free evaluation now — a \$500 value!



#### Just 7 Steps to Facebook Success!

1. Request your free Facebook performance evaluation (submit the form).
2. Receive a free phone consultation to discuss your Facebook goals.
3. Our Facebook experts will perform a thorough audit of your campaigns.
4. We'll identify wasted spend, your most valuable audiences, etc.
5. We will walk you through our entire evaluation by phone.
6. If you like what you see, let's talk about working together.
7. Whatever you do, our recommendations are yours free — a \$500 value!

### Request Your Free Evaluation

Find out how to save and make more money from Facebook Ads — a \$500 value!

Name \*

Email \*

Phone Number \*

Facebook Page / Website \*

Hi, I'm Megan, and it's my pleasure to help you. Do you have any questions?

**GET A FREE EVALUATION**

We Guarantee 100% Privacy  
Your information will not be shared.


Call Us with Questions!

Phone: (888) 545-8404  
Hours: 9am-5pm (CT)  
Days: Monday-Friday


\*As reported by [StubGroup.com](#)

### What Our Clients Are Saying


"So glad we chose to pass off our ad campaign management to StubGroup. Our account manager is quick to put any requests on our campaigns into effect, and more importantly, they give us the information we need to understand our ad campaigns."

 **Mac Spiller**, Maddox Industrial Transformer


"The StubGroup team has truly made a difference in my business and taken the headache out of marketing. They listened to the unique nature of my business, developed a plan, implemented that plan, tested that plan and it works... works well!"

 **Greg Bilbro**, Fair Property Buyers

"StubGroup has really done a great job for us. Not only have they honed and increased our click marketing efforts, but they are very responsive and quick to help us with questions and needs as well. Highly recommended."

 **Daniel Greer**, Marlow White Uniforms

"I used StubGroup to build my small business. They sought to understand the needs of my unique business before designing a strategy that would be most effective. I saw results as clicks translated into actual customers. I highly recommend StubGroup!"

 **Lisa Thomas**, One Rewards Midwifery

**GET A FREE EVALUATION**

© StubGroup Advertising

With StubGroup's "Facebook Ads Evaluation," you can get a thorough audit of your Facebook campaigns to identify wasted spend, your most valuable audiences, and more.

**HOOK** "Get Your Free Facebook Ads Evaluation" (\$500 value).

**STORY** Don't waste money on Facebook Ads like the successful businessman who "wasted \$600,000 on his Facebook advertising in less than one week."

**OFFER** Enter your name, email address, phone number, and Facebook page (or website) to receive the free phone call consultation: "Facebook Ads Evaluation."

by StubGroup

[Services](#)
[Blog](#)
[Hire Now](#)

(888) 545-8404

## FOR REQUESTING YOUR FREE FACEBOOK ADS EVALUATION!

One of our expert Facebook specialists will contact you soon to begin your evaluation.

## Our Clients Love Their Results

"Stubgroup has really done a great job for us. Not only have they honed and increased our PPC advertising, but they are very responsive and quick to help us with questions and needs as well. Highly recommended."

Daniel G.

Marlow White

Hire Now

### Site Links

- [Home](#)
- [About Us](#)
- [Our Services](#)
- [Blog](#)

### Recent Blog Posts

- [Scope Creep Happens, Here's What You Can Do about It.](#)
- [Google Case Study Credits StubGroup for Helping SuperBilz Boost Their Mobile Performance and See "Massive ROAS Growth"](#)

© StubGroup. All Rights Reserved. | [Privacy Policy](#)

Hi, I'm Megan and I'm so pleased to help you. Do you have any questions?

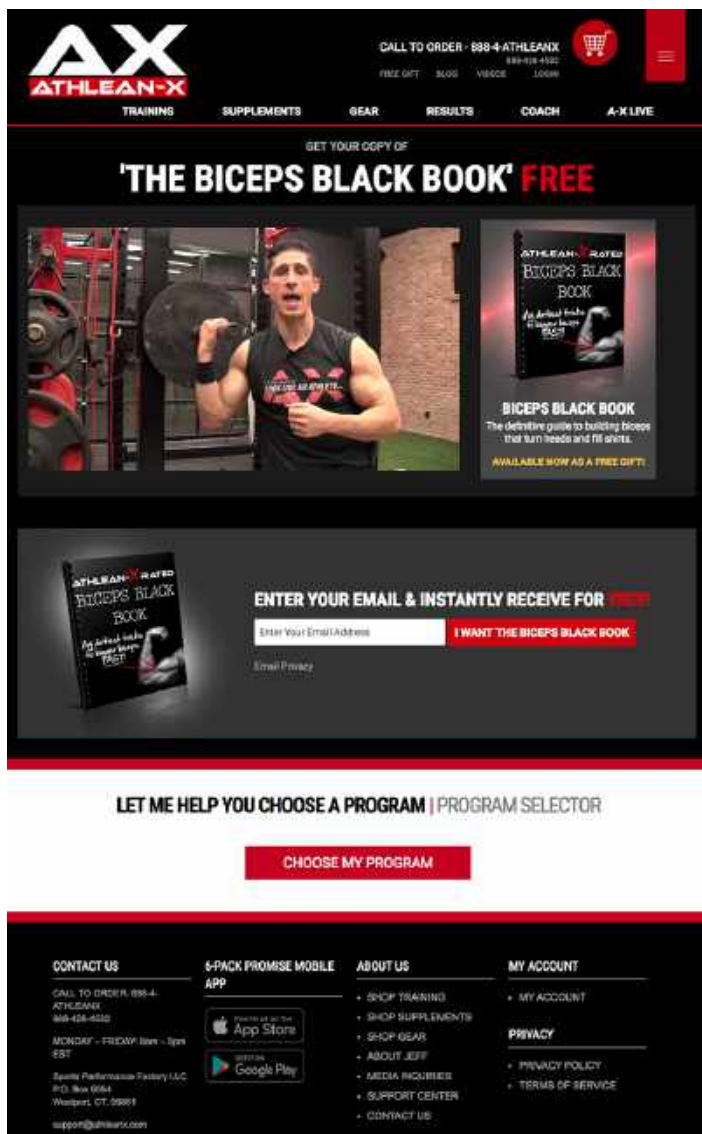
**THANK YOU PAGE** Wait for a call from one of their Facebook specialists to do your consultation. You can also read several client testimonials.



<https://bit.ly/2CBA5sH>

# Biceps Black Book

by ATHLEAN-X



Inside Jeff Cavaliere's *Biceps Black Book*, you can read the definitive guide to building bigger biceps.

**HOOK** "ATHLEAN-X RATED - Biceps Black Book."

**STORY** Learn "my dirtiest tricks to build biceps fast... that turn heads and fill shirts."

**OFFER** Enter your email address to receive the free ebook: *Biceps Black Book*.

**THANK YOU PAGE** Check your email for a link to download the ebook. You can also click "Choose a Program" to find the right personalized fitness program for you.



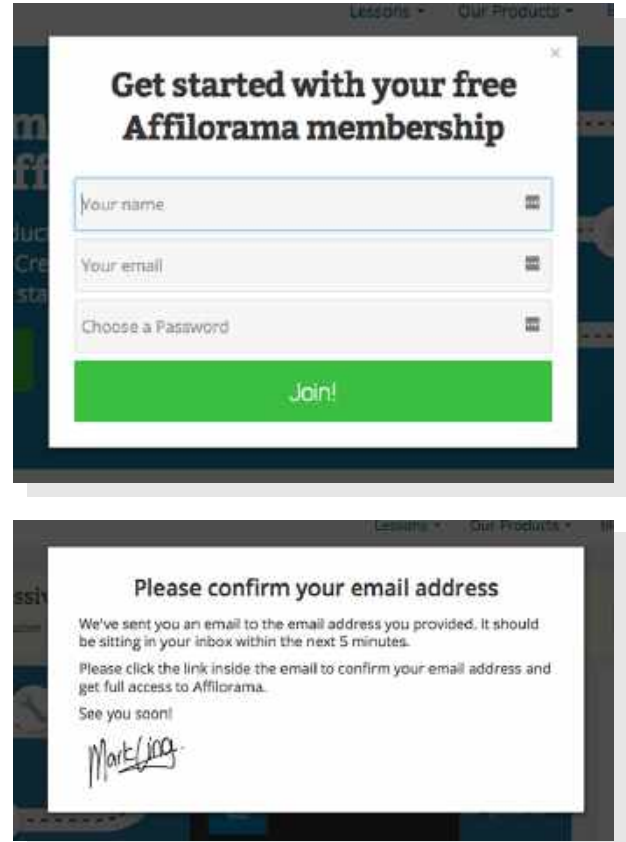
<https://bit.ly/2TAC99T>

# Affilorama Membership

by Affilorama



The Affilorama homepage features a blue header with the logo and navigation links. The main content area has a large blue banner with the text "Learn how to make money online as an affiliate" and a green "Join now - it's free!" button. Below this, a section titled "Become a member (it's free!) and you'll get..." lists three benefits: "Affiliate Marketing Quick-Start Guide", "Downloadable Roadmap to Success", and "120 Video Lessons". A green button "Create your free account and get started!" is prominently displayed. The page also includes logos for partner brands like MOZ, iTechnorati, Forbes, and FORTUNE, and a section for "Advanced affiliate training and tools" with links to Path2Passive, AffiloTools, and AffiloJetpack.



The sign-up form is titled "Get started with your free Affilorama membership". It contains three input fields: "Your name", "Your email", and "Choose a Password". A green "Join!" button is at the bottom. Below the form, a confirmation message states: "Please confirm your email address. We've sent you an email to the email address you provided. It should be sitting in your inbox within the next 5 minutes. Please click the link inside the email to confirm your email address and get full access to Affilorama. See you soon!" followed by a signature.

Inside Affilorama's membership portal, you can learn how to promote other people's products and make money for yourself."

**HOOK** "Learn How to Make Money Online as an Affiliate."

**STORY** "Join the largest affiliate marketing community and training website on the internet, discover the freedom of making money online."

**OFFER** Enter your name and email (and choose a password) to get your free Affilorama membership.

# Affilorama Membership

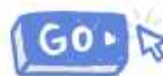
by Affilorama



**THANK YOU PAGE #1** Check your email for a link to verify your email address. Once verified, you can also get the first two pages of the new guide: "Pathway to Passive" (normally \$37).



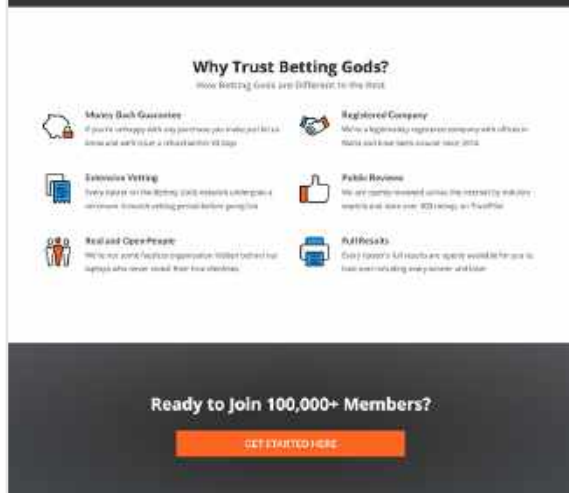
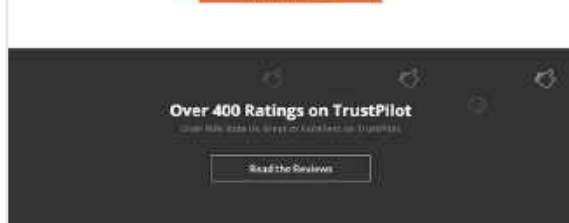
**THANK YOU PAGE #2** Once inside the member's area, you can also watch the webinar: "The 6-Step Formula for Making \$10k/mo. Online."



<https://bit.ly/2eWkeqC>

# Betting Gods Horse Picks Newsletter

by BETTING GODS



With the Betting Gods “Horse Picks” newsletter, you can see one horse racing pick daily so you can get a higher average profit per month and a greater return on your investment.

**HOOK** “Free Horse Racing Picks from Our Team of Experts.”

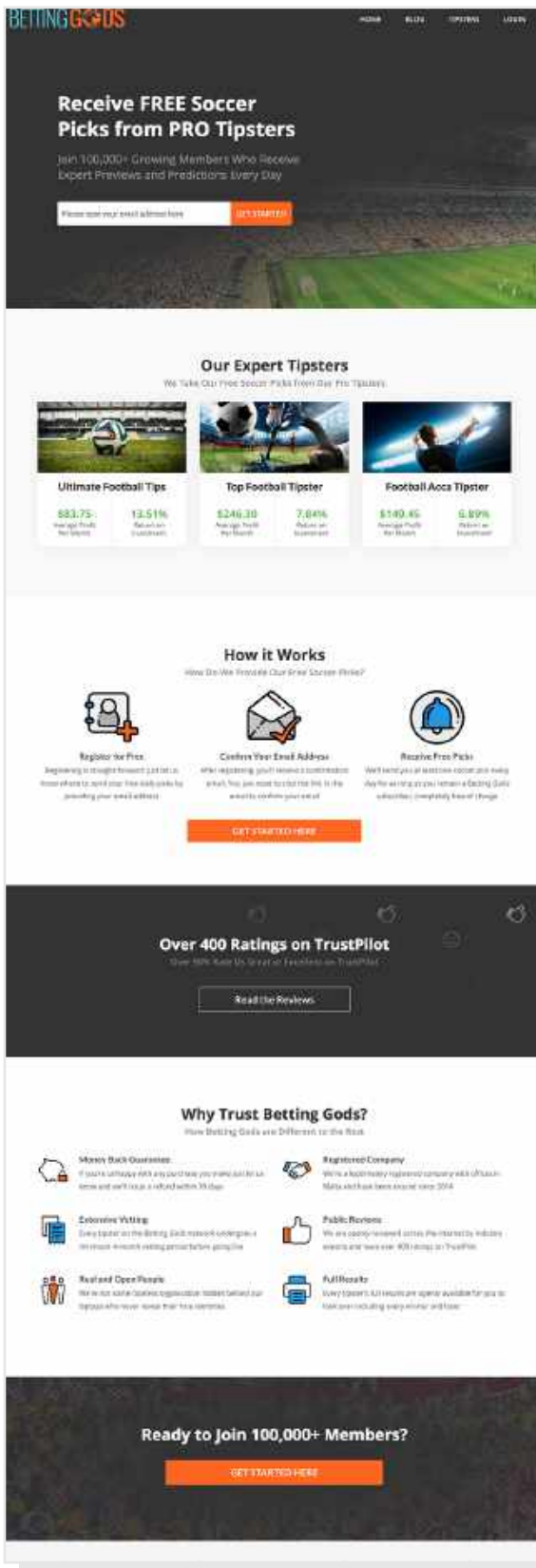
**STORY** “Join 100,000+ members who receive expert previews and predictions every day.”

**OFFER** Enter your email address to receive the free digital newsletter from Betting Gods: “Horse Picks.”

**THANK YOU PAGE** Check your email for a link to verify your email address. Once verified, you can also purchase “Quentin Franks Racing” for \$49 for 3 months.

# Betting Gods Soccer Picks Newsletter

by BETTING GODS



**Receive FREE Soccer Picks from PRO Tipsters**

Join 100,000+ Growing Members Who Receive Expert Previews and Predictions Every Day

Please enter your email address here [GET STARTED](#)

**Our Expert Tipsters**  
We Take Our Free Soccer Picks From Day Pro Tipsters

Ultimate Football Tips	Top Football Tipster	Football Aoca Tipster
<b>\$83.75</b> Avg Profit Per Month	<b>\$246.30</b> Avg Profit Per Month	<b>\$149.45</b> Avg Profit Per Month
<b>13.51%</b> Return on Investment	<b>7.84%</b> Return on Investment	<b>6.89%</b> Return on Investment

**How it Works**  
How Do We Send Our Free Soccer Picks?

- Register for Free:** Beginning to register forward just let us know please to send you free daily picks for providing your email address.
- Confirm Your Email Address:** After registering you'll receive a confirmation email. You can click on that link to let us know you've got our email.
- Receive Free Picks:** We'll send you a free soccer pick daily. You'll be able to see the pick and the pick's results completely free of charge.

[GET STARTED HERE](#)

**Over 400 Ratings on TrustPilot**  
Over 400 Ratings on TrustPilot

[Read the Reviews](#)

**Why Trust Betting Gods?**  
Why Betting Gods are Different to the Rest

- Money Back Guarantee:** If you're unhappy with any of our picks you can get a refund within 30 days.
- Extensive Vetting:** Every tipster on the Betting Gods network undergoes a 10-point in-depth vetting process before joining.
- Real and Open Payouts:** We're not a scam. Our payouts are real and we'll pay you when you win.
- Registered Company:** We're a fully licensed and regulated company with a UK Gambling Commission license.
- Public Reviews:** We're a company reviewed and rated by independent reviewers and we're rated 4.5/5 on TrustPilot.
- Full Disclosure:** Every tipster's full results are available for you to see including every win, loss and draw.

**Ready to Join 100,000+ Members?**

[GET STARTED HERE](#)



**Please Confirm Your Email Address**

Thank you for registering for the Betting Gods free soccer picks. However, before we can send your first set of free picks over we need you to confirm your email address.

This is really easy to do. In the next couple of minutes, you'll receive an email from us with a confirmation link inside. Click that link and you'll have completed your registration for our free tips.

We do this to prevent spam and to ensure you entered your email address correctly.

If you have any issues, please don't hesitate to [get into contact with us](#).



**Would You Like to Average \$83.75 Profit Per Month?**

3 Months of Full Access for just \$29

- ✓ 3 Months of Full Access
- ✓ Equivalent of Less than \$10 Per Month
- ✓ No Recurring Payments
- ✓ Normally \$39 Per Month
- ✓ Save Over 25%

**Ultimate Football Tips**  
\$83.75 Avg Profit Per Month  
13.51% Return on Investment

[Join Here for Only \\$29!](#)

[No Thanks... I Don't Like Saving Money](#)

With the Betting Gods “Horse Picks” newsletter, you can see one horse racing pick daily so you can get a higher average profit per month and a greater return on your investment.

**HOOK** “Free Soccer Picks from Pro Tipsters.”

**STORY** “Join 100,000+ members who receive expert previews and predictions every day.”

**OFFER** Enter your email address to receive the free digital newsletter from Betting Gods: “Soccer Picks.”

**THANK YOU PAGE** Check your email for a link to verify your email address. Once verified, you can also purchase “Ultimate Football Tips” for \$29 for 3 months.

# Wealthy Affiliate Starter Membership

by Wealthy Affiliate



The image shows the Wealthy Affiliate homepage layout. At the top is a navigation bar with links: Education, Websites, Hosting, Domains, Community, Tools, and About Us. The main headline reads "A Platform Designed For Affiliate Marketers Of All Levels." Below this is a sub-headline: "Whether you are just getting started, have some experience, or are an ultra-successful affiliate marketer, Wealthy Affiliate is made for you!" There is a form to "Enter your email address" with a "Get Started" button. Below the form is a section titled "Transform Your Ideas into Profits." which includes a paragraph about starting a business from 1+ million lucrative niches and a list of various business ideas like a blog, e-commerce store, etc. Another section titled "Build Beautiful, Profit Ready Websites." mentions that no design skills are needed and shows a screenshot of a website. A third section titled "Proven Strategies to Attract Loads of Traffic." includes a line graph showing traffic growth over time. Below the graph is a list of logos for Amazon, Etsy, eBay, Shopify, and YouTube. A section titled "Your Revenue Sources Are Unlimited." mentions that there are 500,000,000 products to sell. At the bottom, there is a section titled "Wealthy Affiliate Powers Affiliate Marketers Worldwide." with statistics: 14 years in business, 193 countries, 1,400,000+ members, 10,000+ new businesses built monthly, 1,800+ expert coaches, and 23,000+ people helped daily.

**A Platform Designed For Affiliate Marketers Of All Levels.**

Whether you are just getting started, have some experience, or are an ultra-successful affiliate marketer, Wealthy Affiliate is made for you!

Enter your email address

**Transform Your Ideas into Profits.**

Start a Business From 1+ Million Lucrative Niches.

We all have a hobby or something that gets us excited and motivated when we think about it. It only takes one idea to create a very successful business online. Don't have any idea? No problem, Wealthy Affiliate will help you choose a direction of your business from over 1,000,000 different niches.

**Build Beautiful, Profit Ready Websites.**

No Design Skills Needed.

Think of your website as your "storefront" for your business. Building your very own website is SIMPLE with Wealthy Affiliate. The process takes less than 30 seconds to build a beautiful looking, mobile, and revenue ready website. State of the art, ultra powerful and secure hosting will allow you to grow your business with Wealthy Affiliate.

**Proven Strategies to Attract Loads of Traffic.**

Access to Over 4 Billion Potential Customers.

People are your business. Without people, you have nobody to sell or advertise to. With the first few steps at Wealthy Affiliate you will learn all about the most current traffic techniques and how you can get an ABUNDANCE of relevant customers to your website. Wealthy Affiliate members OWN Google rankings, and own a huge share of ALL traffic online. That is a fact.

**Your Revenue Sources Are Unlimited.**

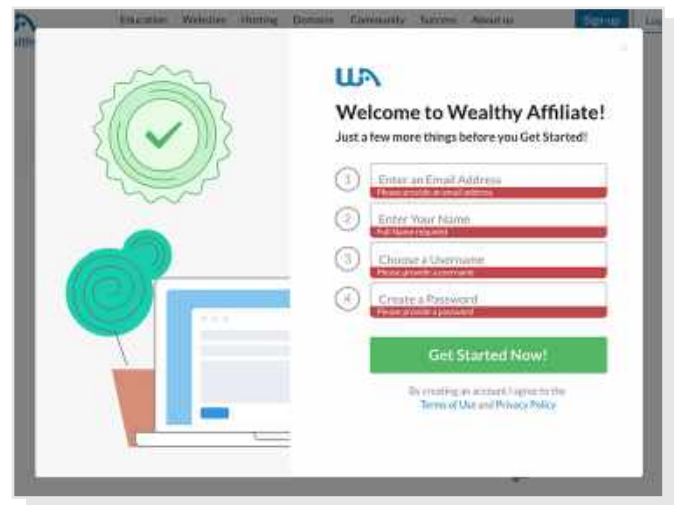
500,000,000 Products YOU Can Instantly Sell.

Once you have traffic, you need to "make money" from this traffic. This is the hardest. Without spending a dime, you can promote all the top brands in the world through affiliate programs. As a Wealthy Affiliate member, you'll learn how you can choose from over 500 MILLION products to sell and easily promote them on your website. No inventory. No shipping. No support required.

**Wealthy Affiliate Powers Affiliate Marketers Worldwide.**

We don't just love the affiliate industry, we know it and we propel the industry. There is a reason over 50,000 independent authority bloggers mark Wealthy Affiliate the "go to" platform for internet entrepreneurship.

14 YEARS IN BUSINESS | 193 COUNTRIES | 1,400,000+ MEMBERS | 10,000+ NEW BUSINESSES BUILT MONTHLY | 1,800+ EXPERT COACHES | 23,000+ PEOPLE HELPED DAILY



The image shows the Wealthy Affiliate sign-up form. It has a header with the same navigation bar as the homepage. The main heading is "Welcome to Wealthy Affiliate!" followed by "Just a few more things before you Get Started!". There are four numbered steps: 1. Enter an Email Address (with a subtext "Please provide a valid address"), 2. Enter Your Name (with a subtext "Full Name required"), 3. Choose a Username (with a subtext "Please provide a username"), and 4. Create a Password (with a subtext "Please provide a password"). Below these steps is a green "Get Started Now!" button. At the bottom, there is a link to "By creating an account I agree to the Terms of Use and Privacy Policy".

**Welcome to Wealthy Affiliate!**

Just a few more things before you Get Started!

- 1 Enter an Email Address  
Please provide a valid address
- 2 Enter Your Name  
Full Name required
- 3 Choose a Username  
Please provide a username
- 4 Create a Password  
Please provide a password

By creating an account I agree to the [Terms of Use and Privacy Policy](#)

With Wealthy Affiliate's membership program, you'll transform your ideas into profits, build beautiful, profit-ready websites, and attract loads of traffic.

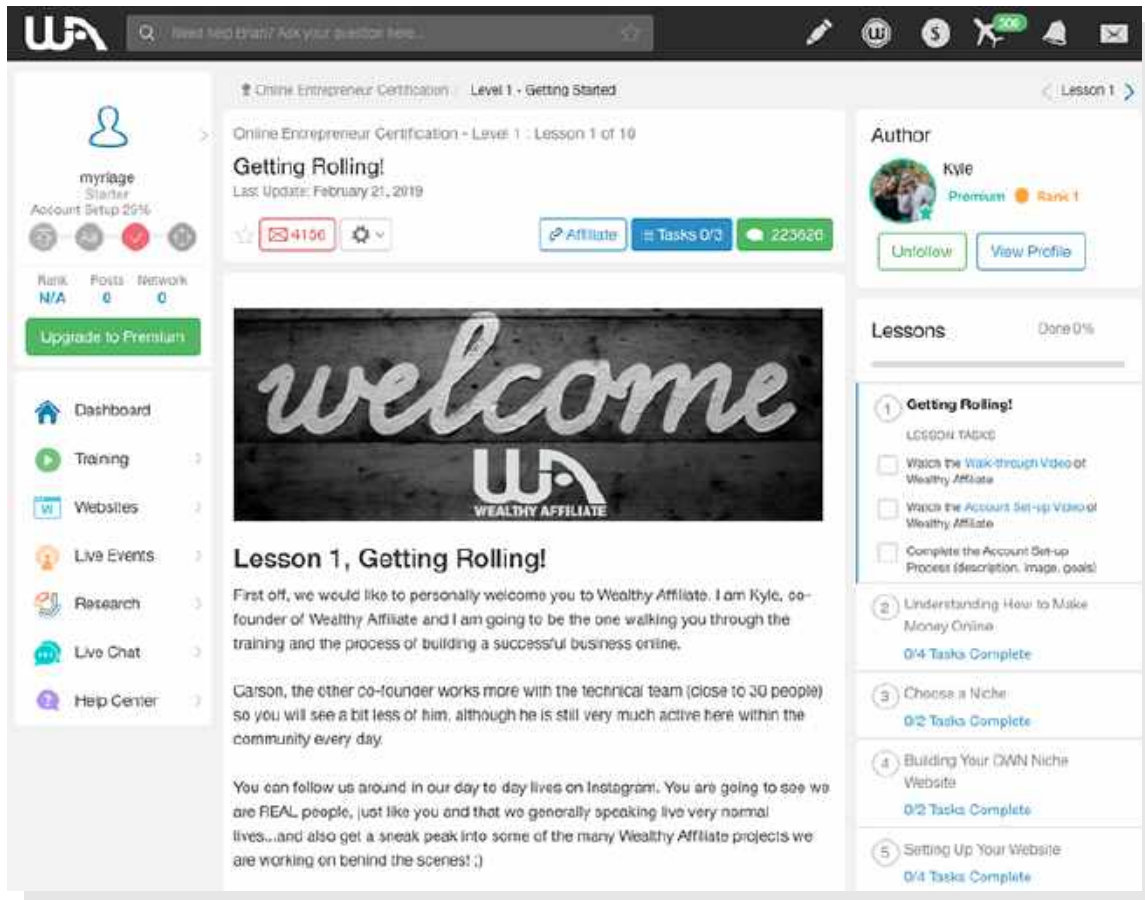
**HOOK** "A Platform Designed for Affiliate Marketers of All Levels."

**STORY** "Whether you are just getting started, have some experience, or are an ultra-successful affiliate marketer," join the other 1,400,000+ affiliate marketers who use Wealthy Affiliate.

**OFFER** Enter your email address to begin the process to try out a free Wealthy Affiliate Starter Membership. Finish the signup process by also entering your name (and choosing a username and password).

# Wealthy Affiliate Starter Membership

by Wealthy Affiliate



**THANK YOU PAGE** Once inside the member's area, you can take several classes to receive your "Online Entrepreneur Certification."



<https://bit.ly/2z0wNMm>

# Read It For Me Book Summaries

by Readitfor.me

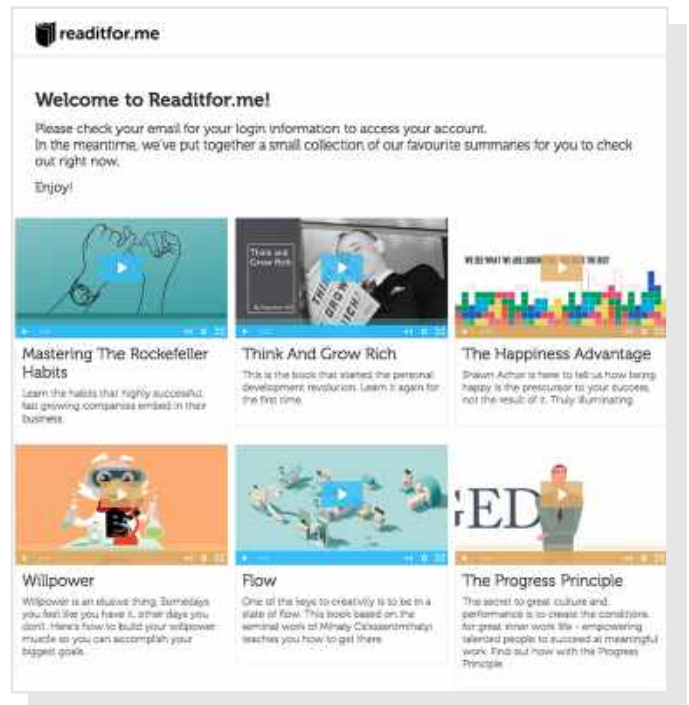


The landing page for Readitfor.me features a header with the company name and navigation links. The main headline reads "The #1 book summary service for entrepreneurs, executives, and business coaches." Below this is a visual of a smartphone displaying a book summary. A prominent blue button says "Get started right now, FREE".

A testimonial from Tony Hsieh, CEO of Zappos, is featured in a blue box. Below this, a row of logos for various organizations like Zappos, obbvie, and others is shown.

Another testimonial from Dan Pink, author of "Drive and A Whole New Mind", is in an orange box. Below this, a testimonial from a "President" is partially visible.

Overlaid on the bottom is a white sign-up form with the heading "You're almost ready...". It asks for a "work email address" and includes a "SIGN UP" button. A promise to not sell or spam the email address is also present.



The welcome page for Readitfor.me greets the user and provides login instructions. It features a grid of six book summaries, each with a video player and a brief description:

- Mastering The Rockefeller Habits**: Learn the habits that highly successful, fast growing companies embed in their business.
- Think And Grow Rich**: This is the book that started the personal development revolution. Learn it again for the first time.
- The Happiness Advantage**: Shawn Achor is here to tell us how being happy is the precursor to your success, not the result of it. Truly illuminating.
- Willpower**: Willpower is an elusive thing. Sometimes you feel like you have it, other days you don't. Here's how to build your willpower muscle so you can accomplish your biggest goals.
- Flow**: One of the keys to creativity is to be in a state of flow. This book based on the seminal work of Mihaly Csikszentmihalyi teaches you how to get there.
- The Progress Principle**: The secret to great culture and performance is to create the conditions for great inner work life - empowering talented people to succeed at meaningful work. Find out how with the Progress Principle.

With the Read It For Me Book Summaries, you can learn the best of business and personal development books in just 12 minutes.

**HOOK** "#1 Book summary service for entrepreneurs, executives and business coaches."

**STORY** Save time and increase productivity by reading, listening, or watching summaries of books.

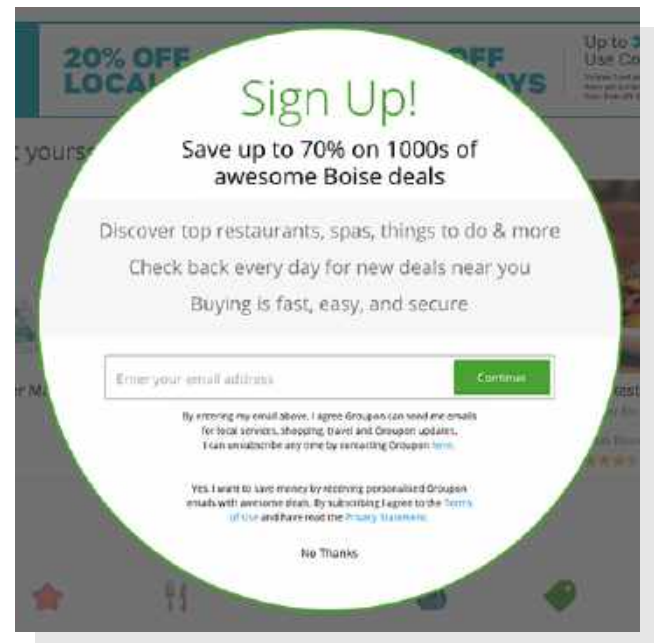
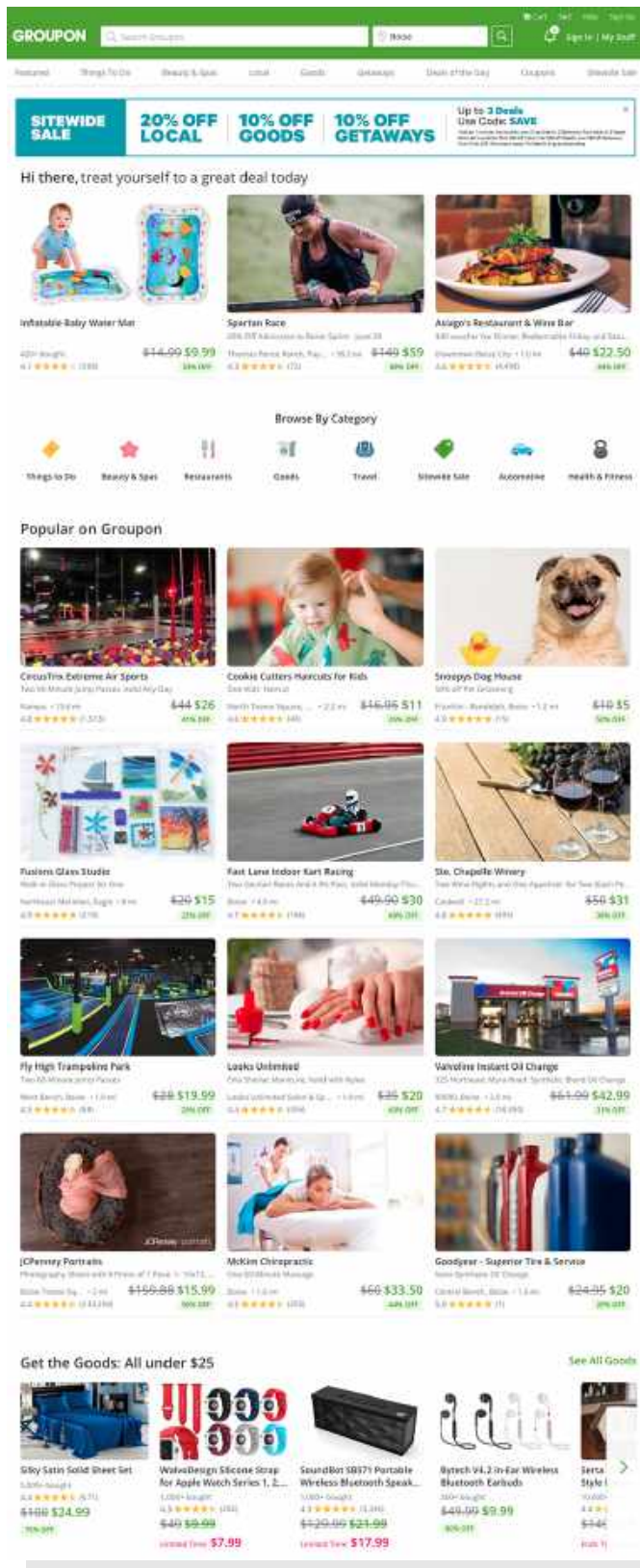
**OFFER** Enter your email address to receive the free digital access to one book summary each week.

**THANK YOU PAGE** Check your email for a link to create your login information. You can also watch a few favorite summaries immediately, or you can upgrade your account to have full access to all the summaries.

 <https://bit.ly/2VOX7Aj>

# Groupon Daily Deals Newsletter

by Groupon



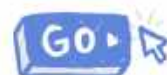
With Groupon's daily deals newsletter, you can save money at places such as restaurants and spas, and it also makes buying the deal fast, easy, and secure.

**HOOK** "Save up to 70% on 1000s of Awesome Local Deals."

**STORY** "Check back every day for new deals near you at top restaurants, spas, things to do, and more."

**OFFER** Enter your email address to receive the free digital newsletter with Groupon's daily deals.

**THANK YOU PAGE** Check your email for the newsletter. You can also view the main Groupon site now that the opt-in form has disappeared.



<https://gr.pn/1n8CNlm>

# 12 Proven Ways to Convert with Overlays

by Unbounce



Inside of Unbounce's ebook, *12 Proven Ways to Convert with Overlays*, you'll learn how to target relevant offers to the right people at the right time so that your website visitors are more likely to convert.

**HOOK** "12 Proven Ways to Convert with Overlays."

**STORY** "Generate more conversions without increasing your budget, using developer resources, or running more a/b tests."

**OFFER** Enter your first name and email address (and answer two questions) to receive the free ebook: *12 Proven Ways to Convert with Overlays*.

**THANK YOU PAGE** Get immediate access to the ebook. At the end of the ebook, you can also sign up for a free 30-day trial to Unbounce.



<https://bit.ly/2Ox8E7U>

# 15 PowerPoint Infographic Templates

by HubSpot



HubSpot is a leading marketing and sales software platform that helps businesses attract, engage, and delight customers.



## 15 Free Infographic Templates in PowerPoint

(+ 5 BONUS ILLUSTRATOR TEMPLATES)

Save countless hours by using these pre-made templates to design your infographics

[Download Now](#)

### Easy-to-use Infographic templates for PowerPoint & Illustrator

Infographics are a powerful tool for capturing the attention of your target audience. In fact, businesses that publish infographics grow their traffic an average of 12% more than those that don't.

The hard part of creating a finding these and creating it. Create these infographics. That's why we've created them. Fully customizable, infographic templates that will give you the inspiration and foundation you need to build your own infographic, right in PowerPoint or Illustrator.

Use these infographic templates to present data for your next meeting, promote an offer on social media, or in your next blog post. Visual information is becoming more and more popular - and since you have the resources to easily create this visual content.

[Download Now](#) [View Demo](#) [Learn More](#) [Contact Us](#)

### The customizable infographic templates highlight how you can:

- Design a color scheme
- Design icons and shapes
- Use fonts for design
- Work with a theme

### TAKE A PEEK INSIDE AT THE INFOGRAPHICS

(Click around to see a preview)



### FREQUENTLY ASKED QUESTIONS

**Why do I need to fill out the information requested?**

We will always keep your personal information safe. We ask for your information to help us tailor our content to your needs and improve your learning experience by personalizing the content and the way we deliver it to you. We will never share your information with third parties.

**Is this really free?**

Absolutely. Just sharing your feedback helps us improve our content and the way we deliver it to you. We will never share your information with third parties.

## GET YOUR FREE INFOGRAPHIC TEMPLATES NOW

FIRST NAME\* LAST NAME\* EMAIL\*

PHONE NUMBER\* WEBSITE URL\* COMPANY NAME\*

HOW MANY EMPLOYEES WORK THERE?

DOES YOUR COMPANY SELL ANY OF THE FOLLOWING SERVICES?

☐ SUBSCRIBE TO HUBSPOT'S MARKETING BLOG

We're committed to your privacy. HubSpot uses the information you provide to us to contact you about our relevant content, products, and services. You may unsubscribe from these communications at any time. For more information, check out our [Privacy Policy](#).

[Download Now](#)

With HubSpot's "15 PowerPoint Infographic Templates," you'll have templates that can be used to present data for your next meeting, promote an offer on social media, or in your next blog post.

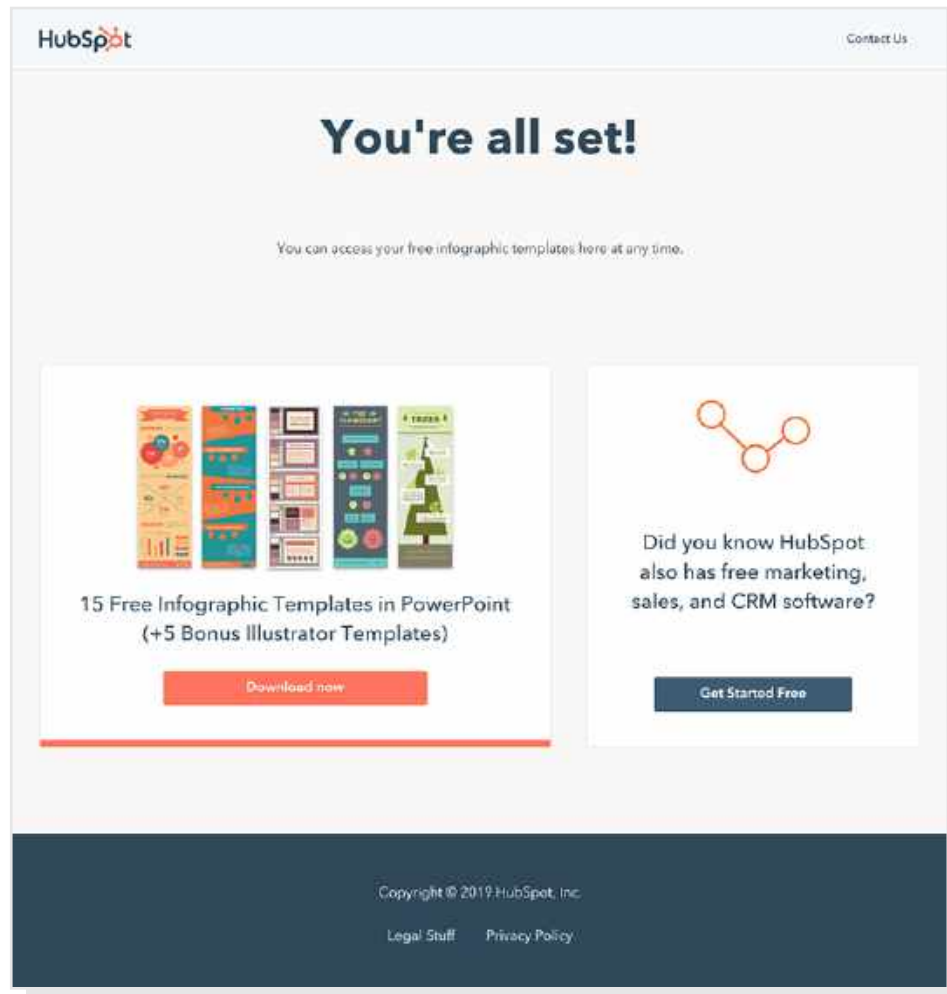
**HOOK** "15 Free Infographic Templates in PowerPoint."

**STORY** "Save countless hours by using these pre-made templates to design your infographics."

**OFFER** Enter your first name, last name, email address, phone number, website, and company name (and answer two questions) to receive the free digital templates: "15 PowerPoint Infographic Templates (+ 5 Bonus Illustrator Templates)."

# 15 PowerPoint Infographic Templates

by HubSpot



**THANK YOU PAGE** Click to download the templates. You can also create a free HubSpot account to use their free marketing, sales, and CRM software.



<https://bit.ly/2TBJAOg>

# Copyblogger Newsletter

by Copyblogger



copyblogger

## Want superior results online? Start with superior writing

**W**ant to know what really drives the internet, and the billions of dollars that cascade through e-commerce every year?

You might think it's tech, but it isn't.

Technology matters because it gives the world greater access to your writing.

The written word drives the web. It always has, and it always will.

Even in an image-rich web — words are still what make the difference.

- Words drive engagement
- Words drive customer experience
- Words drive sales, growth, and profit

And if you want to master the art of using words to drive business results, you've come to the perfect place.

Copyblogger has been here since 2006 to help you create the kind of audience-focused content that helps you reach your business goals.

"Copyblogger is the bible of content marketing." — Venturebeat

**But here's the thing ... 13 years is a long time.**

We've published well over 5,000 articles on writing, content, and marketing on this website.

There's not enough caffeine on the planet to get you through all of that this weekend. Or even this month.

So let us help you out. We'd love to take you by the hand and show you the most important articles that will help you master content-driven marketing, based on your specific goals and experience.

- Want to attract tons of hungry prospects to your business? We've got lots of advice to help with that.
- Like to double your freelance fees this year? Let's make that happen for you.
- Need to wildly impress your boss before your next performance review? No problem, we can get you there.

You could spend the next weeks or months hinging on our content — and hey, we think that would be pretty cool.

But we'd rather point you to the exact material that will help you get what you need from content marketing.

Because when you get the exact right information, you can immediately begin to up your game as a content writer. And that's what's going to get you the results you want.

We'd also love to send you some high-impact ebooks (no charge for those, either) that let you really dig into the most important topics in content marketing.

Things like search engine optimisation, content promotion, killer headlines, and ultra-effective email marketing.

**Jump in (it's all free) and let us take you straight to the good stuff:**

Enter your email here \*

Get the free training

## Thanks for signing up! Now check your inbox...

Thank you for signing up to get the best advice we at Copyblogger have to offer.

Now, check your inbox!

You should see an email from Copyblogger asking you to confirm your subscription. Click the link inside that message, and you'll be good to go.

If you don't see that email (check your spam, promotions and trash folders to be sure!), reach out to us at [support@copyblogger.com](mailto:support@copyblogger.com) and we'll get it sorted right away.

We look forward to helping you explore the Copyblogger universe!

### Before you jump into your training...

Have you seen our [Content Confidence Checklist](#)? It's a quick \$7 resource that will help you get the most out of your content, every time you publish.

Learn More

**Copyblogger's newsletter will help you create superior writing for SEO, content, headlines, and email marketing.**

**HOOK** "Want Superior Results Online? Start with Superior Writing."

**STORY** "If you want to master the art of using words to drive business results, you've come to the perfect place... Copyblogger has been here since 2006 to help you create the kind of audience-focused content that helps you reach your business goals."

**OFFER** Enter your email address to receive the free digital Copyblogger newsletter.

**THANK YOU PAGE** Check your email for the newsletter. You can also purchase the "Content Confidence Checklist" for \$7.



<https://bit.ly/2JNJKMv>

# HubSpot Blog Subscription

by HubSpot

The screenshot shows the HubSpot Blog Subscription Center. At the top, there's a navigation bar with links for English, Contact Us, and a search bar. Below this is a header with the HubSpot logo and links for Software, Pricing, Resources, Partners, and About. The main section is titled "HubSpot Blog Subscription Center" and features a large orange banner with the text "Join our community of more than 350,000 subscribers to stay up to date with the latest marketing, sales, and customer service tips and research, right in your inbox." Below the banner, there's a "Subscribe to Our Blog" section with a sub-header "Stay up to date with the latest marketing, sales, and service tips and news." This section includes a form with checkboxes for "Marketing", "Sales", "Service", and "Agency", an "Email Address" field, and a "Subscribe" button. Below the form, there's a "OR" separator and buttons for "Slack" and "Messenger". At the bottom, there's a "Our Content" section with four cards: "Marketing: Insights, ideas, and inspiration for modern marketers.", "Sales: Sell smarter, better, and faster.", "Service: Helping you help your customers.", and "News & Trends: Stay up-to-date about the latest happenings in the industry." The footer contains the HubSpot logo, copyright information, and links for Legal Stuff and Privacy Policy.

The screenshot shows the "Thank You!" page for the HubSpot blog subscription. It features a large checkmark icon and the text "Thank You!". Below this, there's a "OR" separator and buttons for "Slack" and "Messenger".

With HubSpot's blog subscription, you'll stay up to date on recent tips, news, and trends in the marketing, service, sales, or agency markets.

**HOOK** "HubSpot Blog Subscription Center."

**STORY** "Join our community of more than 350,000 subscribers to stay up to date with the latest marketing, sales, and customer service tips and research, right in your inbox."

**OFFER** Enter your email address (and choose up to four topic preferences) to receive the free digital HubSpot blog subscription. You can also subscribe via Slack and/or Messenger.

**THANK YOU PAGE** Check your email for the blog subscription.



<https://bit.ly/2V1z3NM>

# Salesforce Blog Weekly Brief

by Salesforce



salesforce blog

Salesforce Blog Weekly Brief

We know you're busy. But you still want to be informed. Sign up for our weekly newsletter to get the latest news, business tips, and thought leadership from Salesforce, every week. [www.salesforce.com/blog](http://www.salesforce.com/blog)

Register today. Please complete all fields.

Email

Country

☐ Yes, I would like to receive the Salesforce Weekly Brief as well as marketing communications regarding Salesforce products, services, and events. I can unsubscribe at any time.

Sign up for free

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f t in g+ [Set your region](#)

With the “Salesforce Blog Weekly Brief,” you’ll stay up to date on the Salesforce products, leadership insights, business ideas, and more.

**HOOK** “Salesforce Blog Weekly Brief.”

**STORY** “We know you’re busy. But you still want to be informed. Sign up for our weekly newsletter to get the latest news, business tips, and thought leadership from Salesforce, every week.”

**OFFER** Enter your email address and choose your country of residence to receive the free digital newsletter: “Salesforce Blog Weekly Brief.”

salesforce

Products Solutions Services Support Events Customers About Us

TRY FOR FREE

Thank you!

NEXT STEPS

Sign up for a quick guided tour of Salesforce.

Start my tour

See all your options, and get a free trial.

Editions & pricing

**THANK YOU PAGE** Check your email for the newsletter. You can also sign up for a free software tour, see pricing and options, and/or get a free trial of Salesforce.



<https://sforce.co/2FI17mK>

# Social Media Marketing Industry Report

by Social Media Examiner



## Get Our Content Free Via Email

Get original Social Media Examiner content sent straight to your email inbox for free, and we promise never to share, trade, sell, deliver, reveal, publicize, or market your email address in any way, shape, or form.

As our way of saying thanks for signing up, we'll send you our FREE Social Media Marketing Industry Report (44 pages, 70+ charts).

Just complete this form:

ENTER YOUR FIRST NAME

EMAIL

I'D LOVE FREE UPDATES

With the Social Media Examiner's "Social Media Marketing Industry Report," you'll learn how to manage your social media.

**HOOK** "Get Our Content Free via Email."

**STORY** "Get original Social Media Examiner content sent straight to your email inbox for free," and you'll also get a free 44-page report with 70+ charts.

**OFFER** Enter your first name and email address to receive the free digital report: "Social Media Marketing Industry Report."



## You're almost done

**Step #1: Add me to your contacts list:** Be sure to place michael@socialmediaexaminer.com on your approved senders list to prevent emails from going into spam. [Important message for Gmail subscribers \(watch this quick video\).](#)

**Step #2: Look in your inbox for an email from us.** Give our system a few minutes to send you the report. You may need to check your promo or spam folder.

Thank you for signing up for content updates from Social Media Examiner!

### Ready for the next level?

CONSIDER SOCIAL MEDIA MARKETING WORLD 2019

### Listen to podcasts?

Check out the **Social Media Marketing** podcast, hosted by Michael Stelzner. This podcast has been a top-10 marketing podcast for the last five years. Listen in the car, at the gym or while you're walking the dog.

In this show, you'll discover success stories and expert interviews from leading social media marketing pros in a **weekly 45-minute podcast**. Discover how successful businesses employ social media, learn new strategies and tactics, and gain actionable tips to improve your social media marketing.

**Where to subscribe:** [iTunes/Apple Podcasts](#) | [Android](#) | [Google Play](#) | [Stitcher](#) | [Tunein](#) | [RSS](#)

We'd also love your help spreading the word about the Social Media Examiner community.

[Click here to go to our latest articles.](#)



**THANK YOU PAGE** Check your email for the report and whitelist their email address. You can also subscribe to the "Social Media Marketing" podcast.



<https://bit.ly/2WxjgGX>

# The Moz Top 10

by MOZ



MOZ Products Blog About Resources Moz Pro Moz Local Free SEO Tools Login

## The Moz Top 10

### Your Source For SEO & Digital Marketing News

Subscribe to The Moz Top 10, a semimonthly email newsletter sharing the 10 most valuable articles about SEO and online marketing that we could find. This is your exclusive digest of the information you don't always have time to hunt down, but definitely want to read!

Email

[Sign up now!](#)

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SEO Tools  
Keyword Research  
SEO Audit & Crawl  
Backlink Research  
Rank Tracking  
SEO Toolbar

Local Marketing  
Business Listings Audit  
Citation Cleanup  
Local Ranking Factors  
Local For Enterprise

Marketing Resources  
Moz Blog  
Beginner's Guide To SEO  
Community Q&A  
Workshops & Training  
Recommended SEO Companies

Get the Moz Top 10

The 10 most valuable pieces of content we can find for SEOs. Every 2 weeks.

[Subscribe today](#)

With “The Moz Top 10” newsletter, you’ll find valuable digital marketing and SEO tips inside their top 10 most valuable articles.

**HOOK** “The Moz Top 10.”

**STORY** Get “a semi-monthly email newsletter sharing the 10 most valuable articles about SEO and online marketing that we could find. This is your exclusive digest of the information you don’t always have time to hunt down, but definitely want to read!”

**OFFER** Enter your email address to receive the free digital newsletter: “The Moz Top 10.”

**THANK YOU PAGE** Check your email for the newsletter.

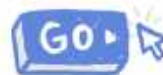
MOZ Products Blog About Resources Moz Pro Moz Local Free SEO Tools Login

## The Moz Top 10

### Your Source For SEO & Digital Marketing News

Subscribe to The Moz Top 10, a semimonthly email newsletter sharing the 10 most valuable articles about SEO and online marketing that we could find. This is your exclusive digest of the information you don't always have time to hunt down, but definitely want to read!

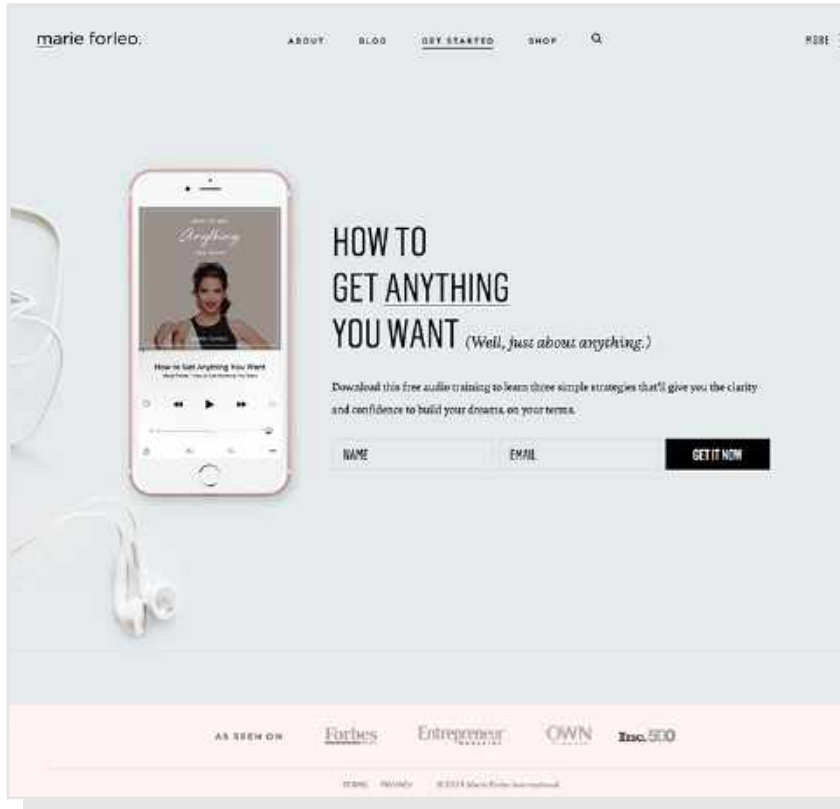
Thanks! You're subscribed.



<https://bit.ly/2UhAqL4>

# How to Get Anything You Want

by Marie Forleo

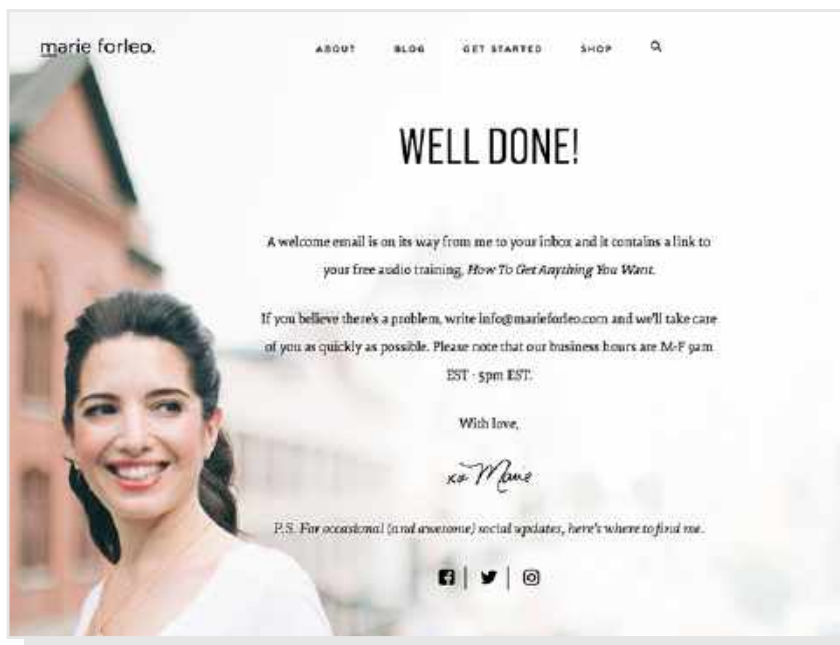


In Marie Forleo's audio training, "How to Get Anything You Want (Well, Just About Anything,)" you'll learn how to create confidence and clarity in your life.

**HOOK** "How to Get Anything You Want (Well, Just About Anything,)"

**STORY** "Download this free audio training to learn three simple strategies that'll give you the clarity and confidence to build your dreams, on your terms."

**OFFER** Enter your email address to receive the free digital audio training: "How to Get Anything You Want (Well, Just About Anything)" and free digital weekly access to Marie's award-winning show.



**THANK YOU PAGE** Check your email for the audio training. You can also follow Marie on social media.



<https://bit.ly/2ut3VcA>

# 44 Sensational Salads

by Beyond Diet



Beyond Diet's  
*44 Sensational Salads*  
PLUS...

**10 BONUS**  
flavor-enhancing dressings

will have your  
*Mouth Watering*  
from your first flip of  
the pages.



These salads will leave your  
belly feeling full while  
slimming your waistline with  
each delectable morsel.

**Claim Mine Now**

you'll discover  
other *delicious* salads, dinners, desserts,  
that help with:

**SLIMMING YOUR  
WAISTLINE  
&  
REDUCING  
YOUR BLOAT**

**Click Here To Get Instant Access**  
Free download. No subscription needed.

leaving you feeling full, happy,  
and healthy!

## Where Should I Send Your Download Of 44 Sensational Salads?

Enter Your Email Address...

**Send It To Me Now**

Privacy Protected - We value your privacy and would never spam you.

Comments by Beyond Diet's author post

**Marlene Jacobson** Met Love  
the program! That's a couple  
years ago and great success! And  
now after having my 4th son I just  
completed the 14 day supercharged  
meal plans again and am down 15  
pounds and feeling GREAT!  
Like · 4/11 · about 1 month ago

Comments by Beyond Diet's author post

**Christine Onda** I started this  
program last February. By  
September I had lost 60 pounds  
without ever feeling hungry or  
depressed. There were parents who  
didn't realize who I was when we  
came back to school after summer  
break. They couldn't believe that I  
was the same person.  
Like · 4/14 · about 1 month ago

Comments by Beyond Diet's author post

**Arena Wall** I'm grateful for this  
program. I have lost 20 pounds and  
I'm keeping it off. This is my  
Waylife. I love all the recipes so I  
never gets boring. My friends tell  
me how wonderful I look. Thank  
you Beyond Diet.  
Like · 4/11 · about 1 month ago

In Beyond Diet's recipe collection, "44 Sensational Salads," you'll discover how to lose weight while still enjoying your food at the same time.

**HOOK** "44 Sensational Salads" (illustrated with mouth-watering salad pictures).

**STORY** "Start with a salad... It's that simple... These salads will leave your belly feeling full while slimming your waistline with each delectable morsel."

**OFFER** Enter your email address to receive the free digital recipes: "44 Sensational Salads."

# 44 Sensational Salads

by Beyond Diet



**Thank you!**

Your 44 Sensational Salads cookbook will be delivered to your email within the next hour.

If you don't receive your 44 Sensational Salads cookbook please check your junk folder and if it was delivered there, make sure to [whitelist](#) our email so that you don't miss a thing!


**In the meantime, we have a special offer for you!**

---

**B BEYOND diet®**

**You're 9 Days  
Away from a New  
You!**

Rid your body of excess toxins without counting calories or juice-only fad diets. Enjoy whole delicious foods while you lose weight, gain energy, and reset your habits in just 9 days.



(PAGE CONTINUES)

**THANK YOU PAGE** Check your email for the recipes and whitelist their email address. You can also purchase the “BD superCleanse” weight loss program for \$15.



<https://bit.ly/2HK2UXX>

# Big Fat Lies Audiobook

by LadyBoss

In Kaelin Tuell Poulin's book, *Big Fat Lies*, you'll learn how the weight loss industry relies on 13 big fat lies to keep people fat, and you'll also learn how Kaelin lost 65 pounds after discovering those lies.

**HOOK** "Free audiobook: Weight loss bestseller instant download" (illustrated with bright pink color and an image of a fit Kaelin on the cover of the *Big Fat Lies* book).

**STORY** "Learn how everything you've been told about losing weight is full of lies, and learn the truths that helped me lose 65 pounds without giving up pizza and ice cream!"

**OFFER** Click "Tap Here & Get it FREE Right Now," then enter your email address to receive the free audiobook: *Big Fat Lies*.

**FREE AudioBook:**  
Weight Loss Bestseller Instant Download

AS FEATURED ON:  
FOX abc CBS  
popculture. Forbes

Learn How Everything You've Been Told About Losing Weight Is Full Of Lies and The TRUTHS That Helped Me Lose 65 Pounds Without Giving Up Pizza & Ice Cream!

Tap Here & Get It FREE Right Now

This book currently sells for \$14 on Amazon. BUT I want you to have it 100% for FREE no strings attached because I KNOW that it will change your life.

**Big Fat Lies**  
by Kaelin Tuell Poulin  
★★★★★ 112  
Paperback  
\$14.39 \$11.99  
primeFREE delivery by Thu, Oct 25  
Other formats: Kindle, Audible Audiobook

INSTANTLY DOWNLOAD AND LISTEN FOR FREE RIGHT NOW!

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Instantly Download My Entire Barnes & Noble #1 Bestselling AudioBook FREE For A Limited Time!

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☐ By clicking this checkbox and 'Yes! Send Me The FREE AudioBook Now!' I confirm I've read, understand, and agree to the [Terms and Conditions](#) and [Privacy Policy](#).

Yes! Send Me The FREE AudioBook Now!

We will not spam, rent, or sell your information

Like Share Christina Enghson and 794K others like this.

# Big Fat Lies Audiobook

by LadyBoss

**LadyBoss** THE FIRST GLOBAL WEIGHT LOSS SYSTEM  
& SUPPORT COMMUNITY FOR WOMEN

1,700,066 Women Served And Counting

## Kaelin's Dirty Little Weight Loss Secrets...

⚠ The ones responsible for helping her lose 65 pounds long before she became a #1 Bestselling Weight Loss Author, Celebrity Trainer, & IFBB Fitness Pro World Record Holder who has helped millions...

**WARNING!**  
REALNESS AHEAD...

\*\*\*IF YOU TAKE 30 SECONDS TO READ THIS SHORT PAGE, I REVEAL THE TOP 3 WEIGHT LOSS SECRETS I LEARNED AFTER LOSING 65 POUNDS MYSELF! \*\*\*

Keep Reading ONLY If You Can Handle The TRUTH...

SKIP THE 3 SECRETS AND START KAELIN'S PROGRAM FOR FREE

(PAGE CONTINUES)

**THANK YOU PAGE** Check your email for a link to download the audiobook. You can also start a free 7-day trial of the “LadyBoss Lifestyle” weight loss membership program (then \$27/mo. after the trial).



<https://bit.ly/2FEm6H>

# Weight Loss Kickstart

by LadyBoss



(PAGE CONTINUES)

Inside the guide from LadyBoss, “Weight Loss Kickstart,” you can discover how to lose weight in three easy steps by kickstarting your metabolism, mind, and motivation.

**HOOK** “Claim Your Free Weight Loss Kickstart.”

**STORY** “Do you feel like you’re in a rut or you’ve hit a plateau and you just can’t seem to get back on the bandwagon? We’re going to solve your problem together in a healthy way that works for you.”

**OFFER** Enter your email address to receive the free 3-step digital guide: “Weight Loss Kickstart.”

**THANK YOU PAGE** Check your email for a link to download the guide. You can also start a free 7-day trial of the “LadyBoss Lifestyle” weight loss membership program (\$27/mo. after trial).

<https://bit.ly/2OTDxn4>

# The Barefoot Writer's Free Report

by The Barefoot Writer

**barefootWriter**  
Freedom-Filled Living Through Well-Paid Writing

Simply sign up to receive our free newsletter, **The Writer's Life**, and we'll immediately send you this **FREE** report on freelance writing opportunities.

## Discover 9 Ways You Can Make a VERY Good Living as a Writer!

Join our community of 250,000+ aspiring writers and we'll instantly deliver this **FREE** Guide to Barefoot Writer Living.

**You Too Name:** \_\_\_\_\_  
**Your Email Address:** \_\_\_\_\_  
**Send My Free Report!**

PLUS receive our **FREE** Newsletter *The Writer's Life* packed with expert advice on how to make a great living as a writer.

**Making a Living as a Writer Has Never Been Easier**

Get paid to write and build the freedom-filled life you've always wanted.

You're in the right place if you:

- ✓ Like to write
- ✓ Want to get paid well for your writing
- ✓ Want to use your well-paid writing skills to build the life of your dreams — You know, the kind where you DON'T have to report in to an office. Where you don't have a boss. Where you can work when you want, from wherever you please, on projects you enjoy.

Sound too good to be true?

It's not.

We have proof. Hundreds of writers, just like you, they've escaped the 9-to-5 grind and now write for money — good money.

They do their writing work from the comfort of home... or at a favorite cafe... or while vacationing on a sun-drenched, breezy island...

We're here to help you discover how to make your own fulfilling, well-paid writing career. We have information, tips, advice and experts you can't find anywhere else.

The Barefoot Writer is committed to helping you write smarter, get paid faster, and build the kind of lifestyle you've only dreamed about till now.

**Testimonials:**

- Richard Day:** "NEVER stop believing. Don't let anyone tell you you can't do this, I am proof you can!"
- Shari Bauman:** "That moment when you close your eyes, back in your dream and say a client 'yes' happened just recently when I got a reply that in the end, that one writing project has turned out to be quite profitable!"
- Rachel Karl:** "She is change of my income now. The only thing is the ones I place there myself. If I want to make more money, all I have to do is pick up a few more writing projects. I love that!"
- Karen Pinner:** "I am passionate about writing. I love the effort it can take to help others change and then I love... that... getting the what I'm passionate about all day long."
- Don Crook:** "Last November our family had a vacation planned. At the end of the summer, just before leaving we decided to extend our vacation from 1 week to 2 weeks. My didn't have to ask some boss if I was ok or worry about how much 'vacation time' we had left for the year. We just picked up the truck and hit the road."
- Cheryl Madsen:** "The ability to pay my bills no longer worries me, even in these rough times. Before I can always market my skills to an endless list of potential clients and keep enough writing projects rolling in."
- Marissa Olson:** "Now that I'm a full-time freelance writer, I no longer feel torn between my work and my family."
- Russ Sanders:** "I know that what I do is so needed in the marketplace. There's no fear of not being able to find enough work..."
- Tina Marie:** "Writing gave me back my passion, and a renewed sense of purpose. Now I look forward to new experiences, and I'm enjoying a new career."

**barefootWriter**  
Freedom-Filled Living Through Well-Paid Writing

## Thank You!

You're one step closer to making a living as a well-paid writer.

To access your **FREE** report, "9 Ways You Can Make a Very Good Living as a Writer", just confirm your email address by clicking the link provided in the email that was just sent to you.

— Rebecca Matter, AWA

**While we get your special report ready ...**

Please watch this video and learn how a New Mexico mom buried in bills paid off \$100,000 in debt and started making six-figures a year — as a writer!

## The True Life Story of a New Mexico Mom Buried in Bills ...

## Who Stumbled on the Secret of

(PAGE CONTINUES)

Inside of The Barefoot Writer's "9 Ways" report, you can learn how to write smarter, get paid faster, and build your dream lifestyle with nine ways to find freelance writing opportunities.

**HOOK** "9 Ways You Can Make a Very Good Living as a Writer!"

**STORY** "Join our community of 250,000+ aspiring writers ... [and get] expert advice on how to make a great living as a writer."

**OFFER** Enter your first name and email address to receive the free digital report: "9 Ways" and their free digital newsletter: "The Writer's Life."

**THANK YOU PAGE** Check your email for a link to download the report. You can also purchase their "Barefoot Writer Club" membership for \$49/year.



<https://bit.ly/2WpMmrv>


# Email Players Newsletter

by Ben Settle

The Great Replicate

## MYSTERIOUS EMAIL TIPS DOUBLING, TRIPLING, EVEN QUADRUPLING SALES RIGHT NOW...

Slacker email coach who routinely gets praised by the world's highest paid marketers and copywriters is giving away 24 of his little-known secrets for making more sales with email. Use the form below to open his daily email tips and a free digital copy of his prestigious \$97/month "Email Players" newsletter...



**BEN SETTLE**  
"The Email Player"  
Master of the One Email Workshop

**TYPE YOUR PRIMARY EMAIL ADDRESS HERE:**

ENTER YOUR PRIMARY EMAIL  **JOIN ME UP!**

I agree that when I sign up above, I will be added to a marketing mailing list where I will receive daily email tips and a free digital copy of his prestigious \$97/month "Email Players" newsletter. Your information is 100% safe. Click here to see our privacy policy.

**NO THANKS X**

Go to the website and read over 2000 pages of advanced email & web marketing tips.

### TYPE YOUR PRIMARY EMAIL ADDRESS IN THE BOX ABOVE AND GET THESE TIPS:

- ✓ How to use lead jokes to "prime" people on your list to want to buy from your emails.
- ✓ How to "fill" prospect objections into sales using emails. (If your list is full of skeptics)
- ✓ How to use industry "gossip" to make lots more sales with email. (Every niche and industry has its own "reeling circle" or gossip. And whether that gossip is based on truth, opinion or even downright lies... there's how to use it to increase your sales and profits.)
- ✓ A secret (and 100% ethical and legal) way to profit from spam complaints! (When you know this, you may even look forward to complainers' email yes.)
- ✓ **The blazers subject line template that's almost guaranteed to explode your open rates wide open every time you use it.**
- ✓ A non-honey (almost "bloop") subject line that gets high open rates virtually every time it's used.
- ✓ Are short subject lines really better than long ones? (The answer may surprise you)
- ✓ A subject line tip I learned while studying an old newspaper advertising genius whose headlines were considered the best of his day. (This is another secret that can increase your open rates right away -- and it's easy, too!)
- ✓ How to use your worst failures to create irresistible subject lines people can't help but open. (Works especially well on the stubborn subscribers who NEVER open your emails)
- ✓ How to use your PS to stop pest people's sales defenses. (They won't even realize they're reading a pitch until they've clicked on the order link.)
- ✓ An almost "too good" email template that's perfect for doing special sales and product launches. (Best part: it's simple and easy, and has produced many more sales than usual every time I've used it.)
- ✓ What to do if you're not feeling energetic or inspired, but need to get an email out that makes quick sales.
- ✓ The "school yard brawl" subject line that is very hard for male prospects to ignore.
- ✓ A little-known way to profit from older email is you've written months and years ago.
- ✓ An 8 word email opening so naturally curiousy provoking someone would have to be unconscious not to keep reading your email.
- ✓ The George Costanza email marketing secret that: (1) makes it very hard for people on your list NOT to read and (2) can increase your sales substantially every time you use it.
- ✓ And more...

This newsletter issue is jam-packed with email tips you can apply in your emails today and see results in your bank account tomorrow.

It's yours free when you type in your email address below:

**TYPE YOUR PRIMARY EMAIL ADDRESS HERE:**

ENTER YOUR PRIMARY EMAIL  **JOIN ME UP!**

I agree that when I sign up above, I will be added to a marketing mailing list where I will receive daily email tips and a free digital copy of his prestigious \$97/month "Email Players" newsletter. Your information is 100% safe. Click here to see our privacy policy.

**NO THANKS X**

Go to the website and read over 2000 pages of advanced email & web marketing tips.

### WHAT THE WORLD'S MOST RESPECTED MARKETERS & COPYWRITERS ARE SAYING:

**"Good copy intoxicates me. Yours is high proof. I'm enjoying it."**

Gary Bencivenga  
(Universally acknowledged as the world's greatest living copywriter)  
[www.MarketingDicks.com](http://www.MarketingDicks.com)

**"I think Ben is the light heavyweight champion of email copywriting. I ass-to think we'd make Mayweather money in a unification title bout!"**

Matt Furey  
Zen Master (31 Time) President of The Psycho-Centered Foundation  
[www.MattFurey.com](http://www.MattFurey.com)

## THANK YOU! HERE'S HOW TO CLAIM YOUR FREE NEWSLETTER ISSUE AND DAILY TIPS...

Dear Friend,

Thank you for joining my DAILY email marketing tips.

You should receive an email with instructions on how to "verify" your request to join shortly (you cannot join or download your free newsletter issue unless you verify you requested it). After that, you will get another email with a secret link to download your free newsletter issue.

In the meantime, please white list the email address:

**ben (at) bensettle.com**

Otherwise, you may not see the verification email and your gift.

Sincerely,

*Ben Settle*

Ben Settle

P.S. For more advanced email marketing training, go to:

[www.EmailPlayers.com](http://www.EmailPlayers.com)

PO Box 1056 | Gold Beach, OR 97444 United States | (815) 425-4453 | [ben@bensettle.com](mailto:ben@bensettle.com)

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[Legal & Policies Privacy Policy](#)

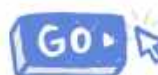
Inside Ben Settle's monthly newsletter, "Email Players," you can get the best email-writing tips to communicate with your list and increase your sales.

**HOOK** "Mysterious Email Tips Doubling, Tripling, Even Quadrupling Sales Right Now."

**STORY** "Slacker email coach who routinely gets praised by the world's highest paid marketers and copywriters is giving away 24 of his little-known secrets for making more sales with email."

**OFFER** Enter your email address to subscribe to his email list and receive a free digital copy of his newsletter, "Email Players," (normally \$97/mo.)

**THANK YOU PAGE** Check your email for a link to download the newsletter. You can also whitelist his email address.



<https://bit.ly/2FEOare>

# The Little Black Book of Billionaire Secrets

by Forbes

Forbes INVESTING NEWSLETTERS PREMIUM CONTENT

Exclusive Forbes Report

## The Little Black Book of Billionaire Secrets

Have you ever wondered how the billionaires invest their money? How they continue to get RICHER while the rest of the world is struggling?

Enter your email address below and find out:

- Why you're not a billionaire
- What billionaires do differently when they invest
- How to break away from the herd
- How to have a billionaire on YOUR side

Download my FREE report now:

Email

**GET MY FREE REPORT**

By clicking submit, you agree to receive occasional updates and special offers from Forbes. A valid email address is required in order to download.

Forbes INVESTING NEWSLETTERS PREMIUM CONTENT


Fellow Investor,


Thank you for requesting your special FREE report, *The Little Black Book of Billionaire Secrets*.

[Click here to read it now.](#)

In addition to the valuable information you will find in *The Little Black Book of Billionaire Secrets*, you will also receive *Forbes Billionaire's Pro Perspectives*, a unique daily publication of global market perspectives from the highly regarded founders of *Forbes Billionaire's Portfolio*.

Sincerely,

  
Charles Morgan  
Associate Publisher Forbes  
Investing Newsletters



Inside Forbes' guide, "The Little Black Book of Billionaire Secrets," you'll discover how billionaires invest their money so you can use their same strategies to invest.

**HOOK** "The Little Black Book of Billionaire Secrets."

**STORY** "How to turn \$20k into \$26 million in 12 years or \$1.2 billion in 30 years."

**OFFER** Enter your email address to receive the free digital report: "The Little Black Book of Billionaire Secrets."

**THANK YOU PAGE #1** Add up to eight additional free reports from their partners and click "Submit & Continue."

**THANK YOU PAGE #2** Click to download the free reports.

Forbes INVESTING NEWSLETTERS PREMIUM CONTENT

**Special Offers**

As a thank you for requesting your Free Investment Report, here are some special offers for our partners.

Step 1: Check You want to get the offers you want.

Step 2: Submit below to access your Free report.

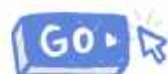
- ☒ **Free Report: 20 Stocks to Sell Now**  
Visit Street's top-rated and most-reviewed strategies are advising their clients to sell these 20 stocks. If you own any of these companies, it's time to run. Plus, you'll start receiving daily buy and sell ideas in our free newsletter, StreetSmart Daily Holdings. STREET'S POLICY
- ☐ **Free Report - How to Profit from the First Phase of 90**  
AspenTech's investor Jeff Soren reveals how to position yourself right now for massive gains as the world embraces the largest infrastructure build-out in history. See what he has on his mind. STREET'S POLICY
- ☐ **This Stock Could Be Like Buying Amazon for \$3.19**  
Comments of The Motley Fool. Free and how to join the team and learn about the amazing stock. STREET'S POLICY
- ☐ **Your FREE, step-by-step guide to expert Forex trading strategies**  
Learn the foundations of Forex trading every trader expert should know with our 10 Steps to Trading Success. STREET'S POLICY
- ☐ **Donald Trump's Crazy Plan To Reboot The U.S. Dollar**  
If this happens, one investment would start to go up to 1,000%. Get ahead in the market from Jim Rickards when you subscribe to The Daily Reckoning. STREET'S POLICY
- ☐ **Trades Of The Day - #1 FREE Trading Newsletter**  
Get timely trades from the world's best stock traders... delivered daily and in just ONE email. No penny stock scams or pump and dump. These are legitimate trade sets from trusted experts. Act now to get "Trades of the Day" for no cost whatsoever. STREET'S POLICY
- ☐ **New Way to Earn Income on Technology?**  
Get your free one's guide to 10 of the most successful and discover how you can earn income on the new type of investment that is effectively paying out 10% more than most. CDS, SPACs, REITs, dividend growth, royalties, or any other passive income stream you can think of. Plus see how a \$100 investment could have turned into \$100,000. STREET'S POLICY
- ☐ **Do You Own An IRA/401K?**  
Find out why Savvy Investors are Overlooking Gold and Silver. Free IRA rollovers. 50 Transfer Fees. Get started today with a Free Investment Guide! STREET'S POLICY

**SUBMIT & CONTINUE**

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<https://bit.ly/2JHjqd6>

# Backlinko Newsletter

by Backlinko

The image shows two parts of the Backlinko newsletter. The top part is the sign-up page, which features a green header with the Backlinko logo and navigation links (ABOUT, CONTACT, NEWSLETTER). The main content area has a green background with a photo of Brian Dean and the text "FREE EXCLUSIVE TRAFFIC TIPS". Below this is a form to enter an email address and a "Sign Up" button. The bottom part of the image shows a sample newsletter issue. It has a white background with a green header. The main content area features a quote from Brian Dean about his SEO knowledge, a section titled "How I Increased My Traffic By 110% In 14 Days" with a photo of Brian Dean, and a line graph showing traffic growth. The newsletter also includes a table with traffic data and a "GO" button.

**BACKLINKO** ABOUT CONTACT NEWSLETTER

## FREE EXCLUSIVE TRAFFIC TIPS

Enter your email below to get access to my proven SEO and traffic tips

Email Address

Entrepreneur Forbes **ihuffposti** Inc.

**How I Increased My Traffic By 110% In 14 Days**

Brian Dean, March 4th, 2019

Here's the brutal truth about SEO:

There are WAY too many people in internet marketing today that think "great content" is enough.

They say, "if I publish great content, Google will rank me".

If only it were that easy...

If you're serious about generating high quality links, you need to be very systematic with how you create and promote your content.

Otherwise you're taking the "cooked spaghetti approach": throwing a bunch of stuff against a wall and hoping something sticks.

Well today I'm going to show you a technique that almost guarantees that you get high quality links from every piece of content that you publish.

In fact, I recently used this strategy ("The Skyscraper Technique") to boost my organic traffic by 110% in 2 weeks:

Primary Dimension: Default Channel Grouping. Secondary dimension: Out Type. Acquisition: Default Channel Grouping. Organic Traffic: 110.94% (21.31% New Visitors, 155.88% New Users).

The best part? It's a simple, 3-step formula.

The formula takes hard work. But it's not complicated. And it's one of the fastest ways I've discovered to quickly grow your organic traffic.

The image shows the confirmation page of the Backlinko newsletter. It has a white background with a green header. The main content area features a photo of Brian Dean and the text "You're all set. Your email is now confirmed and you're on the Backlinko email list. Check your email for a message from me. In the meantime, go ahead follow me on Twitter: @BrianDean". Below this is a "Sign Up" button. The bottom part of the image shows the Backlinko logo and navigation links (ABOUT, CONTACT, NEWSLETTER).

**BACKLINKO** ABOUT CONTACT NEWSLETTER

You're all set.

Your email is now confirmed and you're on the Backlinko email list. Check your email for a message from me.

In the meantime, go ahead follow me on Twitter:

[@BrianDean](#) 17K followers

With that, welcome to the Backlinko community!

I'll be sending you super-actionable content that will help you generate more traffic, leads, and sales over the next few weeks.

Talk Soon,  
Brian

**BACKLINKO** Terms of Service Privacy Notice © 2018 Backlinko is a trademark of Backlinko LLC

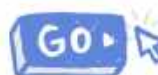
Inside the newsletter of well-respected SEO and traffic expert, Brian Dean, you can learn the very tips that he shares with top marketers from Apple, Disney, IBM, and Amazon.

**HOOK** "Free Exclusive Traffic Tips."

**STORY** "Get access to my proven SEO and traffic tips."

**OFFER** Enter your email address to receive Backlinko's free digital newsletter.

**THANK YOU PAGE** Check your email for the newsletter. You can also follow Backlinko on Twitter.



<https://bit.ly/2H6rrSV>

# Mobile Payments Report

by Business Insider Intelligence



**BUSINESS  
INSIDER  
INTELLIGENCE**

**THE MOBILE  
PAYMENTS REPORT**  
MARKET FORECASTS, CONSUMER TRENDS, AND  
THE KEY BARRIERS AND BENEFITS THAT WILL  
INFLUENCE ADOPTION  
JULY 2016  
By Ben Bajarin / Research Analyst

### EXCLUSIVE FREE SLIDE DECK:

**Be in the know with our  
Mobile Payments Report**

Find out the key user trends, forecasts, and companies  
vying to dominate mobile payments. Get ahead of the curve  
with this free report.

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By clicking "Get It Now", you agree to receive marketing emails from  
Business Insider and accept our [Terms of Service](#) and [Privacy Policy](#).

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**Get It Now**

This is a FREE report from BI Intelligence.  
Credit card is NOT required.

**BUSINESS  
INSIDER  
INTELLIGENCE**

With the report from Business Insider Intelligence, "Mobile Payments Report" you'll receive exclusive knowledge into the user trends, forecasts, and companies that dominate the mobile payment market.

**HOOK** "Exclusive Free Slide Deck."

**STORY** "Find out the key user trends, forecasts, and companies vying to dominate mobile payments."

**OFFER** Enter your email address to receive the free digital report: "Mobile Payments Report."

**THANK YOU PAGE** Check your email for a link to download the report and receive daily emails from Business Insider Intelligence. You can also purchase a newsletter membership to "Business Insider Intelligence."

**BUSINESS  
INSIDER  
INTELLIGENCE**

## Confirmed!

We are excited you elected to receive our exclusive content from Business Insider Intelligence, Business Insider's premium research service. Here are three simple steps to help you get fully up to speed on everything related to digital disruption:

1. Check your email. We have delivered your exclusive content directly to your inbox.
2. Look out for our free *BI Intelligence* Daily email. We will also keep you informed of research reports that have been released and our other research offerings that we think will interest you.
3. Don't miss another day of critical industry news & analysis.

**Do you want the information edge that can help you become more knowledgeable about everything related to your area of interest?**

Get your daily dose of key trends, analysis and breaking developments with our daily subscription newsletters.

Whether your area of interest is Apps and Platforms, Digital Media, E-Commerce, Payments, Fintech, the Internet of Things, or Transportation & Logistics, or Digital Health, the Business Insider Intelligence team has you covered with the most important topics and the trends you need to know. [Click Here To Learn More »](#)

<https://read.bi/2UkGHG4>

# The 10-Minute Social Media Audit

by DigitalMarketer



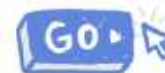
With DigitalMarketer's "The 10-Minute Social Media Audit," you'll get access to the exact goals that DigitalMarketer uses to analyze their social media performance.

**HOOK** "The 10-Minute Social Media Audit."

**STORY** "Use this simple audit to grade your social efforts and identify opportunities to get more followers, increase engagement, and drive more traffic."

**OFFER** Enter your first name, last name, and email address (and answer two yes/no questions) to receive the free digital templates: "The 10-Minute Social Media Audit."

**THANK YOU PAGE** Check your email for a link to download the templates. You can also purchase their "Social Selling System" for \$7.



<https://bit.ly/2UfyeUo>

# SEO Keyword Bible for Real Estate Investors

by Carrot



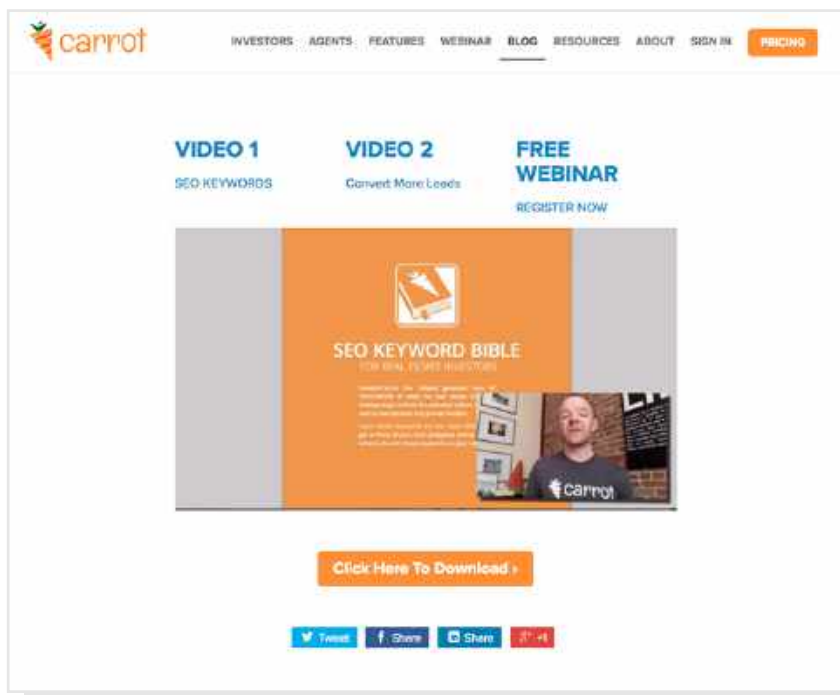
Inside of Carrot's report, "SEO Keyword Bible for Real Estate Investors," you can learn how to increase your leads by 80% using 70 keywords proven to work.

**HOOK** "SEO Keyword Bible for Real Estate Investors."

**STORY** "Attract more motivated sellers, cash buyers, tenants, note buyers and private lenders with these 'done for you' keywords."

**OFFER** Enter your email address to receive the free digital report: "SEO Keyword Bible for Real Estate Investors."

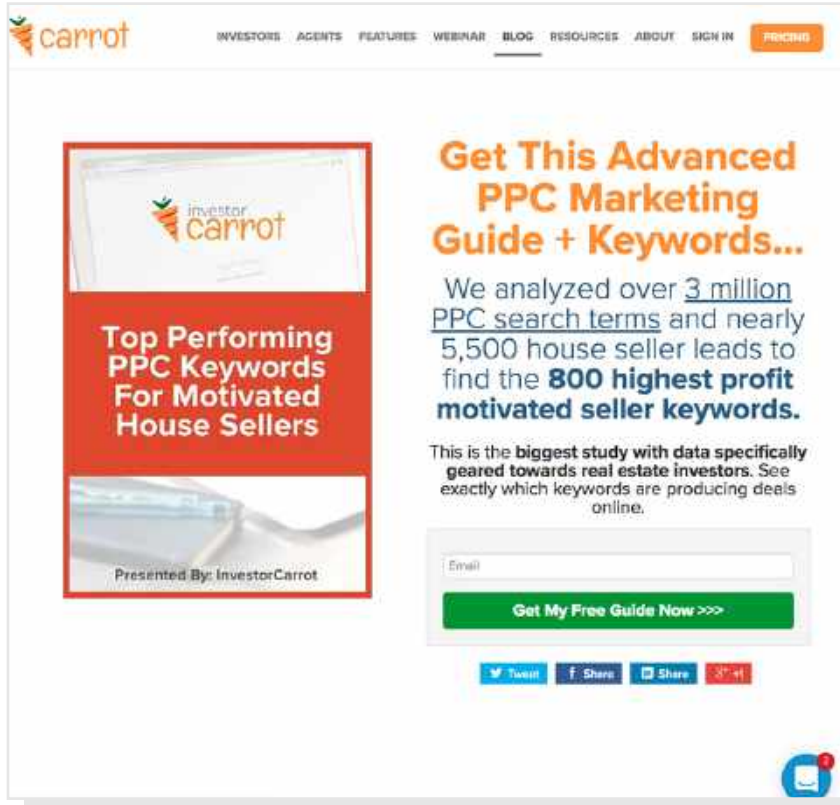
**THANK YOU PAGE** Click to download the free report. You can also watch two free training videos and register for the free webinar: "How These 3 Real Estate Investing Giants Do Over 100 Deals Per Year."



<https://bit.ly/2l0I7yV>

# Top Performing PPC Keywords for Motivated House Sellers

by Carrot



With Carrot's guide, "Top Performing PPC Keywords for Motivated House Sellers," you can find the results from the biggest keyword study that shows which keywords are producing real estate deals online.

**HOOK** "Advanced PPC Marketing Guide + Keywords."

**STORY** "We analyzed over 3 million PPC search terms and nearly 5,500 house-seller leads to find the 800 highest profit motivated seller keywords."

**OFFER** Enter your email address to receive the free digital guide: "Top Performing PPC Keywords for Motivated House Sellers."



**THANK YOU PAGE** Click to download the free guide. You can also watch two free training videos and register for the free webinar: "How These 3 Real Estate Investing Giants Do Over 100 Deals Per Year."



<https://bit.ly/2TZgXzF>

# Nomadic Matt's Primer on Travel Hacking

by Nomadic Matt

NOMADIC MATT

## WANT TO KNOW THE SECRET TO FREE TRAVEL?

Download my free ebook on travel hacking and learn the art of free travel!

First Name Email Address **SEND ME THE EBOOK!**

**Reasons to download the FREE ebook:**

- Learn how to earn miles for free flights & hotels.
- Discover the best credit cards for earning free travel.
- Start earning free travel and living the life you dreamed of!

**Download my free ebook and start earning free travel!**

First Name Email Address **SEND ME THE EBOOK!**

AS SEEN ON TV NATIONAL GEOGRAPHIC The New York Times CNN BBC TIME the guardian AP Associated Press FOX NEWS

The ebook, *Nomadic Matt's Primer on Travel Hacking*, teaches you how to learn the art of free travel so you can start earning free travel.

**HOOK** “Want to Know the Secret to Free Travel?” (illustrated with an image of a luxurious first class cabin).

**STORY** “Learn how to earn miles for free flights and hotels, discover the best credit cards for earning free travel, and start earning free travel and living the life you dreamed of.”

**OFFER** Enter your first name and email address to receive the free ebook: *Nomadic Matt's Primer on Travel Hacking*.

**THANK YOU PAGE** Check your email for a link to download the ebook.

NOMADIC MATT

## WANT TO KNOW THE SECRET TO FREE TRAVEL?

Download my free ebook on travel hacking and learn the art of free travel!

Success! Now check your email to confirm your subscription.



<https://bit.ly/2YrLUuF>

# Start a Tool Franchise

by Matco Tools

The screenshot shows the top section of the Matco Tools website. At the top is a navigation bar with links: CONTACT US, VETERANS PROGRAM, FRANCHISE AWARDS, and TESTIMONIALS. Below this is a secondary navigation bar with links: OPPORTUNITY, INVESTMENT, SUPPORT, and GET STARTED. The main headline reads 'START A TOOL FRANCHISE TODAY'. Below the headline is a sub-headline: 'Set Your Own Hours & Control Your Financial Destiny Discover How to Start a Matco Franchise'. The page features several bullet points highlighting benefits like exclusive delivery routes, in-house financing, and flexible hours. A red call-to-action button says 'Get Started Now'. At the bottom of this section are logos for BSB, ACCREDITED BUSINESS, IFA, VET\*FRAN, and a 5-star rating.

Matco Tools' free report gives you all the information you'll need to make a highly-informed decision about owning a Matco Franchise.

**HOOK** "Start a Tool Franchise Today."

**STORY** "Set your own hours, control your financial destiny, and discover how to start a Matco franchise."

**OFFER** Enter your first name, last name, and email address to receive a free report on how to start a Matco franchise.

**THANK YOU PAGE** Check your email for a link to download the report. You can also fill out another form if you want to talk to a Matco representative about a tool franchise opportunity.

The screenshot shows the bottom section of the Matco Tools website. The headline reads 'GET QUALIFIED TO OWN YOUR OWN BUSINESS'. Below the headline is a sub-headline: 'Simple, Safe and No Obligation:'. The page features several bullet points highlighting benefits like in-house financing, a 'Ride-Along' with a local Matco franchisee, available routes, and a 1-on-1 meeting with a franchise expert. A red call-to-action button says 'Submit My Information Securely'. At the bottom of this section are logos for SECURED SITE and a 5-star rating. A testimonial from Doug Shell, Matco Tools Distributor, is also included.



<https://bit.ly/1kc1uog>

# 5 Crazy Effective Landing Page Strategies

by WordStream

WordStream

## Get More Conversions From Your Landing Pages

GET THE GUIDE

### 5 Crazy Effective Strategies

These days, creating a high-performing landing page isn't rocket science. On the other hand, building a landing page with crazy-high conversion rates isn't easy. That's why we're here to help.

This free guide will uncover 5 super-secret, crazy-effective strategies to squeeze more value out of your landing pages. Our tips will cover:

- Optimizing your form fields
- Pop-ups
- Surveys
- & much more!

Download this guide & find out how to convert more leads today!

#### Download the Guide

First Name:  Last Name:

Company Name:

Email Address:

Phone Number:

Website:

Are You an Advertiser or a Marketing Agency? ☐

What is your Monthly Online Advertising Budget? ☐

GET YOUR GUIDE NOW

#### About WordStream

We're recognized by Google to have the highest level of experience and proficiency in developing, launching, and managing Google Ads campaigns for local merchants and small businesses. Being a Google Premier Partner, we receive exclusive product training, tools, and Google Ads support so our customers can stay ahead of the latest Google technology, saving you time and resources.

Google Partner | Bing | 2009-2011 | FAST

★★★★★ "I consider WordStream a partner for my company and am depending on them to help us continue to grow our B2B conversion capabilities." Guy B. Marketing Mgr. InMAte Coolers

★★★★★ "WordStream's features became your daily routine... It's as if you have a team of analysts to help you understand what's going on and then suggest actions to take." Ardian Z. Sr. Online Marketing Manager at Eargo

★★★★★ "We've been able to improve the results we get for our clients by using the features of the WordStream tool. Better Quality Scores, higher ad conversions, etc." Jeff H. Account Director, Launch Marketing

Ready to Convert More Leads? Get the Guide! DOWNLOAD NOW

WordStream

Thank you! Download your free guide here: DOWNLOAD YOUR GUIDE

## Start Your Free Trial of WordStream Advisor

WordStream Advisor makes online advertising easy with the 20-Minute Work Week. Get guidance on what to do and when for faster optimization of your Google AdWords, Facebook, and Bing campaigns.

Enter your email address to get started:

START MY FREE TRIAL

100% no obligation. No credit card required.

#### SAFE & SECURE

WordStream will only use your personal information to analyze your account and we will never share your data for any reason (see our Privacy Policy).

Google Partner

"Some of my best and sharpest customers use WordStream's management software and report outstanding results. When you're able to squeeze more juice out of Google AdWords with less time, it frees you to work on even more profitable, bigger-picture stuff. Highly recommended." Perry Marshall, Author, The Definitive Guide to Google AdWords

The New York Times | HuffPost | Entrepreneur | CNN | FORTUNE

WordStream  
101 Huntington Ave, Floor 7, Boston, MA 02119  
Phone: 855.667.2767  
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<https://bit.ly/2uBo5Tn>

In WordStream's free guide, "5 Crazy Effective Landing Page Strategies," you learn how to create a high-performing landing page that will give you more conversions.

**HOOK** "Get More Conversions from Your Landing Pages."

**STORY** "Uncover 5 super-secret, crazy effective strategies to squeeze more value out of your landing pages."

**OFFER** Enter your first and last name, company, email address, phone number, and website (and answer two questions) to receive the free digital guide: "5 Crazy Effective Landing Page Strategies."

**THANK YOU PAGE** Click to download the guide. You can also start a free trial of "WordStream Advisor."



# Personalized Numerology Report

by Numerologist

Use Numerologist's video-based "Personalized Numerology Report" to help you find and stay on your life's path.

**HOOK** "Personalized Numerology Report."

**STORY** "Explore your life path, expression, and soul urge numbers in ways you've never seen before."

**OFFER** Enter your first name and date of birth to receive the free digital report: "Personalized Numerology Report."

**Numerologist**

## Free Personalized Numerology Report

To start your FREE personalized reading, complete the information below.

Your First Name:

Date of Birth:  Month:  Day:  Year:

**START**

In this **personalized video report**, we'll explore your Life Path, Expression, and Soul Urge Numbers (and more) in ways you've **NEVER (ever) seen before** to reveal...

- Deep desires you may be ignoring and what you can do to finally attain them...
- Where you've been incorrectly putting your energy and how you can make an easy and effortless "switch" to end the struggle...
- What makes you tick, your attitude towards work, and the perfect environment you need to flourish professionally...
- Secret talents and hidden strengths (and how to use them to get what you truly want!)
- Powerful insight into your character, quirky personality traits, and the unique ways in which you relate to others...
- Upcoming challenges and lessons you're meant to learn in this life as well as unexplored opportunities and to change your life for the better...
- And a lot more...

**GET YOUR FREE PERSONALIZED VIDEO NUMEROLOGY REPORT NOW!**

Over **2,385,368** Abundant Thinkers Trust Numerologist to Find & Stay on Life Path...

**RAE**

"I was just checked! I got 115 pages all about me... This was very deep, very detailed! It contained so many different parts of my life... Every single thing that I read on my report was so true! The report really gave me important things to remember and details about the next 2 years... I had no idea that this could be so accurate!"

**BEV**

"I'm really amazed at the results... it was really inspiring!"

# Personalized Numerology Report

by Numerologist

The screenshot displays a website titled 'Numerologist' with a dark, starry background. At the top, it says 'Free Personalized Numerology Report' and 'Life Path for Russell'. Below this, the date of birth 'March 08, 1980' is entered. The calculation for the Life Path number is shown: March (3) + 08 (0+8=8) + 1980 (1+9+8+0=18, 1+8=9). The final result is '2'. A video player is embedded in the center, showing a person speaking. Below the video is a list of comments from users like 'Elvin M...', 'Hugo H...', 'Tara H...', 'Alexandra M...', and 'Lorel B...'. At the bottom, there is a 'CLICKBANK' banner for 'Numerologist.com' and a footer with links: 'About Us', 'Training', 'Products', 'FAQ', 'Contact', 'Blog', 'Terms Of Use', and 'Earnings Disclaimer'.

**THANK YOU PAGE** Watch a short video with your personalized report.  
You can also purchase the "Complete Numerology Report" for \$37.



<https://bit.ly/2OumHey>

# Jumpstart Your Email List

by VideoFruit



VideoFruit BLOG TOOLS STRATEGIES

## Want random people on the internet to buy stuff from you?

If so, you need an email list. I'll show you how to **get your first 100 email subscribers**. Just click that big green button below.

**Start Your Email List**

NBC NEWS lifehacker ESPN KISSmetrics MOZ

### The first time I tried to start a business I thought there was something wrong with me

Bryan Harris, March 18th, 2017

What if there was a proven formula you could follow to grow your business?

- 1,000 email subscribers. No problem.
- \$10,000 product launches. Yup!
- 100,000 visitors to your website. Absolutely.

Contrary to what you might think there are plug-and-play formulas for reaching these goals.

Repeatable and scalable formulas. They aren't complicated. But they are hard to find.

My name is Bryan Harris and I am the founder of VideoFruit.

At VideoFruit we reverse engineer and test 100s of growth strategies per year. Then we turn the most effective strategies into detailed step-by-step instructions and case studies for you.

Step 1: We research and test everything.

Step 2: You get the best strategies.

For example...

Last month we found one new traffic formula. We installed it and a few days later it produced a 25% increase in organic search traffic. It has resulted in 1,523 new email subscribers and is projected to bring in over \$15,000 in sales this year.

After installing the 15-Minute Traffic Strategy

Page	Pageviews	Unique Pageviews	Visits	Visitors	Time on Site	Goal Completions
Home	158,237%	32,437%	12,34%	16,28%	81,347%	33,327%
Blog	100,000%	100,000%	100,000%	100,000%	100,000%	100,000%

The best part? It takes less than 15 minutes to implement.

The formula isn't hard. It's not complicated. But if you don't constantly research and test new things you'll miss out on strategies like this that can easily grow your business.

That's why we're here.

Every month we email out a new growth strategy.

Just enter your email address below and I'll email the strategy we're testing right now (publishing in a few weeks) along with the 15-minute traffic strategy I mentioned above.

**Get the 15-minute Traffic Formula**

Internet to buy stuff from you?

If

## Enter your email address below to get the Jumpstart Your Email List Class.

Email

**Start Growing Your List Now**

We have SPAM and promise to keep your email address safe.

VideoFruit START HERE BLOG TOOLS PRODUCTS

## Start the Jump Start Your Email List class

Want to be a VIP and get 2 killer bonuses?

- 1 Our 18 Best Subject Lines of 2017 (.XLS)
- 2 Private List Building Masterclass (.MP4)

Want to learn the strategies for building a 100,000 subscriber email list? Get the free Grow Your Email List Guide <http://bit.ly/2p3z5Sk>

**Tweet**

Never miss a day! Get the free guide!

Watch VideoFruit's masterclass, "Jumpstart Your Email List," to learn how to get your first 100 email subscribers.

**HOOK** "Want Random People on the Internet to Buy Stuff from You?"

**STORY** "You need an email list. I'll show you how to get your first 100 email subscribers."

**OFFER** Enter your email address to receive the free digital class: "Jumpstart Your Email List."

**THANK YOU PAGE** Check your email for a link to download the first lesson of the class. You can also download two bonus trainings and get the free "Grow Your Email List Guide."



<https://bit.ly/2UgHYOi>



YES, PLEASE!!!

Chocolate may easily be one of our *favorite* treats of all time!

What we've learned after 10 years of teaching healthy NUTRITIONAL PRINCIPLES to women all over the world is that...

Sometimes (most of the time 😊) we all want something super, duper *Chocolatey*.



AND...

we think you deserve

*Chocolate Just Because...*

YOU'RE KIND.

YOU'RE LOVING

YOU'RE LOVED

YOU'RE FEELING FRISKY

YOU'RE HAPPY

YOU'RE ENOUGH

and...

YOU'RE CRAVING SOME CHOCOLATE

[Claim My Gift Now](#)



Regardless of why you want chocolate, we don't believe in a world where anyone would Ever ask you to live without it.

Our gift to you is our *Chocolate Just Because* book, filled with our 20 favorite healthy, decadent chocolate treats from our kitchen to yours!

[Click Here To Get Instant Access](#)  
Free Download: *Chocolate Just Because*

# Chocolate Just Because

by Beyond Diet

Inside of the Beyond Diet ebook, *Chocolate Just Because*, you'll find indulgent recipes to reward yourself after eating healthy.

**HOOK** "Ooey, Gooley, Decadent Chocolate?"

**STORY** "What we've learned after 10 years of teaching healthy nutritional principles to women all over the world is that... sometimes (most of the time) we all want something super, duper chocolatey."

**OFFER** Enter your email address to receive the free digital ebook: *Chocolate Just Because*.

Where Should I  
Send Your  
Download Of  
Chocolate Just  
Because?

Enter Your Email Address...

[Send It To Me Now](#)

Privacy Protected - We value your privacy and would never spam you.

Hi everyone! I've been a part of the program for 10 years and I'm so happy to see you all here! I've been a part of the program for 10 years and I'm so happy to see you all here! I've been a part of the program for 10 years and I'm so happy to see you all here!

Hi everyone! I've been a part of the program for 10 years and I'm so happy to see you all here! I've been a part of the program for 10 years and I'm so happy to see you all here! I've been a part of the program for 10 years and I'm so happy to see you all here!

Hi everyone! I've been a part of the program for 10 years and I'm so happy to see you all here! I've been a part of the program for 10 years and I'm so happy to see you all here! I've been a part of the program for 10 years and I'm so happy to see you all here!

# Chocolate Just Because

by Beyond Diet

Thank you SO much for requesting your free copy of "Chocolate Just Because".  
I've sent the PDF to the email you requested. While you wait for it to arrive (it can take up to 15 minutes), please read the page below. If you love chocolate, you'll LOVE what I'm about to tell you!

**New Healthy HEALING Chocolate Turns  
"Forbidden Desserts" Into Guilt-Free Treats  
You Can Enjoy Daily!**



If you're a chocolate lover, you know what it feels like to have to turn it down because it's "not healthy for you".  
And until now, that was true!

Most chocolate products sold today are LOADED with unhealthy sugar, go through excessive processing which strips out most of the nutrients, and are loaded with fattening calories.

(PAGE CONTINUES)

**THANK YOU PAGE** Check your email for the ebook and whitelist their email address. You can also purchase a number of jars of pure cacao: "Cacao Bliss."



<https://bit.ly/2uvQoTd>

# Instagram Ads Costs: The Complete Resource for 2018

by AdEspresso



**AdEspresso**  
by Hootsuite

## Instagram Ads Cost 2017 Benchmarks

### Instagram Ad Costs: The Complete Updated Resource for 2018!

Instagram was born in October 2016, exclusively as an iOS app. In 2017 the photo-sharing/social networking platform boasted over 800 million monthly active users, and 86% of them follow 1 or more brands. Over 15 million business are registered on Instagram, 2M advertisers are active monthly, and Instagram ad revenue forecast for 2018 is \$6.84 billion.

There's lots of data on Instagram online, but no answers to the big question: **how much do Instagram ads cost?**

We analyzed almost \$300 million of ad spend data in 2017, which will give you an excellent reference point to estimate the costs of advertising on Instagram in 2018!

Our unique data will, undoubtedly, give you an idea of the costs to expect when launching your next Instagram ad campaign.

Instagram Ads Cost 2017 Benchmarks is an incredible resource for when you're placing bids, setting your Instagram ad budget, and whittling down your target audience. Use This Data to Set Your Own Parameters, but remember that every ad campaign will be unique, since every business is unique, like you.

To dig deeper into what affects the cost of advertising on Instagram, read our guide: [Instagram Ads Cost - The Complete Resource for 2017](#)

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BUSINESS TYPE\*

Agency

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Inside AdEspresso's ebook, *Instagram Ads Costs: The Complete Resource for 2018*, you'll get a better idea on how much it will cost you to run an Instagram ad campaign by looking at the data spent the previous year.

**HOOK** "*Instagram Ad Costs: The Complete Updated Resource for 2018!*"

**STORY** "We analyzed almost \$300 million of ad spend data in 2017, which will give you an excellent reference point to estimate the costs of advertising on Instagram in 2018!"


**OFFER** Enter your email address, first name, last name, and country of residence (and choose your business type) to receive the free digital newsletter and ebook: *Instagram Ads Costs: The Complete Resource for 2018*.

**AdEspresso**  
by Hootsuite

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## Your eBook is ready for download!



### Instagram Ads Cost 2017 Benchmarks

We've analyzed hundreds of millions of dollars of Instagram Advertising worldwide to provide you the most complete benchmark to understand Instagram ads costs and how you're performing compared to other advertisers!

**Download Now**


Would you like to stay updated with our new eBook releases and Facebook Ads Tips?

**Follow @AdEspresso**

### Claim your free trial

Want to see our video courses, webinars, full ads gallery, and our tools? Try a 14-Day AdEspresso Free Trial and save 10% - no credit card required!

**Start Your Free Trial Now!**



**THANK YOU PAGE** Click to download the ebook. You can also follow AdEspresso on Twitter and claim a free 14-day trial of AdEspresso.



<https://bit.ly/2CFs8CG>

# Facebook Ads Cost: 2017 Benchmarks

by AdEspresso

**AdEspresso**

## How Much Does Facebook Advertising Cost? Find out with our 2017 Benchmark study!

Everyone keeps asking us about the cost of Facebook Advertising.  
Well, the answer is... it depends.  
It depends on your industry, country, ads' quality and many other factors.  
To help you understand how your campaign is performing we released an in-depth study on 2017 Facebook Ads Costs.  
Download the pdf now and discover the average costs of clicks, likes and app installs around the world.



**FB ADS COST  
2017 BENCHMARKS**

**Signup to our Newsletter  
and get this Free eBook!**

EMAIL\*

Please complete this required field.

FIRST NAME\*

Please complete this required field.

LAST NAME\*

Please complete this required field.

AdEspresso makes the perfect combination you choose to us to deliver the content you're requesting. Not what? Email us at [info@adespresso.com](mailto:info@adespresso.com) or any time! Please Reply.

**Signup to Newsletter & Get  
Bonus Content**

In this study, you'll discover unique data (per month, day of the week and hour of the day) on:

- ✓ Worldwide cost trends for the whole 2017
- ✓ Cheapest and most expensive countries
- ✓ Average costs by ad Placement
- ✓ Average costs by Campaign Objective
- ✓ Average costs by Age range and Gender
- ✓ Average costs by Device

**It's all you need to predict the costs of your Facebook Ads today.**

With AdEspresso's ebook: *Facebook Ads Cost: 2017 Benchmarks*, you'll get a better idea on how much it will cost you to run a Facebook ad campaign by looking at the data spent the previous year.

**HOOK** "How Much Does Facebook Advertising Cost?"

**STORY** "To help you understand how your campaign is performing, we released an in-depth study on 2017 Facebook Ads Costs... It's all you need to predict the costs of your Facebook Ads today."

**OFFER** Enter your email address, first name, last name, and country of residence (and choose your business type) to receive the free digital newsletter and ebook: *Facebook Ads Cost: 2017 Benchmarks*.


**THANK YOU PAGE** Click to download the ebook. You can also follow AdEspresso on Twitter and claim a free 14-day trial of AdEspresso.

**AdEspresso** by Hootsuite

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You get bonus content: Free eBook to create the download

## Your eBook is ready for download!



**Instagram Ads Cost 2017  
Benchmarks**

We've analyzed hundreds of millions of dollars of Instagram Advertising worldwide to provide you the most complete benchmark to understand Instagram ads costs and how you're performing compared to other advertisers.

**Download Now**


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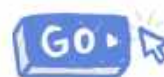
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### Claim your free trial

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**Start Your Free Trial Now!**





<https://bit.ly/2V3BDmy>

# How to Set up Your TrueView Campaign in Google Ads

by AdEspresso



**AdEspresso**  
by Buffer

## Boost your Google Ads campaign on YouTube video with TrueView now you can!

Here's what you need to know to start

Did you know that viewers who have seen more than one TrueView ad from your company have a 500% increased likelihood of engaging with your content and call to actions?

With TrueView video campaigns in Google Ads you can reach new customers in the fast-growing, extremely engaged audience of YouTube!

We collected all the basic info you need to know to launch and optimize your TrueView campaign. Use this factsheet to answer your questions -if you're just starting, or as a quick reference to optimize your TrueView ads.

In the factsheet you'll find:

- The differences between the main TrueView ad formats you can choose
- The objectives you can reach with each
- The audience targeting and content placement options available
- How to launch a TrueView campaign
- Optimization Tips&Tricks for both your TrueView in-stream and TrueView in-display video ads campaign

Want to skyrocket your brand awareness and boost your business? All you need is in this guide:

**How to set Up Your TrueView Campaign in Google Ads**

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Inside of AdEspresso's guide, "How to Set up Your TrueView Campaign in Google Ads," you'll learn how to reach new, highly-engaged customers on YouTube.

**HOOK** "Boost Your Google Ads Campaign on YouTube Video with TrueView."

**STORY** "Viewers who have seen more than one TrueView ad from your company have a 500% increased likelihood of engaging with your content and call to actions... Use this factsheet to answer your questions (if you're just starting) or as a quick reference to optimize your TrueView ads"

**OFFER** Enter your email address, first name, last name, and country of residence (and choose your business type) to receive the free digital newsletter and guide: "How to Set up Your TrueView Campaign in Google Ads."

**THANK YOU PAGE** Click to download the guide and check your email for newsletter.

**AdEspresso**  
by Buffer

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Want to skyrocket your brand awareness and boost your business? All you need is in this guide:

**How to set Up Your TrueView Campaign in Google Ads**

**Get Bonus Content!**

Thank You! You'll receive an email with the download link shortly.

Or you can **download the checklist immediately here**



<https://bit.ly/2V0bncl>

# 500+ Facebook Ads That Will Inspire You

by AdEspresso

**AdEspresso**  
by Hootsuite

Free Facebook Ads Inspiration for You!

**500+ amazing Facebook Ads examples to get inspired**

Designing a great, appealing Facebook Ad can be tough and using the wrong image or copy could cost you a lot of money. Get inspiration now from this huge collection of 500+ Facebook Ads examples from top brands around the world.

All the Ads were hand-picked by our staff, they are both Mobile and Desktop and divided in 6 categories:

Brands  
Digital Products  
eCommerce  
Mobile Apps  
Mobile Games  
Services  
Others

No matter if you're a Facebook Ads Pro or a beginner, this carefully curated collection of 500+ real world Facebook Ads examples will provide you unique inspiration for your next campaign.

Get it now and start testing new creative ways to promote your product!

**Get Bonus Content**

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**Sign up to Newsletter & Get Bonus Content**

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Inside of AdEspresso's ebook, *500+ Facebook Ads That Will Inspire You*, you'll get creative inspiration for your own Facebook campaign by looking at 500+ Facebook ads from the top brands in the world.

**HOOK** "Free Facebook Ads Inspiration for You!"

**STORY** "Designing a great, appealing Facebook Ad can be tough and using the wrong image or copy could cost you a lot of money... [Get these 500+ examples] and start testing new creative ways to promote your product!"

**OFFER** Enter your email address, first name, last name, and country of residence (and choose your business type) to receive the free digital newsletter and ebook: *500+ Facebook Ads That Will Inspire You*.

**THANK YOU PAGE** Click to download the ebook. You can also follow AdEspresso on Twitter and claim a free 14-day trial of AdEspresso.

**AdEspresso**  
by Hootsuite

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**500+ Facebook Ads Examples to get inspired**

The best advertisers are those that constantly try new ways to improve their performances. New designs, new audiences, new ads' copy. In this eBook you'll find 500+ real world Facebook Ads Examples to get inspiration from for your campaigns!

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Want to see our video courses, webinars, full ads gallery, and our tools? Try a 14-Day AdEspresso Free Trial and see it all - no credit card is required!

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**GO**



<https://bit.ly/2FB3803>

# The Definitive Guide to Lead Generation with Facebook Ads

by AdEspresso



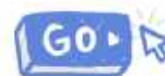
Inside of AdEspresso's ebook, *The Definitive Guide to Lead Generation with Facebook Ads*, you'll learn how to create lead magnets, drive traffic to them, and convert that traffic into leads.

**HOOK** "Successfully Generate Leads to Grow Your Business with Facebook Ads."

**STORY** "The A to Z guide to lead generation... It is very important to be constantly generating new leads for anyone in any business because with the proper nurturing, leads will turn into customers. [This ebook teaches you] how to generate leads using Facebook Advertising."

**OFFER** Enter your email address, first name, last name, and country of residence (and choose your business type) to receive the free digital newsletter and ebook: *The Definitive Guide to Lead Generation with Facebook Ads*.

**THANK YOU PAGE** Click to download the ebook. You can also follow AdEspresso on Twitter and claim a free 14-day trial of AdEspresso.



<https://bit.ly/2V2Zqmi>

# The Ultimate Guide to Social Proof Marketing

by AdEspresso



**AdEspresso**  
by Hootsuite

## The Ultimate Guide to Social Proof Marketing

Social proof is behind almost every purchasing decision we make.

Do you sometimes wonder why customers pick your competitors over you? Do you feel like you do everything "right" - the traffic, the content, the user experience...but they still prefer to buy from someone else?

In this book, we don't just show you how to use social proof - we give you a complete guide on mastering it. Actionable advice, real-life examples, and in-depth case studies...

Download the guide for free, and learn how to master the art (and science) of social proof marketing. Build trust, validate the buying decision, simplify the decision-making process, and gain the customers you deserve!

Inside this 100% free eBook you'll find:

- How Social Proof Works - Overview
- The Most Common Types of Social Proof
- Real-Life Case Studies, Landing Pages, and Ads
- Using Endorsements from Friends, Customers, and Influencers
- Common Social Proof Mistakes You Can't Afford To Make
- Engagement and Ads Analysis Based On Real Data
- And much much more...

**Signup to our Newsletter and get your eBook!**

EMAIL\*  
Please complete this required field.

FIRST NAME\*  
Please complete this required field.

LAST NAME\*  
Please complete this required field.

AdEspresso needs the contact information you provide to us to deliver the services you're requesting, but never disclose it to any third party.

**Signup to Newsletter & Get Bonus Content**

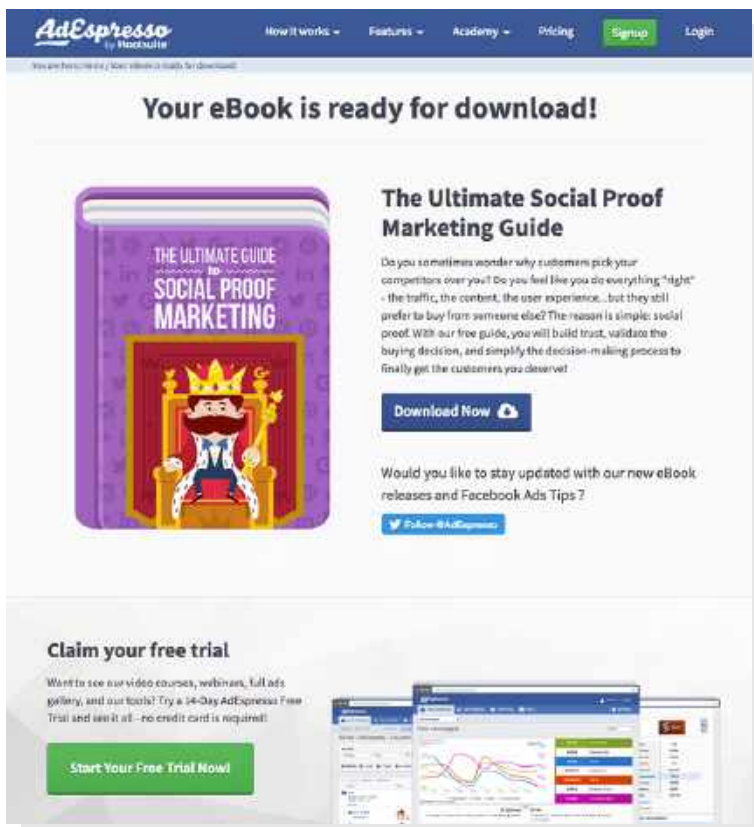
With AdEspresso's ebook, *The Ultimate Guide to Social Proof Marketing*, you can learn how to use social proof in your marketing to build trust, validate your buyers' decision, and increase conversions.

**HOOK** "The Ultimate Guide to Social Proof Marketing."

**STORY** "Social proof is behind almost every purchasing decision we make... We give you a complete guide on mastering it: actionable advice, real-life examples, and in-depth case studies."

**OFFER** Enter your email address, first name, last name, and country of residence (and choose your business type) to receive the free digital newsletter and ebook: *The Ultimate Guide to Social Proof Marketing*.

**THANK YOU PAGE** Click to download the ebook. You can also follow AdEspresso on Twitter and claim a free 14-day trial of AdEspresso.



**AdEspresso**  
by Hootsuite

How it works - Features - Academy - Pricing - **Signup** - Login

You are free to use our 14-day trial of AdEspresso.

## Your eBook is ready for download!

**The Ultimate Social Proof Marketing Guide**

Do you sometimes wonder why customers pick your competitors over you? Do you feel like you do everything "right" - the traffic, the content, the user experience...but they still prefer to buy from someone else? The reason is simple: social proof. With our free guide, you will build trust, validate the buying decision, and simplify the decision-making process to finally get the customers you deserve!

**Download Now**

Would you like to stay updated with our new eBook releases and Facebook Ads Tips?

**Follow @AdEspresso**

### Claim your free trial

Want to see our video courses, webinars, full ads gallery, and our tools? Try a 14-Day AdEspresso Free Trial and see it all - no credit card is required!

**Start Your Free Trial Now!**



<https://bit.ly/2V2TNEH>

# The Ultimate Guide to Facebook Custom Audiences

by AdEspresso



## The Ultimate Guide to Custom Audiences

**Laser Focused Ads that Convert!**

Custom Audiences are the definitive marketers' tool for creating incredible Facebook Ad campaigns! Whatever your business goals are, you cannot afford to not use them!



With this 50 page free eBook you'll learn:

- Beginner to Advanced Facebook Custom Audience Creation
- How to Create Different Types of Custom Audiences: Customer Lists, Website Visitors, App Users, and Lookalikes
- How to use Custom Audiences to increase your Leads and Sales
- Advanced Marketers Tips to Successfully use Custom Audiences
- How to retarget your Facebook Ads to your prospects - without knowing their email or contact information
- Custom Audiences' Dos and Don'ts
- The Advantages of Creating Custom Audiences with AdEspresso

With AdEspresso's ebook, *The Ultimate Guide to Facebook Custom Audiences*, you'll discover how to use advanced marketing tips to create several different types of custom audiences to get high-quality traffic.

**HOOK** "The Ultimate Guide to Custom Audiences."

**STORY** "Custom Audiences are the definitive marketers' tool for creating incredible Facebook Ad campaigns... Whatever your business goals are, you cannot afford to not use them!"

**OFFER** Enter your email address, first name, last name, and country of residence (and choose your business type) to receive the free digital newsletter and ebook: *The Ultimate Guide to Facebook Custom Audiences*.

**THANK YOU PAGE** Click to download the ebook. You can also follow AdEspresso on Twitter and claim a free 14-day trial of AdEspresso.



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Your eBook is ready for download!



**The Ultimate Guide to Facebook Custom Audiences**

Custom Audiences are one of - if not the most - powerful targeting features of Facebook Ads. In this eBook you'll discover how to use them like a pro!

[Download Now](#)

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Want to use our video courses, webinars, full ads gallery, and our tools? Try a 14 Day AdEspresso Free Trial and see it all - no credit card is required!

[Start Your Free Trial Now!](#)



<https://bit.ly/2uy2fQN>

# The DOs & DON'Ts of Facebook Ads

by AdEspresso



The screenshot shows the AdEspresso landing page. At the top, the AdEspresso logo is in the header. The main heading is 'The DO's & DON'Ts of Facebook Advertising'. Below this, a sub-heading reads 'Learn the Best Practices for Successful Facebook Advertising'. The text explains that getting started with Facebook Ads can be tough and that the ebook provides free slides to learn the following: 'The differences between Google & Facebook Advertising', '6 Ways to create an effective ads design', 'How your customers think and how to convince them to buy', 'How to target your advertising to the perfect audience', 'Tips from pros to save money when bidding for Facebook Ads', and 'How to optimize your funnel to generate more sales through Social Advertising'. A small image of the ebook cover is shown. A 'Get Bonus Content!' form is on the right, with fields for EMAIL\*, FIRST NAME\*, and LAST NAME\*, each with a 'Please complete this required field.' message. A green button at the bottom of the form says 'Signup to Newsletter & Get Bonus Content'. At the bottom of the page, there is a copyright notice '© 2019 AdEspresso, Inc.' and social media icons for Twitter, Facebook, and LinkedIn.

Inside of the ebook from AdEspresso, *The DOs & DON'Ts of Facebook Ads*, you'll learn everything you need to know about Facebook advertising.

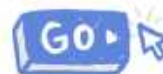
**HOOK** "The DOs & DON'Ts of Facebook Advertising."

**STORY** "Learn the best practices for successful Facebook advertising... even if you have zero expertise in advertising!"

**OFFER** Enter your email address, first name, last name, and country of residence (and choose your business type) to receive the free digital newsletter and ebook: *The DOs & DON'Ts of Facebook Ads*.

The screenshot shows the AdEspresso 'Thank You' page. The header includes the AdEspresso logo and navigation links: 'How it works', 'Features', 'Academy', 'Pricing', 'Signup', and 'Login'. The main heading is 'Your eBook is ready for download!'. Below this, there is a large image of the ebook cover 'The DOs & DON'Ts of Facebook Ads'. To the right of the cover, the text reads 'The DOs & DON'Ts of Facebook Ads' and 'From Zero to Pro: Learn the 2016 best practices to create Facebook Ads campaigns that convert. In 45 slides we'll go from designing killer ads to improving the targeting and the conversion rate!'. A blue button labeled 'Download Now' is present. Below this, a question asks 'Would you like to stay updated with our new eBook releases and Facebook Ads Tips?'. A blue button labeled 'Follow @AdEspresso' is shown. At the bottom, there is a section titled 'Claim your free trial' with the text 'Want to see our video courses, webinars, full ads gallery, and our tools? Try a 14-Day AdEspresso Free Trial and see it all - no credit card is required!'. A green button labeled 'Start Your Free Trial Now!' is at the bottom left. To the right of the button is a screenshot of the AdEspresso software interface showing various analytics and campaign management tools.

**THANK YOU PAGE** Click to download the ebook. You can also follow AdEspresso on Twitter and claim a free 14-day trial of AdEspresso.



<https://bit.ly/2TIPiO8>

# 500+ Twitter Ads Examples to Inspire You

by AdEspresso



**Free Twitter Ads Inspiration for You!**

**500+ amazing Twitter Ads examples to get inspired**

Designing a great, appealing Twitter Ad can be tough and using the wrong image or copy could cost you a lot of money. Get inspiration now from this huge collection of 500+ Twitter Ads examples from top brands around the world.



All the Ads were hand-picked by our staff, they are both Mobile and Desktop and divided in 6 categories:

- Brands
- Digital Products
- eCommerce
- Services
- Others

No matter if you're a Twitter Ads Pro or a beginner, this carefully curated collection of 500+ real world Twitter Ads examples will provide you unique inspiration for your next campaign.

Get it now and start testing new creative ways to promote your product!

**Signup to our Newsletter and get your eBook!**

EMAIL\*

Please complete this required field.

FIRST NAME\*

Please complete this required field.

LAST NAME\*

Please complete this required field.

AdEspresso needs the contact information you provide to send you the services you're requesting. We won't ever share your information with any third party. Privacy Policy

**Signup to Newsletter & Get Bonus Content**

In AdEspresso's ebook, *500+ Twitter Ads Examples to Inspire You*, you'll find creative inspiration for your own Twitter campaign by looking at 500+ Twitter ads from the top brands in the world.

**HOOK** "Free Twitter Ads Inspiration for You!"

**STORY** "Designing a great, appealing Twitter ad can be tough and using the wrong image or copy could cost you a lot of money. Get inspiration now from this huge collection of 500+ Twitter ads examples from top brands around the world."

**OFFER** Enter your email address, first name, last name, and country of residence (and choose your business type) to receive the free digital newsletter and ebook: *500+ Twitter Ads Examples to Inspire You*.

**THANK YOU PAGE** Click to download the ebook. You can also follow AdEspresso on Twitter and claim a free 14-day trial of AdEspresso.



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**Your eBook is ready for download!**



**500+ Twitter Ads Examples to get inspired**

The best advertisers are those that constantly try new ways to improve their performance. New designs, new audiences, new ads' copy. In this eBook you'll find 500+ real world Twitter Ads Examples to get inspiration from for your campaign!

**Download Now**

Would you like to stay updated with our new eBook releases and Facebook Ads Tips?

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**Claim your free trial**

Want to see our video courses, webinars, full ads gallery, and our tools? Try a 14-Day AdEspresso Free Trial and see it all - no credit card is required!

**Start Your Free Trial Now!**



<https://bit.ly/2JL85bX>

# 137 Instagram Ads Examples to Inspire You

by AdEspresso



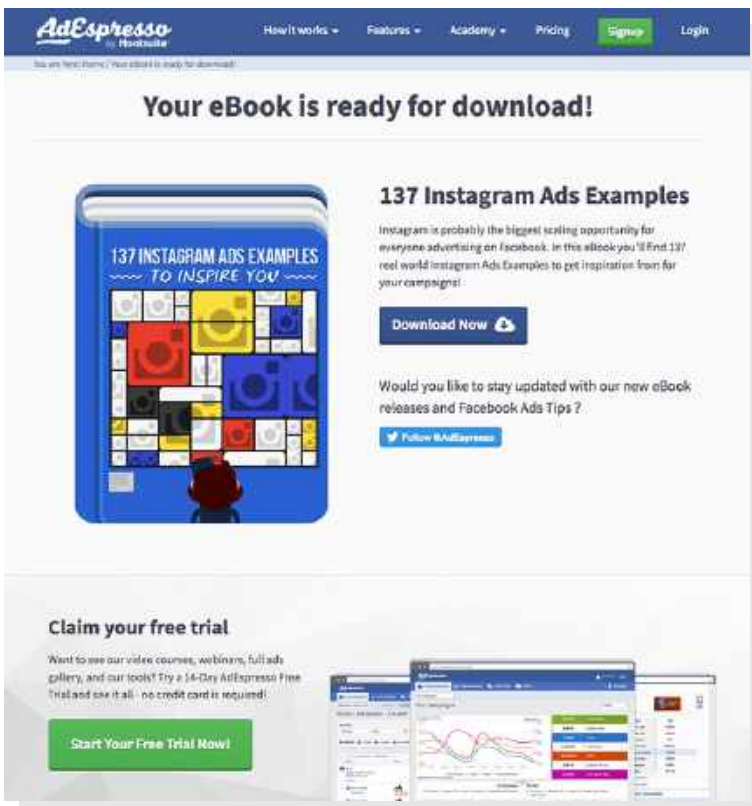
With AdEspresso's ebook, *137 Instagram Ads Examples to Inspire You*, you can discover creative inspiration for your own Instagram campaign by looking at 137 Instagram ads from the top brands in the world.\*

**HOOK** "Free Instagram Ads Inspiration for You!"

**STORY** "Designing a great, appealing Instagram ad can be tough and using the wrong image or copy could cost you a lot of money. Get inspiration now from this huge collection of 137 Instagram ads examples from top brands around the world."

**OFFER** Enter your email address, first name, last name, and country of residence (and choose your business type) to receive the free digital newsletter and ebook: *137 Instagram Ads Examples to Inspire You*.

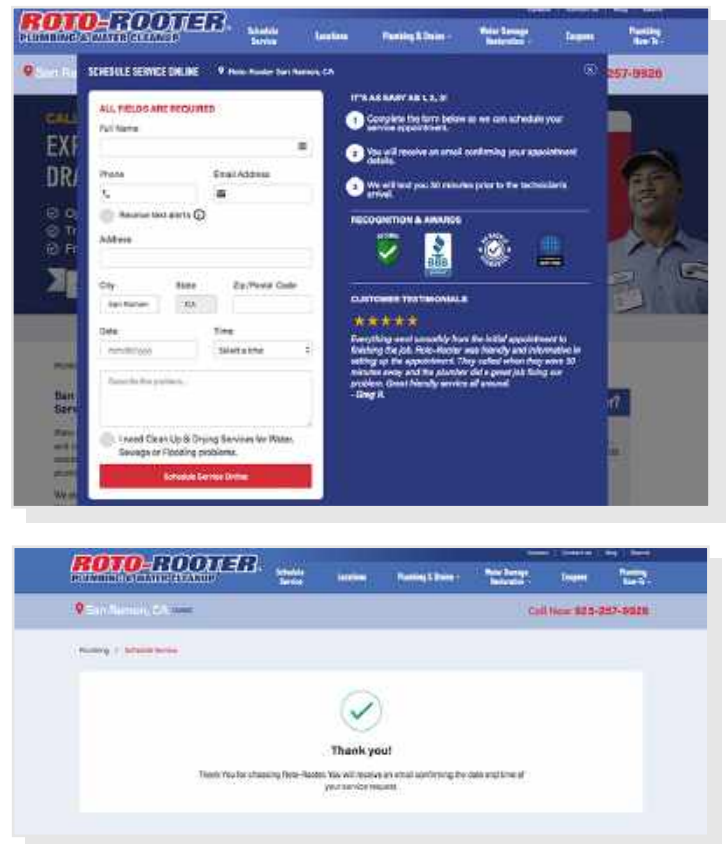
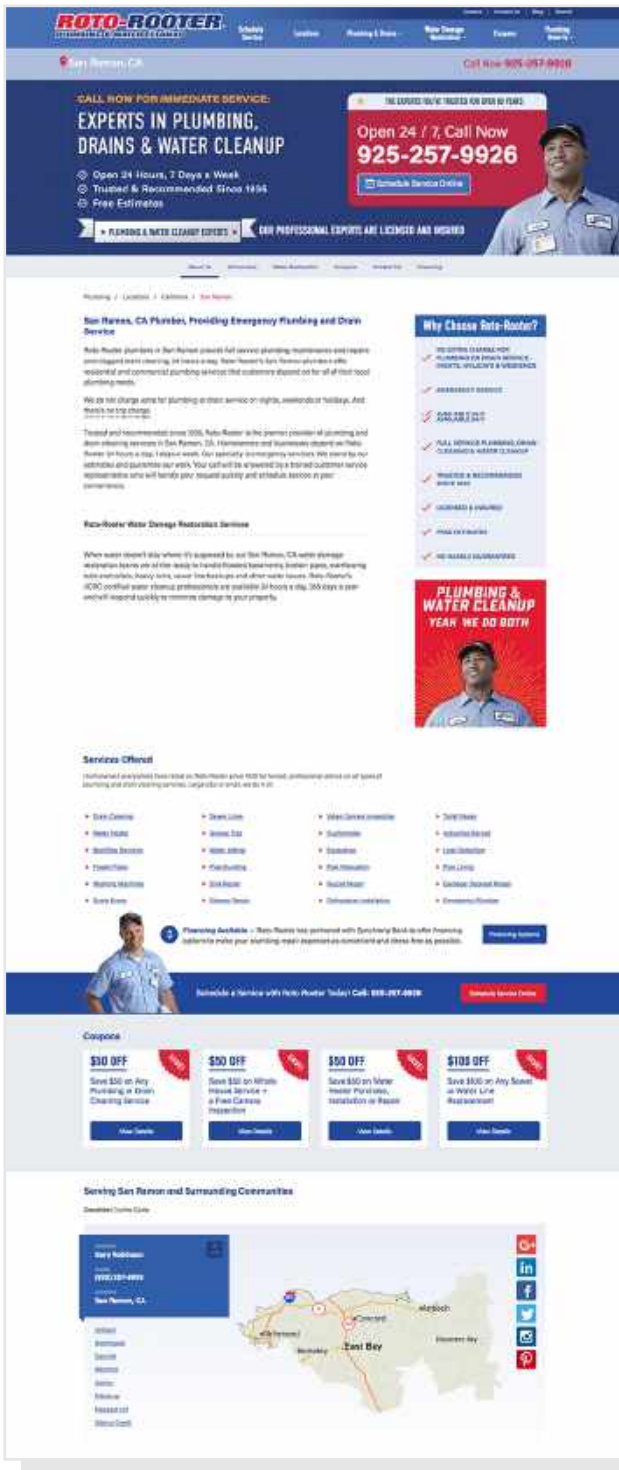
**THANK YOU PAGE** Click to download the ebook. You can also follow AdEspresso on Twitter and claim a free 14-day trial of AdEspresso.



<https://bit.ly/2U3Rchy>

# Roto-Rooter Online Service Scheduler

by Roto-Rooter



With Roto-Rooter's online service scheduler, you can get immediate assistance, day or night, by calling or scheduling online.

**HOOK** "Call Now for Immediate Service" and "Schedule Service Online."

**STORY** "Roto-Rooter plumbers in [location] provide full-service plumbing maintenance and repairs and clogged drain cleaning, 24 hours a day."

**OFFER** Enter your full name, phone number, email address, address, city, state, and zip (and choose: the option to receive text alerts, what date and time you would like service, and if you need clean up & drying services) to schedule your service.

**THANK YOU PAGE** Check your email for a confirmation of the service request.



<https://bit.ly/2FIQ9e4>

# The Big Idea Swipe File

by Todd Brown



With Todd Brown's "The Big Idea Swipe File," you'll always have a great idea to use in your next marketing campaign.

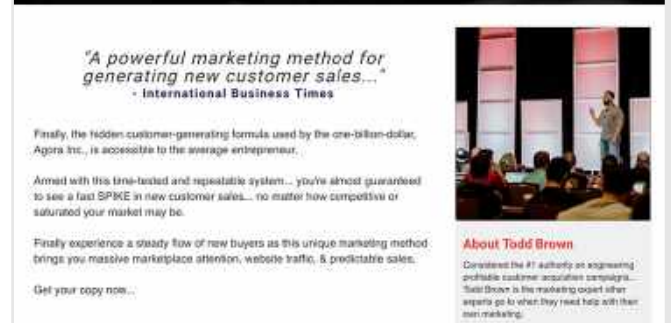
**HOOK** "Free (Limited Time): The Big Idea Swipe File" (illustrated by blurred out images).

**STORY** "Multi-million-dollar marketing ideas at your fingertips so you never struggle again to come up with a wildly profitable idea for your next marketing funnel!"

**OFFER** Enter your email address to receive the free digital file: "The Big Idea Swipe File."

**THANK YOU PAGE** Check your email for the file. You can also purchase Todd's ebook: *How to Find Your Big Marketing Idea!*

 <https://bit.ly/2VOXgDP>



(PAGE CONTINUES)

# The State of Local SEO: Industry Report 2019

by Moz

**MOZ**

## The State of Local SEO

Industry Report 2019

Real insights from real local marketers to power your 2019 plans.

[Read the report](#)

Local search marketing connects your business to real-world communities. It's a bridge to the places where industries live, work, and make most of their purchases. And there's more competition than ever, placing more pressure on those that market for local to drive business results.

The annual industry report from Moz, "The State of Local SEO: Insights for 2019," will help you understand the trends, thoughts, and biggest challenges shaping your work in local SEO.

- 38% of marketers have no local link building strategy in place
- 57% of successful businesses with 1,000+ employees have no full-time SEO on staff
- 31% of companies haven't made the leap to mobile first

Want more in-depth results? Download the report now.

**Download your free copy!**

First Name

Last Name

Email

Phone number

Organization

Job Title

How many local locations does your company have?

[Get the report](#)

Moz is the leader in search engine optimization technology and local search management. Founded in 2004 and headquartered in Seattle, Moz was the first company to bring together SEO experts to help marketers learn how to reach their customers in a more efficient way by improving their visibility in search results.

**Thank you!**

*The State of Local SEO: Industry Report 2019*

[Download Report](#)

**Take a closer look at Moz Local!**

Learn how Moz Local optimizes your local listings so you can bring more customers through your front door.

**Check your business listing**  
See how complete and consistent your business listing appears across the web.  
[Get My Free Listing Score](#)

**Request a Location Audit**  
Your free Location Audit measures the quality and accuracy of your brand's local listings.  
[Request a Free Location Audit](#)

**Get to know Moz Local**  
See why 10,000+ customers choose Moz Local for their location management needs.  
[Tell me more](#)

\*Offered to qualified enterprise brands. Qualification criteria includes 100+ locations on other Moz Local business coordinator features.

Inside of this report from Moz, "The State of Local SEO: Industry Report 2019," you'll discover the changes that are happening in the local SEO industry to help guide your SEO efforts.

**HOOK** "The State of Local SEO."

**STORY** "Local search marketing connects your business to real-world communities... [Get] real insights from real local marketers to power your 2019 plans."

**OFFER** Enter your first name, last name, email address, phone number, organization, and job title (and choosing how many locations the company has or manages) to receive the free digital report: "The State of Local SEO: Industry Report 2019."

**THANK YOU PAGE** Click to download the report. You can also check your local business listing, request a location audit, and try out Moz Local.



<https://bit.ly/2Gknfn4>

# Internet Income Intensive

by Peng Joon



**MUST-WATCH Training Videos Show You:**

- The proven 5 step system to building, growing and exploding an online business.
- How to create a bestselling product in a ready buyers market and have people thank you for it.
- The strategy Peng Joon uses online to capture hundred and thousands of leads.
- Steps to automate your entire online business so that you can focus on what's important in your life.

Enter your name and email below to get instant access:

Your Name

Your Email Address

**GET ACCESS NOW**

Peng Joon started from scratch and built an 8 figure business using these systems and strategies.

This **FREE** training video has nothing for sale. It's just Peng Joon revealing how he built a personal brand online, how he monetized his life's experience, and what you can do **STARTING RIGHT NOW**.

Inside of Peng Joon's video course, "Internet Income Intensive," you can discover how Peng Joon started from scratch and built an 8-figure income online.

**HOOK** "Must-Watch Training Videos" (illustrated with an image of a video that can't be played).

**STORY** Learn how Peng Joon "built a personal brand online, how he monetized his life's experience, and what you can do starting right now."

**OFFER** Enter your name and email address to receive the free digital video course: "Internet Income Intensive."

**THANK YOU PAGE** Watch the first video of the video course. You can also Like his Facebook page to be notified when the next video is released.

**VIDEO #1: Build a Money Machine**

**VIDEO #2: Make Money Faster**

**VIDEO #3: The Big Picture**

**VIDEO #4: The Business**

**COMING SOON**

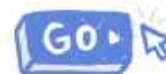
**COMING SOON**

**COMING SOON**

**COMING SOON**

**INTERNET INCOME INTENSIVE**

Hit the "Like" button below so you get notified via Facebook when we post the next video.



<https://bit.ly/2U3eOmr>

# High Performance Habits Audiobook

by Brendon Burchard

FREE AUDIOBOOK BOOK: From #1 *The New York Times* bestselling author Brendon Burchard

**FREE AUDIOBOOK DOWNLOAD of  
High Performance Habits!  
(It's \$18 on Amazon - yours free here!)**



**Why free?**

1. FREE *High Performance Habits* Audiobook, includes the full digital audiobook read by me, Brendon Burchard!
2. Limited time only promotion to say THANKS for making *High Performance Habits* a Wall Street Journal Bestseller and Amazon's Top 3 Best Business Book of ALL last year!

**Step 1: Enter your REAL contact info so I can email you the audiobook download link!**

**IMPORTANT:** Use your REAL EMAIL ADDRESS because we send you the audiobook link to that email! We'll also send you Brendon's high performance newsletter "Your Breakthrough" for free. Unsubscribe from our email anytime and you won't lose access.

Name:

Email:

**FREE AUDIOBOOK DOWNLOAD >>**

With Brendon Burchard's audiobook, *High Performance Habits*, you'll learn how high performers became that way, and you'll also learn how you can hack their habits to become extraordinary yourself.

**HOOK** "Free Audiobook Download of High Performance Habits!"

**STORY** This is a "limited time only promotion to say thanks for making *High Performance Habits* a Wall Street Journal Bestseller and Amazon's Top 3 Best Business Book of all last year."

**OFFER** Enter your name and email address to receive the free audiobook: *High Performance Habits*.

**THANK YOU PAGE** Check your email for the link to download the audiobook. You can also sign up for a 30-day trial for \$1 to "High Performance Monthly" (then \$49/mo. after the trial).

**HIGH PERFORMANCE HABITS**

**Thank you!!**

**Please check your email for your download links...**

UPDATE: I updated the ENTIRE Audiobook for you as Season #4 on my podcast THE MINDSET SHOW. I just emailed you the files.

Why? This allows more people to download it - on more mobile devices - without the two hour wait experienced.

Just go look for an email from me, Brendon Burchard.

You can also get the link on the next page. See below for a special offer from:

**ONE MORE IMPORTANT QUESTION!!**

**Would You Invest \$1 To Get the Same Mindset Trainer as Olympians, Millionaire Entrepreneurs and Fortune 100 CEOs?**

**Then Keep Reading...**

**From: Brendon Burchard:**

You and I both know that there's something special about you. So, seriously, stick with me for a second.

If you think about it, you're just a little bit more dedicated to your personal growth than your peers.

Isn't it true?

Aren't you HURRYING right now to grow, to earn more, to reach the next level of abundance and joy and confidence in life?

Lots of people SAY they are.

But most are just onlookers, right?

**YOU take action. Which is why you watch my videos or read my books - you're always trying to LEARN and get the edge.**

You invest in yourself.

You're decisive and committed - you KNOW you deserve more in life.

You long ago decided personal and professional development was **HUGELY IMPORTANT** at this stage of your life.

**Because you DEEPLY CARE about reaching the next level of success.**

You're the type of person, I'm guessing, who really wants to earn more, live more, give more, make your mark.

You want **high performance in every area of your life** because you KNOW, deep down, you're supposed to have a life that isn't boring, riddled with debt and stress, or draining or unfulfilling.

So I honor you for being on this page.

Now I'm wondering if you'd give \$1 more so I can work with you - **TRAIN YOU** - on an ongoing basis.

**Here's What This is About...**

What would happen if we doubled your momentum, focus and confidence by working with me every month?

Every month, I go LIVE for THOUSANDS of people in my High Performance Monthly program.

**It's like a check-point for people - an ongoing tap of energy and new strategies that keep them at the top of their game.**

Because you and I both know a lot of people get inspired by one book, or one video, or one night, then they lose the fire and MOMENTUM as they get back to real life.

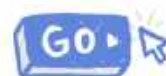
**That's because MASTERY TAKES CONSISTENCY.**

And just like athletes need a coach helping them steadily climb to higher levels, so do you.

That's why I'm inviting you into my LIVE monthly training.

- Every month, I spend 90 minutes with this group LIVE online.
- I teach my latest strategies, and then conduct coaching and Q&A. I also give out recognition prizes for people asking great questions and saving huge problems.


(PAGE CONTINUES)



<https://bit.ly/2WtwpRd>

# The Last Bull Market

by Stansberry Research



**Warning: The "Experts" Who Failed to Predict the NASDAQ Crash... the Housing Bust... the Panic of 2008... and told you Hillary was a "Lock" for President are Now Saying: "Prepare for a Financial Crisis"...**

**Once Again, They're Dead Wrong and Following Their Advice Will Cost You Dearly**

If you have been kicking yourself for sitting in cash since 2009 and you've missed out on this massive bull run, you are not alone.

Some of the smartest people I know — millionaires who are incredibly successful in their various fields — have made the same mistake.

But I want you to please, please pay close attention to what I am about to say. This is your last warning... your final chance...

You will NEVER see another opportunity like this again.

Not in this lifetime.

My research indicates this bull market is not over.

Right now, we're on the verge of a massive panic.

But not the kind of panic most people expect.

Long BEFORE stocks collapse... We will witness an event that will send the Dow soaring past 40,000... 50,000 — even higher — as people who have sat on the sidelines so far panic into the markets.

You may disagree with my prediction or believe this sort of outcome is impossible.

But as you'll see, it has all happened before. And not just once. It has happened dozens of times... in many countries around the globe.

Now for reasons I'll share in my special presentation, I believe it's happening again, right here in America.

And if you make the right decisions today, you could double — even quadruple — the size of your retirement account... and escape the inevitable crash.

I've gone to great lengths to present my findings as succinctly as possible to give you the key facts and perspective you need to understand what's happening and why.


All you need to do right now is enter your email address in the box below and you'll receive instant access to my special presentation.

Enter your email address below

Enter Email

**Get Access Now!**

Regards,



Dr. Steve Sjuggerud


**PS:** Because I feel so strongly that every reader should listen to my special market briefing, I'm going to give you a FREE copy of my new special report entitled "Don't Worry (Yet): Why This Bull Market is Just Getting Started."

I've put this report together specifically as a primer for my presentation which you can access immediately. All you have to do is enter your email address below.

This new report will show you:

- 1 Why contrary to popular opinion, stocks could perform fantastically well in the months ahead.
- 2 The surprising reason why we could see a dramatic boom, eerily similar to the 1990s NASDAQ bubble — with ONE big twist.
- 3 The difference between a typical market and the "mania" we're seeing today... and what it could mean for your portfolio in the weeks ahead.

For a copy of this report and for instant access to my presentation, just enter your email address in the box below.



**Thank you!**

You will be redirected to the presentation momentarily.

If you are not redirected, you can [click here](#) to access the presentation.

With Dr. Steve Sjuggerud's video presentation, "The Last Bull Market," you can find out how to get in on the current bull market and double or even quadruple your investments before the next crash.

**HOOK** "The Last Bull Market."

**STORY** "If you have been kicking yourself for sitting in cash since 2009 and you've missed out on this massive bull run, you are not alone... Research indicates this bull market is not over."

**OFFER** Enter your email address to receive access to his free digital video presentation, "The Last Bull Market," and his free digital report: "Don't Worry (Yet): Why This Bull Market is Just Getting Started."

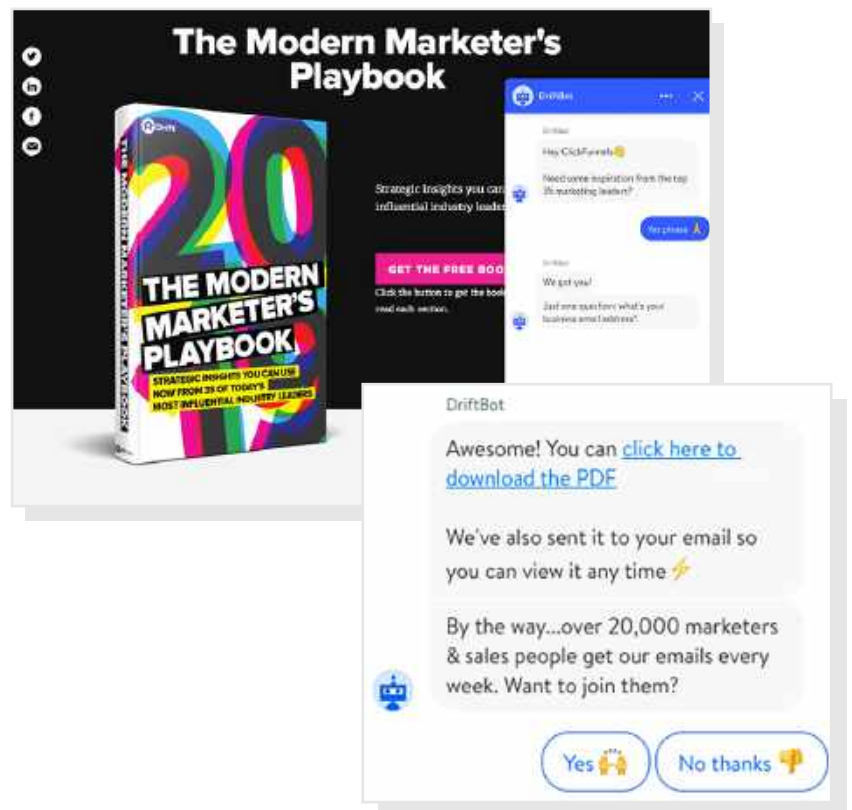
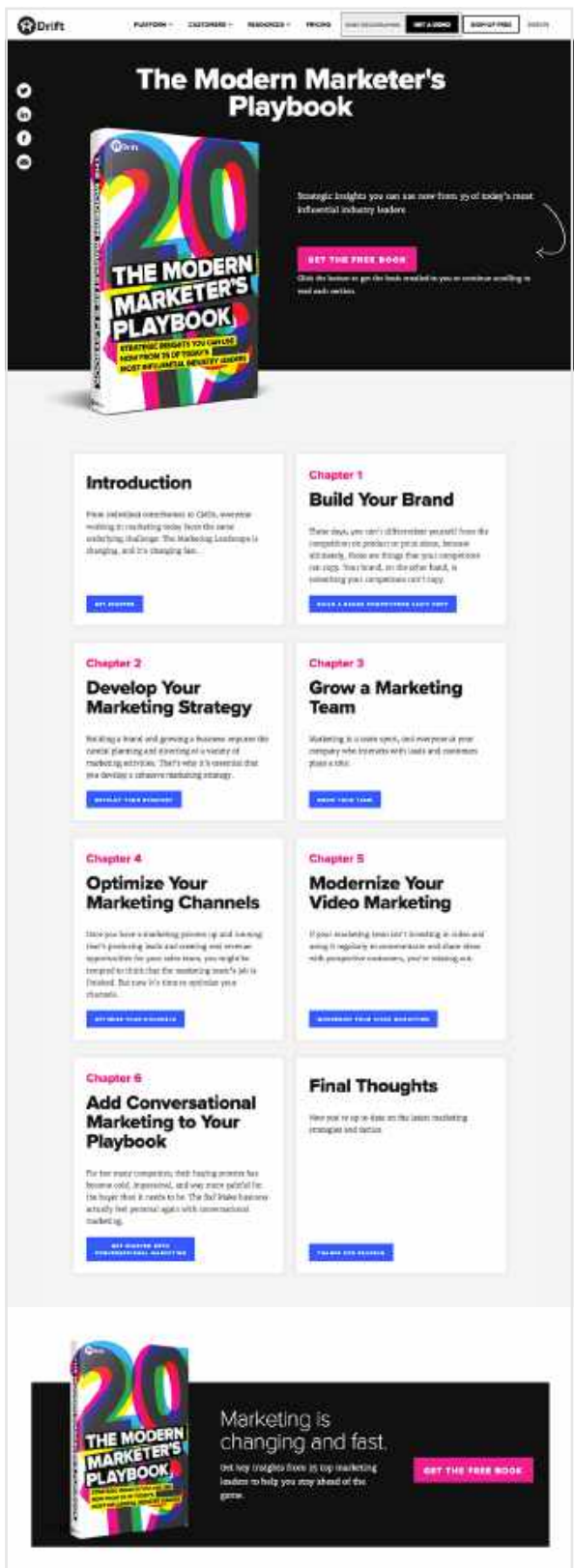
**THANK YOU PAGE** Check your email for a link to download the report. The page automatically redirects so you can watch the video presentation in a webinar format.



<https://bit.ly/2OwOA5V>

# The Modern Marketer's Playbook

by Drift



In Drift's ebook, *The Modern Marketer's Playbook*, you can get strategic insights into how the marketing world is changing and learn how to get ahead.

**HOOK** "The Modern Marketer's Playbook."

**STORY** "Strategic insights you can use now from 35 of today's most influential industry leaders."

**OFFER** When you click the "Get Free Book" button, a chat bot pops up. Enter your email address to receive the free ebook: *The Modern Marketer's Playbook*.

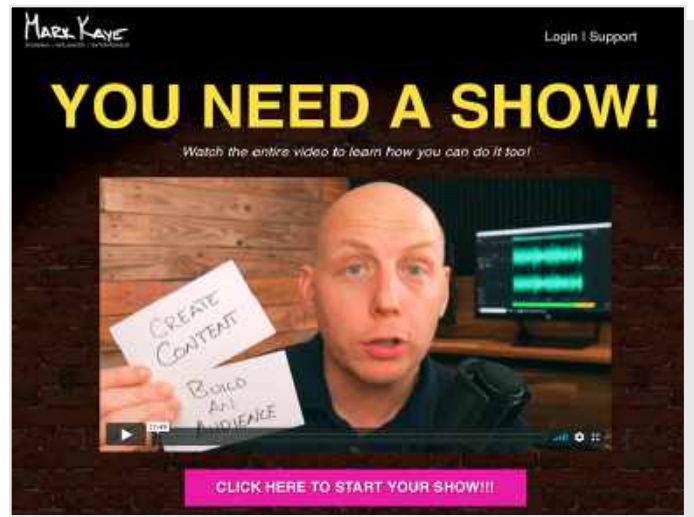
**THANK YOU CHAT BOX** Click to download the ebook. You can also choose to join over 20,000 other marketers and receive weekly emails from Drift.



<https://bit.ly/2uwj12D>

# You Need a Show

by Mark Kaye



With Mark Kaye's video training, "You Need a Show!" you'll discover how to strategically build your business, entertain your prospects, and drive sales through the roof by simply putting on a show.

**HOOK** "You Need a Show!!!"

**STORY** "Stop advertising. Stop marketing. Start putting on a show!"

**OFFER** Enter your email address to receive the free digital video training: "You Need a Show!"

**THANK YOU PAGE** Receive immediate access and start watching the training. You can also purchase "The You Show VIP Access" for \$97/mo.

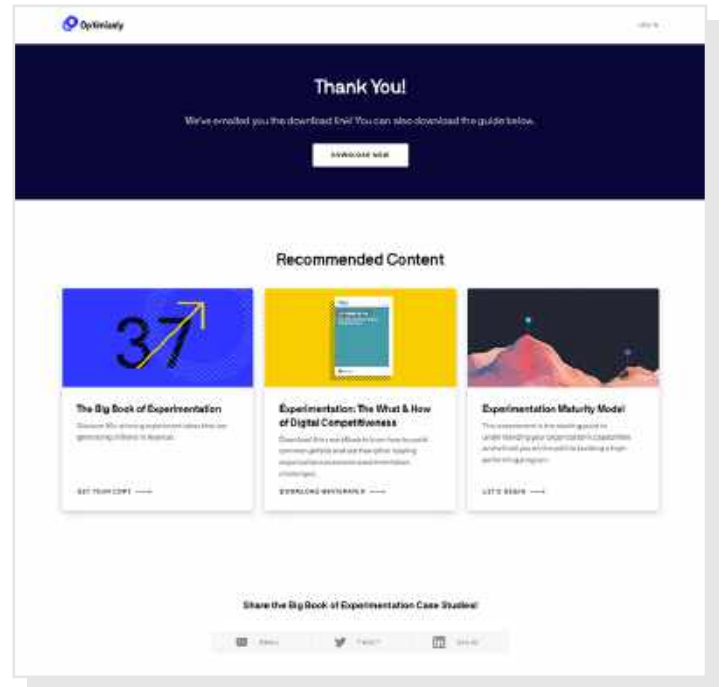
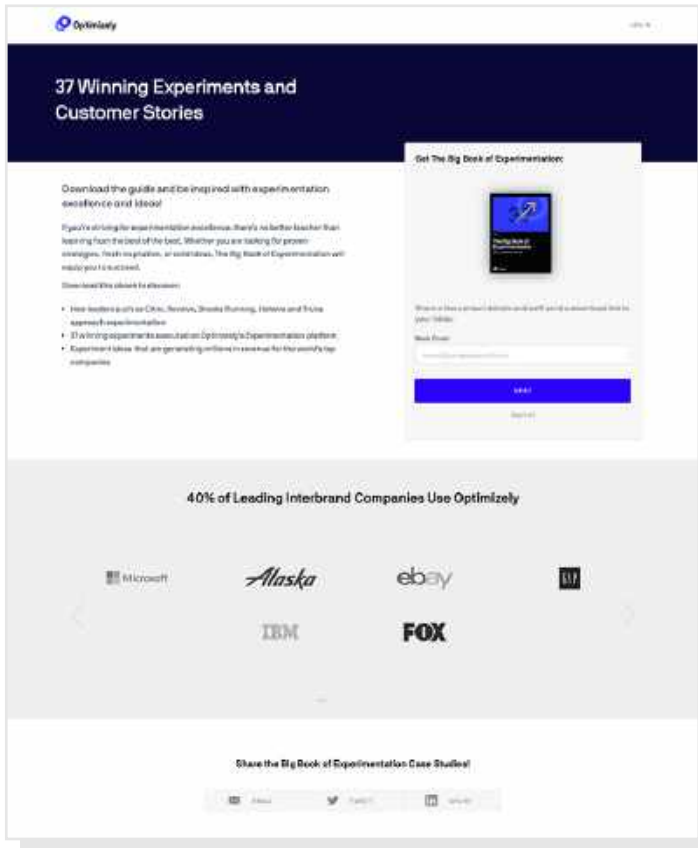


<https://bit.ly/2lOza8z>

(PAGE CONTINUES)

# The Big Book of Experimentation

by Optimizely



Inside the ebook by Optimizely, *The Big Book of Experimentation*, you'll learn how to excel in this ever-changing business world by studying experimenting case studies from top companies.

**HOOK** “37 Winning Experiments and Customer Stories.”

**STORY** “Whether you are looking for proven strategies, fresh inspiration, or solid ideas, The Big Book of Experimentation will equip you to succeed.”

**OFFER** Enter your email address in Step #1, and then in Step #2 enter first name, last name, and company (and choose your country of residence) to receive the free ebook: *The Big Book of Experimentation*.

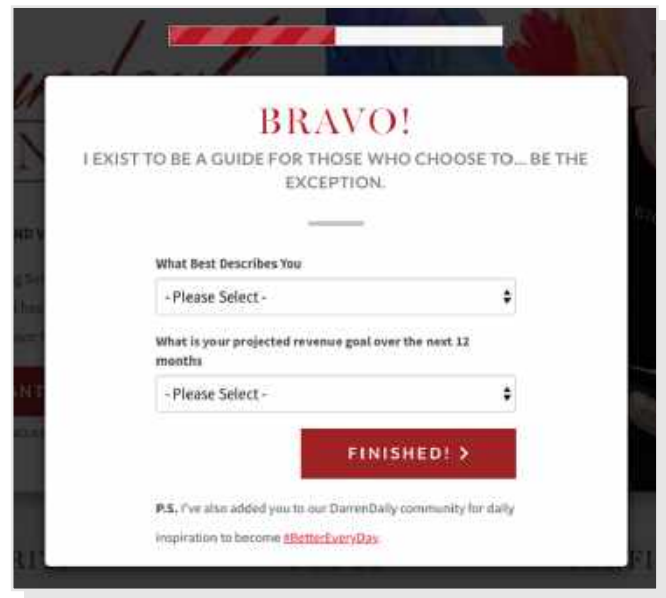
**THANK YOU PAGE** Click to download the ebook. You can also read their blog content or share the ebook on social media.



<https://bit.ly/2TLMjEY>

# Sunday Planning System

by Darren Hardy



Inside of Darren Hardy's "Sunday Planning System," you'll learn how to bring clarity, focus, and confidence into each week.

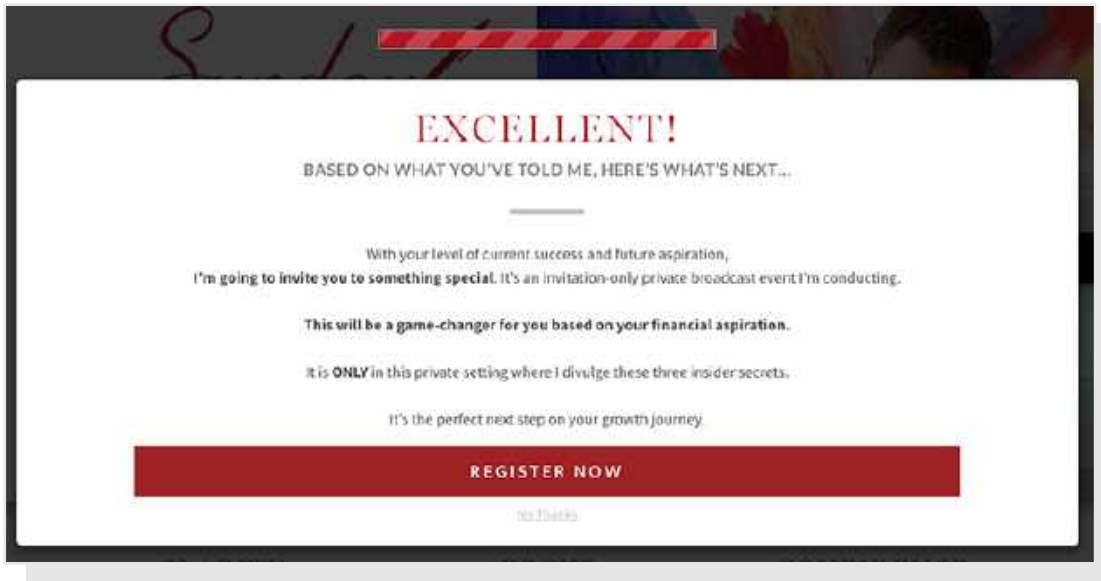
**HOOK** "Sunday Planning System."

**STORY** "This 'sacred' Sunday Planning System was taught to me by a 94-year-old multi-billionaire. This one tool has been responsible for 5Xing my impact, influence, and income."

**OFFER** Enter your first name and email address in Step #1, and then in Step #2 answer two questions about yourself to receive the free digital worksheet and video training: "Sunday Planning System."

# Sunday Planning System

by Darren Hardy



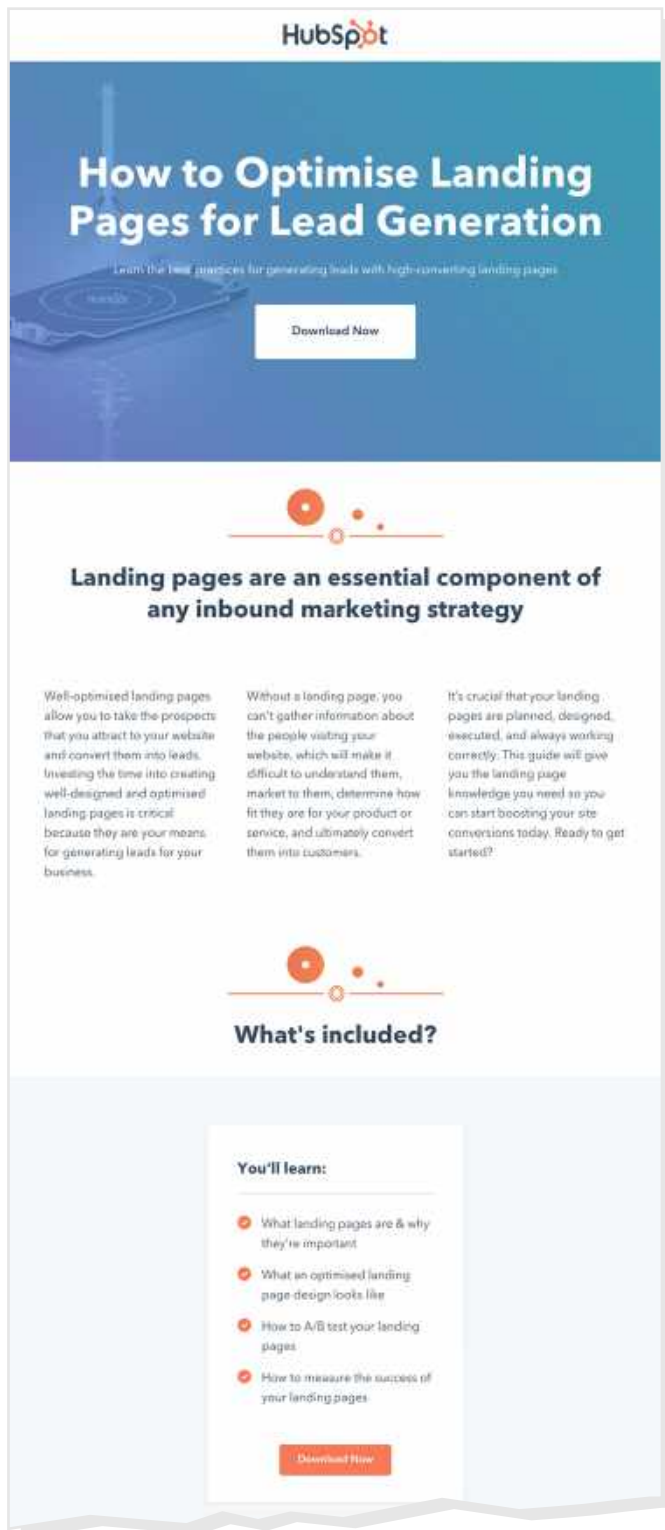
**THANK YOU PAGE** Check your email for a link to download the worksheet and video. You can also register for a private broadcast event where he shares three insider secrets.



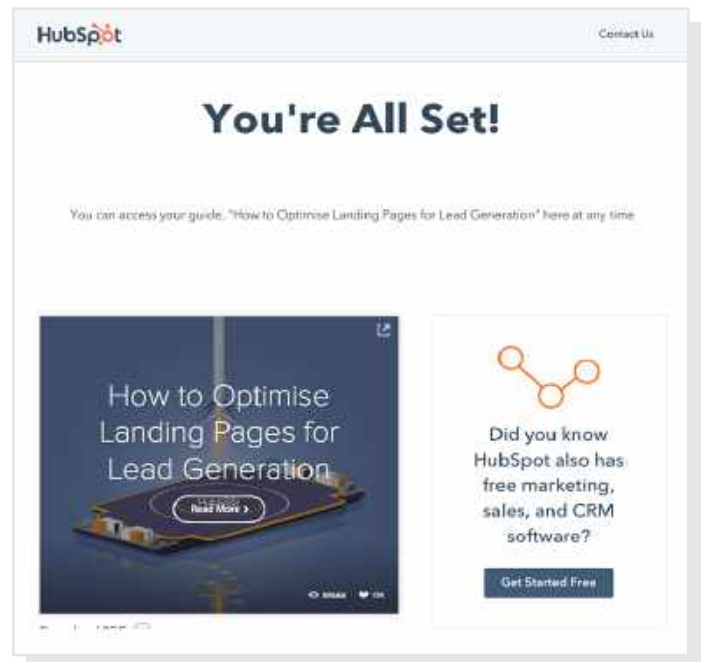
<https://bit.ly/2FKHesN>

# How to Optimize Landing Pages for Lead Generation

by HubSpot



(PAGE CONTINUES)



In HubSpot's guide, "How to Optimize Landing Pages for Lead Generation," you can discover how to convert prospects into leads with a highly-optimized landing page.

**HOOK** "How to Optimize Landing Pages for Lead Generation."

**STORY** "Learn the best practices for generating leads with high-converting landing pages."

**OFFER** Enter your email address to receive the free digital guide: "How to Optimize Landing Pages for Lead Generation."

**THANK YOU PAGE** Click to download the guide. You can also create a free HubSpot account to use their free marketing, sales, and CRM software.



<https://bit.ly/2wpzYPN>

# The Retry Strategy

by Rebillly



Rebillly

Subscribe to Download Your Free Copy of

The Retry Strategy:  
How to Increase Your  
Customer Lifetime Value  
by a Minimum of 43%

The Retry Strategy:  
How to Increase Your  
Customer Lifetime Value  
by a Minimum of 43%

Rebillly

Name

Email

Subscribe to Download

Get the most profit possible from every single customer.

You work hard to earn every customer, so why wouldn't you want to get the most profit possible from every single one? Our strategy will teach you exactly how to use data like decline codes and card types to increase your customer lifetime value by a minimum of 43%, all in about five minutes.

So, how'd we get 43%? If your churn rate is five percent per month, and you charge a monthly subscription fee of \$30, your projected lifetime customer value (LTV) is:

✓  $20 / 5\% = 20 / 0.05 = \$780$  customer lifetime value

Now let's assume that two percent of your total five percent churn rate is voluntary, or customers that chose to cancel their subscription. The remaining three percent is involuntary (which is actually a very low figure for most subscription businesses). If you can cut involuntary churn in half, to a new rate of just 1.5 percent, you reduce your total overall churn rate to just 3.5 percent. Here's the new LTV math:

✓  $30 / 3.5\% = 30 / 0.035 = \$1114$  customer lifetime value

Amazing. A 1.5% reduction in involuntary churn will earn you an additional \$334 over the customer lifetime — or nearly 43% more. Download the Retry Strategy to discover the exact tactics we recommend to reduce your churn and increase your customer lifetime value.

3D rendering of the book 'The Retry Strategy: How to Increase Your Customer Lifetime Value by a Minimum of 43%'

Hack your LTV with the tactics in our strategy, easily read in less than five minutes!


Subscribe to get your free copy!

Name

Email

Subscribe to Download

Your information is safe with us. We promise not to share it. Here are links to our [terms and privacy policy](#)




ADAM ALTMAN  
Founder & CEO, Rebillly

“

Our strategy is the result of years of experience building our own highly successful subscription business — and helping some of the largest in the world to reduce churn with the same hacks we're sharing with you today.

”

© 2023 - 2024 Rebillly, Inc.



Inside Rebillly's guide, “The Retry Strategy,” you can reduce churn and increase subscription renewals.

**HOOK** “The Retry Strategy.”

**STORY** “You work hard to earn every customer, so why wouldn't you want to get the most profit possible from every single one? [Our strategy teaches you] how to increase your customer lifetime value by a minimum of 43%”

**OFFER** Enter your name and email address to receive the free digital guide: “The Retry Strategy.”


LEAD FUNNELS SWIPE FILE | 114

# The Retry Strategy

by Rebillly

## Success!


Your free copy is on its way.



**The Retry Strategy:**  
How to Increase Your Customer Lifetime Value by a Minimum of 43%

**The Retry Strategy:**  
How to Increase Your Customer Lifetime Value by a Minimum of 43%


IMPORTANT: It could take up to 10 minutes for you to receive the confirmation email with access instructions.



**Features crafted to power your subscription billing**

Rebillly gives you a comprehensive set of powerful tools to ensure you get every penny you deserve from the audience you've built.


[Learn More →](#)



**ORDERS**

Everything you need to get more customers from the order form to the thank-you page.


[Orders →](#)



**PAYMENTS**

Reduce risk, increase approval rates, and more with our smart payments features.


[Payments →](#)



**RENEWALS**

Increase your customer lifetime value with features built for renewals.


[Renewals →](#)



**CUSTOMER SERVICE**

Improve customer experience with cancellations, updates, and other customer service features.

[Customer Service →](#)



**REPORTING & AUTOMATION**

Use the KPI dashboard to understand your data, and automation features to act on your data and maximize your efficiency.

[Reporting & Automation →](#)

**Ready to empower your billing?**  
Get started for free today, no credit card required.

[Try it Free](#) [Get a Demo](#)

**THANK YOU PAGE** Check your email for a link to download the guide. You can also look into using their Rebillly software.



<https://bit.ly/2WoN9ZM>

# The Funnel Hacker's Cookbook

by ClickFunnels



With the ebook from ClickFunnels, *The Funnel Hacker's Cookbook*, you'll discover that making a funnel is just as easy as following the steps to make a recipe.

**HOOK** "The Funnel Hacker's Cookbook."

**STORY** "Get my top 22 sales funnels for free inside of the new *Funnel Hacker's Cookbook*!"

**OFFER** Enter your email address to receive the free ebook: *The Funnel Hacker's Cookbook*.



**THANK YOU PAGE** Click to download the ebook. You can also watch three training videos and purchase a physical copy of *The Funnel Hacker's Cookbook*.



<https://bit.ly/2uyv4Ne>

# The Going Pro Manifesto: 2 Free Chapters

by Brian Moran

## Download The First 2 Chapters, Free!

### “Go Pro” Book Reveals The 3-Step Process That Eliminates Overwhelm for Marketers



This book reveals how the “Online Pros” reach the \$100,000 per year mark in record time...by doing less, not more. Discover...

- How Pros Unlock Unlimited Traffic, Leads, and Sales
- How Pros Become the GO-TO Celebrity In Their Niche
- How Pros Work Less, and Make More

For a limited time, you can get the first two chapters completely free as an instant download on the following page. Just enter your name and email below to get it now...

#### Get The First Two Chapters, FREE!

Enter your name and email below to get instant access to this free download of the first 2 chapters of the Going Pro Manifesto book.

Email Address

Download Now

Your information is 100% secure.  
Powered by ConvertKit

BrianMoran.com - All Rights Reserved. [Home](#). [Privacy Policy](#). [Terms & Conditions](#). [Support](#)

## You Made It! Here's What To Do Now...

The first two chapters are being sent to your inbox right now.

Wait 2 or 3 minutes and then check your inbox to download the PDF. The email is from “Brian Moran” (that’s me) and the subject is *[Download] Your Free Chapter of the Going Pro Manifesto*.



But before you go...I have a special offer for you that's only available on this page...



## Want The Entire Book Shipped To Your Door, For Free?

I have a special deal that I only offer new subscribers.

If you take action today, you can get my entire Going Pro Manifesto book, shipped to your front door, for FREE. All you have to do is pay for the shipping, and I'll stick a copy in the mail today.

If you want to know how the “Online Pros” reach the \$100,000 per year mark in record time...by doing less, not more...then you need the rest of this book. You'll discover...

- How Pros Unlock Unlimited Traffic, Leads, and Sales — without creating hundreds of podcasts, blog posts, Youtube videos, Instagram posts, Facebook lives, or tweets.
- How Pros Become the GO-TO Celebrity In Their Niche — without speaking on 25 stages each year, being a guest on 100 podcasts, or writing a New York Times best-seller.
- How Pros Work Less, and Make More — this is the secret that no “expert” will tell you. In fact, they tell you to do the exact opposite.

Click the button below to claim one of these limited FREE copies, and get the rest of this book delivered to your doorstep in the next few days.

GET THE ENTIRE BOOK, FREE!



<https://bit.ly/2OyWL1f>

With Brian Moran's book, *The Going Pro Manifesto*, you'll discover how to do less, not more, to reach \$100,000+/yr. sales in your online business just like the pros.

**HOOK** “Download the First 2 Chapters, Free!” (illustrated with an image of Brian staring at you).

**STORY** “‘Go Pro’ book reveals the 3-step process that eliminates overwhelm for marketers.”

**OFFER** Enter your email address to receive the free digital download of the first two chapters from the book: *The Going Pro Manifesto*.

**THANK YOU PAGE** Check your email for a link to download the first two chapters. You can also purchase the entire book for free (just pay s&h).

# Learn Copywriting Backwards: Module 1

by Information Highwayman

[LEARN COPYWRITING BACKWARDS](#) [ENROLL NOW](#) [TRY MODULE #1 FREE](#) [Log In](#)

[WHY IT'S BETTER](#) [3 KEY FOCUSSES](#) [WHAT YOU'LL LEARN](#) [REVIEWS](#) [PRICING](#)

## Get free access to module #1: Learn 80% of headline-writing skills in just 5 days

**C**RRAFTING HEADLINES is the holy grail of copywriting. But learning to write by starting with headlines is like learning to drive by starting with rally racing. So here's a secret shortcut:



**Calls to action share 80% of their DNA with headlines...**

Therefore, if you can learn to write irresistible calls to action, you'll have acquired 80% of the skills for writing magnetic headlines.

→ You can learn this in 5 days ←

This is why module #1 of LEARN COPYWRITING BACKWARDS is a 5-day intensive on writing calls to action.

- ✓ Learn how a tiny change to the phrasing of your button copy can increase response by 50% or more
- ✓ Discover the 3 components of a successful call to action (yes, one is the button —but there are 2 others)
- ✓ Find out how to accurately measure (and increase) the value of your offering by avoiding the "value fallacy"
- ✓ Discover the single most fundamental principle of all copywriting, which dictates with unerring certainty whether your copy will be persuasive or not (plus concrete steps for implementing it, with examples)



Lessons are delivered by email in a carefully-timed sequence. How you study is up to you:

-  Read the lessons on your tablet or computer
-  Listen to the mp3s
-  Print them out to read in a comfy armchair



**D. Bruce Trout**  
Copywriting coach & conversion consultant  
Information Highwayman

Enroll for module #1 with just your email address  
(No credit card, no obligation)

[GIVE ME FREE INSTANT ACCESS](#)



## "Learn Copywriting Backwards" module #1 (free)

A 5-day crash-course on crafting clickable CTA copy that shares 80% of its DNA with headlines.

Enter your email address:

[GET INSTANT ACCESS \(NO CREDIT CARD REQUIRED\)](#)

With Information Highwayman's lessons in "Learn Copywriting Backwards: Module 1," you can learn to write effective calls to action (CTAs) in just 5 days so you can become an excellent headline writer.

**HOOK** "Get Free Access to Module #1: Learn 80% of Headline-Writing Skills in Just 5 Days."

**STORY** "Calls to action share 80% of their DNA with headlines... Therefore, if you can learn to write irresistible calls to action, you'll have acquired 80% of the skills for writing magnetic headlines."

**OFFER** Enter your email address to receive the free digital lesson: "Learn Copywriting Backwards: Module 1."

# Learn Copywriting Backwards: Module 1

by Information Highwayman



**THANK YOU PAGE** Check your email for a link to download the first two chapters. You can also purchase the entire course and receive coaching on your writing.



<https://bit.ly/2Wu1own>

# 27 Plug-And-Play Facebook Ads for Churches That Actually Work

by Pushpay



**Facebook Ads for Churches**  
(That Actually Work)

Get the **FREE** Resource:

Name:

Email:

What is your role in the Church?

Church Name:

Search Nearby Members:

Zip/Postal Code:

**DOWNLOAD NOW**

In the past, there were 3 main options to advertise your church in your community: send mailers, get a newspaper ad, or secure a radio spot. **And those tools worked... (back then).**

**Now,** those main advertising options are less effective and many growing churches are using Facebook ads to better reach their community.

**Why?** Because Facebook ads are more cost-effective than most other outreach options.

It's not enough to just run Facebook ads—they have to be well-written and targeted. And that can be tricky to pull off, even for the most skilled writers.

That's why we created this free resource.

In it, you'll learn...

- ✓ How to use Facebook ads for church outreach
- ✓ Why churches are using ads to grow their reach
- ✓ What assets (like text and images) your church needs in order to create ads that work
- ✓ 27 ad templates that will help you get started
- ✓ And more!

Are you ready to reach, invite, and disciple more people in your community?

Use this resource and this social strategy that's helping churches across the country grow!

**Get this Resource**

Pushpay Privacy Policy | The Parable Group Privacy Policy  
Copyright © 2019 The Parable Group

With Pushpay's ebook, *"27 Plug-And-Play Facebook Ads for Churches That Actually Work,"* you'll discover how to increase your church's reach by creating targeted local Facebook ads.

**HOOK** "Facebook Ads for Churches (That Actually Work)."

**STORY** "Are you ready to reach, invite, and disciple more people in your community? Use this resource and this social strategy that's helping churches across the country grow!"

**OFFER** Enter your full name, email address, church name, and postal code (and choose your role in the church, weekly attendance, and country of residence) to receive the free ebook: *27 Plug-And-Play Facebook Ads for Churches That Actually Work.*



**THANK YOU PAGE** Check your email for a link to download the ebook. You can also view other Facebook ad templates.



<https://bit.ly/2CilLTO>

# Funnel Fridays

by ClickFunnels & FunnelScripts



 funnel Fridays

[Home](#) [LIVE Episode](#) [Past Episodes](#)

**"Can We Build Your Next Funnel For You...  
FOR FREE!?!"**

Each Friday We Pick **ONE** Lucky Winner, And In Just 30 Minutes Try To Write Your Copy, Build Your Funnel, And Help You Get It Launched...



Join The List Below For Your Chance Of Having Russell Brunson And Jim Edwards Build Your Funnel For You...

**For FREE!**



Your Email Address Here..

[Send to Messenger](#)

[View Russell Brunson's Page](#)

[Join Funnel Fridays](#)

OR

[Join With Facebook](#)

My name is Russell Brunson

and I'm here with my co-host Jim Edwards

And this Friday... we want to build your **ENTIRE** funnel for you... **LIVE**.

And this Friday...

**We Want To Build Your ENTIRE Funnel For You... LIVE!**

Yes, each Friday we pick ONE lucky winner, and in just 30 minutes try to write your copy, build your funnel, and help you get it launched...

Yup, I said In just 30 minutes...

Now, in the past, if you wanted to create a sales funnel to sell your products...

It would have taken **AT LEAST 6 weeks** to write the copy... and build the funnel.



With “Funnel Fridays,” you can learn how to quickly and easily make your funnel and write the copy for your pages, emails, and ads (and even get a chance to have your funnel built for free).

**HOOK** “Can We Build Your Next Funnel for You... for Free?”

**STORY** “Each Friday we pick one lucky winner, and in just 30 minutes try to write your copy, build your funnel, and help you get it launched.”

**OFFER** Enter your email address (and/or subscribe via Messenger) to subscribe to “Funnel Fridays” and get a chance to have your funnel built for free.

(PAGE CONTINUES)

# Funnel Fridays

by ClickFunnels & FunnelScripts



The screenshot shows the 'funnel Fridays' website. At the top, there's a navigation bar with 'Home', 'LIVE Episode', and 'Past Episodes'. The main content area features a large video player titled 'LIVE: Episode #54' showing a man in a Santa hat. Below the video is a red text prompt: '(Don't forget to refresh this page @ 11:30am EASTERN to catch the LIVE stream!)'. Underneath is a section titled 'Here's What To Do Next:' with two columns. The left column, 'Step #1: Join ClickFunnels', includes the ClickFunnels logo and a blue button 'Click Here to Join ClickFunnels'. The right column, 'Step #2: Join FunnelScripts', includes the FunnelScripts logo and a red button 'Click Here to Join FunnelScripts'. Below this is a 'Featured Episodes:' section with three episode thumbnails: 'Episode #2: Fruit Infused Water Bottle', 'Episode #4: One Man Film Crew', and 'Episode #8: The "Brunson Box"'. A blue button 'View More Episodes' is at the bottom of this section.

**THANK YOU PAGE** Watch the last "Funnel Fridays" episode. You can also join ClickFunnels and/or FunnelScripts and watch more episodes.



<https://bit.ly/2FL21MR>

# Funnel Hacker TV

by ClickFunnels

#funnelhacker.tv

Subscribe To The Funnel Hacker TV YouTube Channel And I'll GIVE YOU...

**Instant Access To The "GeniusX Bootleg" Video That Was Never Authorized To Be Shown Online... (For FREE!)**

I recently started a new YouTube channel showing "behind the scenes" of HOW we build funnels - HOW we drive traffic... and HOW we make money online.

We call it "Funnel Hacker TV" and I honestly believe that watching this show will give you the ideas, the strategies and the motivation to launch and grow your company online.

Here is the show intro, so you can see exactly what to expect when you watch Funnel Hacker TV.



As you can tell, we put a LOT of time and energy into producing this show for you... and because of that I REALLY want you to subscribe and start watching it like you watch your favorite reality show... reluctantly.

So, to bribe you to subscribe to Funnel Hacker TV, I'm going to GIVE you two things that I never had planned on publicly sharing with anyone...

**Two Bonuses Worth \$497 EACH - FREE When You Subscribe Today!**



**Bonus #1** - The first is a "bootleg" recording of a presentation that I gave at a group I belong to called "The \$100K Group." Everyone pays \$100K to be in that room, and I gave them a new presentation on stuff I've never publicly shared before.

This presentation was not supposed to be recorded, but someone caught a bootleg version and posted it online.

It took us about a week to pull it offline, but at that point it was too late. People were talking about it everywhere and we got so many messages from our customers who wanted to see it, I reluctantly posted it back online...

You will get instant access to the un-edited original training...

**Bonus #2** - Well, this one is a little more embarrassing for me, but it's a presentation I gave at Funnel Hacking LIVE documenting all of my failures.

Most people only share the "highlight reel" of their success... I decided to give you everything that hit the cutting room floor.

My near bankruptcies, my failures, and the amazing things that pulled me through it all. I hope that this presentation inspires you like it has for others inside of our community.

You get these both for FREE... when you subscribe to the new Funnel Hacker TV YouTube channel today!

[Send Me These Amazing Bonuses Now!](#)

#funnelhacker.tv

Home About Support

#funnelhacker.tv

**Thanks For Subscribing!**

Your Bonuses Are Ready For you...

**STEP #1** - Subscribe To The #funnelhacker.tv Youtube Channel Now

[Subscribe on Youtube](#)

**STEP #2** - Watch The AMAZING Training Bonuses Below...

**Bonus #1:** My Secret "\$100K Group" Training



[Watch This Training Now](#)

**Bonus #2:** The "One Funnel Away" Training Episodes



[Watch This Training Now](#)

Inside of ClickFunnels' YouTube channel, "Funnel Hacker TV," you'll discover the ideas, strategies, and motivation needed to create a successful online business.

**HOOK** Get "Instant Access to the 'GeniusX Bootleg' Video That Was Never Authorized to Be Shown Online for Free" (illustrated with a padlock on an image of a video that can't be watched).

**STORY** "I recently started a new YouTube channel showing "behind the scenes" of HOW we build funnels... HOW we drive traffic... and HOW we make money online."

**OFFER** Enter your email address (and/or subscribe via Messenger) to receive two bonus training videos when you subscribe to Funnel Hacker TV.

**THANK YOU PAGE** Subscribe to the Funnel Hacker YouTube channel and watch two bonus training videos.



<https://bit.ly/2OvAx0h>

# 10 Popular Marketing Ebooks

by Impact



## Unlock 10 of Our Most Popular Marketing Offers (and Expert Insights)

Simply fill out the form below and we'll unlock all of these titles for you to enjoy, share, and start growing your business with.



Improve your conversion rates. Master storytelling. Become an expert in website redesign, brand storytelling, LinkedIn Marketing, and so much more!

With this exclusive subscriber-only offer, you'll get 10 of our best guides and tools all at once and yours to keep forever.

Pretty sweet, huh?

One simple form will get you:

- 16 on 2016: Inbound Marketing Prediction from 16 Industry Experts
- 10 Out of the Box Inbound Marketing Ideas to Get You More Leads
- The Marketers Buyer Persona Kit
- The 7 Elements of Inbound Storytelling
- How to Rank Higher in Search Engines
- Master the Essentials of an Inbound Marketing Website
- A Guide to Getting Started with LinkedIn Marketing
- Proving the ROI of Inbound Marketing
- How to Fix 6 Critical KPIs when they're Underperforming
- The IMPACT Conversion Collection

Share | Tweet | LinkedIn | Facebook | Email

### Get The Collection Now

Unlock your insights simply by filling out this form!

First Name\*

Last Name\*

Email (Please Verify)\*

Company\*

Website\*

What best describes your industry?

- Please Select -

How many employees work there?

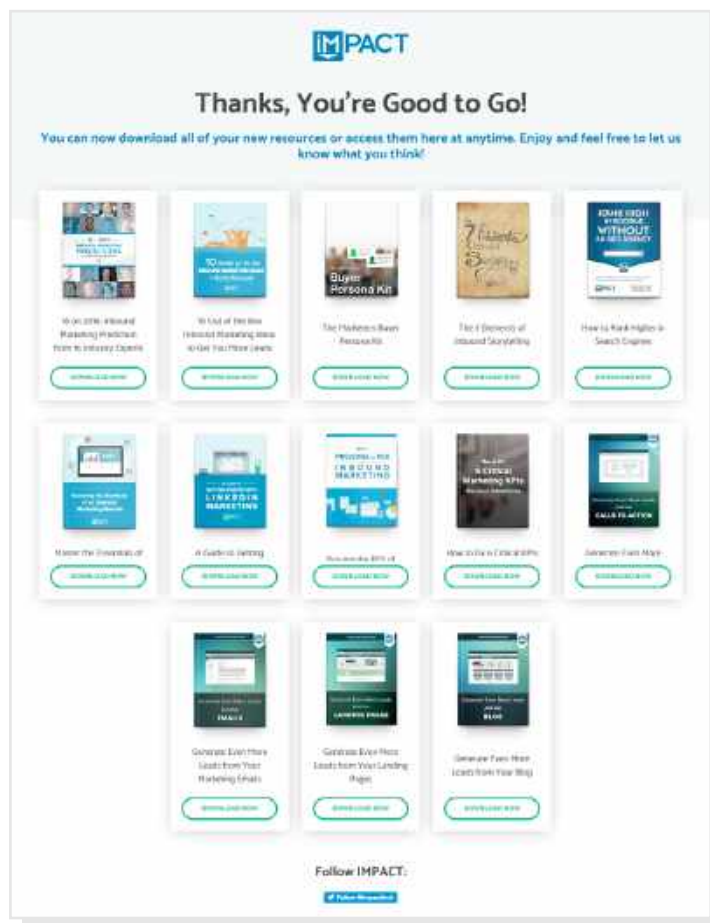
- Please Select -

Currently using HubSpot?

- Please Select -

☒ Subscribe me to the IMPACT Blog

**GET IT NOW**



With Impact's 10 most popular ebooks on marketing and expert insights, you can master the art of marketing.

**HOOK** "Unlock 10 of Our Most Popular Marketing Offers (And Expert Insights)."

**STORY** "Improve your conversion rates. Master storytelling. Become an expert in website redesign, brand storytelling, LinkedIn marketing, and so much more! With this exclusive subscriber-only offer, you'll get 10 of our best guides and tools all at once and yours to keep forever."

**OFFER** Enter your first name, last name, email address, company, and website address to receive 10 free ebooks with powerful marketing offers and expert insights.

**THANK YOU PAGE** Click to download the ebooks. You can also follow Impact on Twitter.



<https://bit.ly/2CTEzev>

# The Ultimate Digital Marketing Toolbox

by DigitalMarketer

**The Ultimate Digital Marketing Toolbox**

30+ Resources Covering the Entire Spectrum of Digital Marketing  
to Grow Your Business, Your Skill Set, and Your Career

[Continue](#)

**Access Your Free DigitalMarketer Account & Unlock 30+ Checklists and More...**

- 12 Proven Playbooks for Email, Social, Content, and Acquisition Strategies to Grow Your Business... And Your Bottom Line
- 5 Fill-in-the-Blank Templates to Make a Quick, Positive Impact on Every Part of Your Marketing Toolbox
- Over 300+ of DigitalMarketer's Best Performing Subject Lines to Plug in to Your Email Campaigns and Watch the Sales Roll In
- Save Time (and Money) Using Our World-Famous "Swipe File" for Your Social, Search, and Email Efforts... No Experience Required

**Take a Look Inside the Templates**

**THE ULTIMATE EMAIL MARKETING METRICS GUIDE & TRACKING SHEET**

Use This Simple Plug-and-Play Kit to Test, Analyze, & Optimize Your Email Marketing Strategy... In Less Than an Hour

**The Ultimate Digital Marketing Toolbox**

30+ of Our Most Popular Resources, How-to's, and Other Downloads to Grow Your Business

**Sign Up Today!**

First Name  
Last Name  
Email  
Company Name

[Continue](#)

**How Would You Describe Your Role at Your Company?**

☐ Founder/CEO  
I own the company

☐ Marketing/Sales Exec  
I manage a team of marketers

☐ Marketing Professional  
I am marketing for a living

☐ Agency/Consultant  
I am marketing for my clients

☐ Freelance  
I don't have much of a marketing team, but I want to start

[Next](#)

Inside of DigitalMarketer's "The Ultimate Digital Marketing Toolbox," you'll get access to every marketer's dream kit with swipe files, playbooks, templates, scorecards, and more.

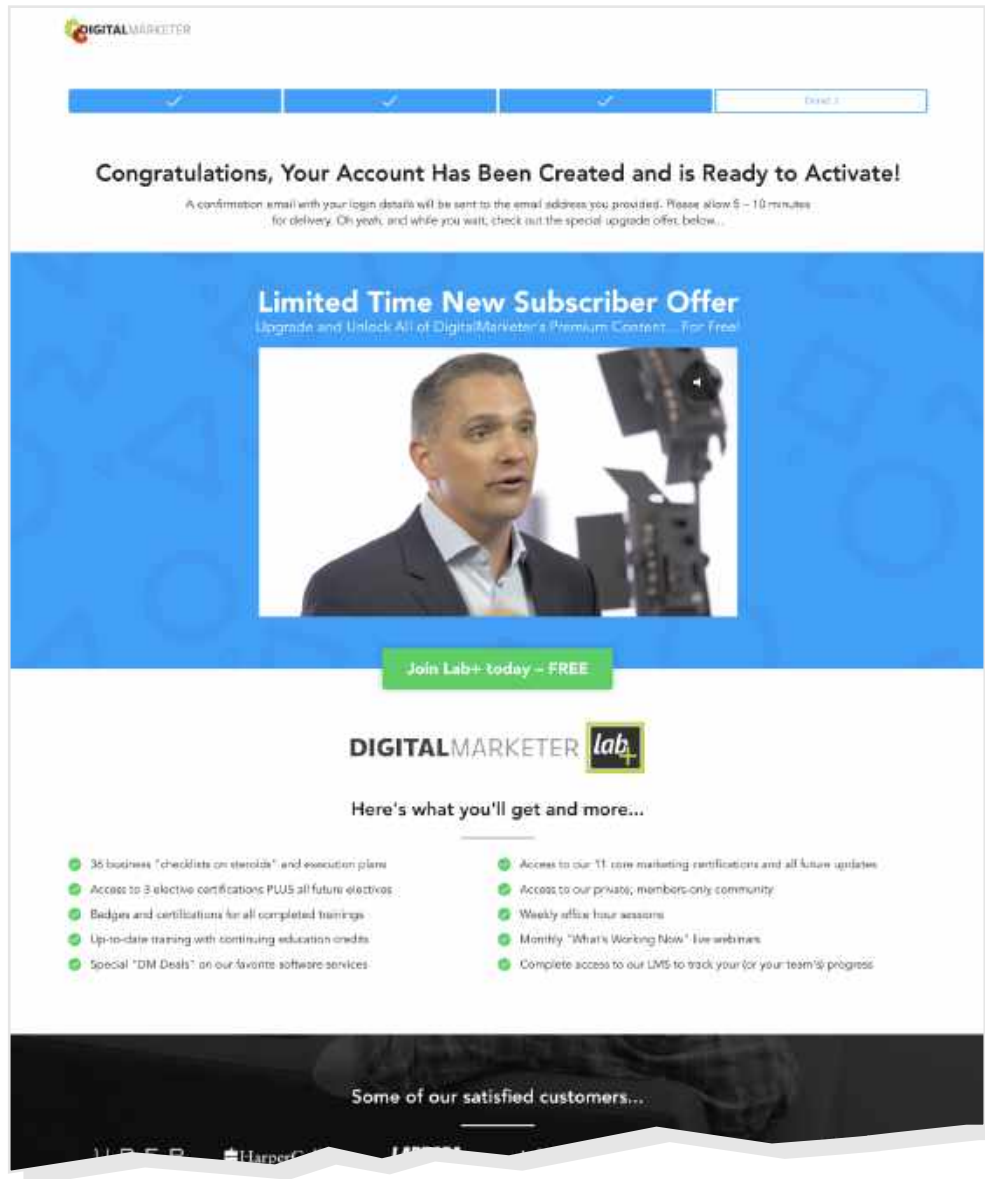
**HOOK** "The Ultimate Digital Marketing Toolbox."

**STORY** Get "30+ resources covering the entire spectrum of digital marketing to grow your business, your skill set, and your career."

**OFFER** Enter your first name, last name, email address, and company name (and answer two follow-up questions in pop-up opt-in forms) to receive the free digital toolbox: "The Ultimate Digital Marketing Toolbox."

# The Ultimate Digital Marketing Toolbox

by DigitalMarketer



(PAGE CONTINUES)

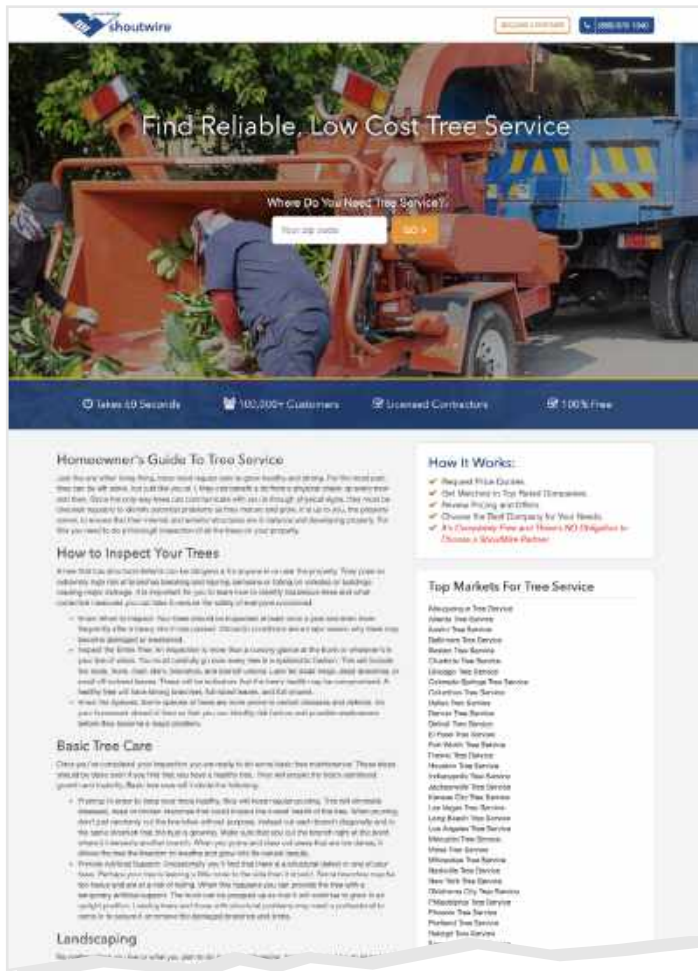
**THANK YOU PAGE** Check your email for a link to download the toolbox. You can also get a 30-day free trial of "DigitalMarketer Lab" (then \$49/mo. after trial).



<https://bit.ly/2HOXdbk>

# Local Tree Service Estimate

by ShoutWire



(PAGE CONTINUES)



<https://bit.ly/2U8qFzL>

With ShoutWire's local tree service estimate, you can spend 60 seconds to get multiple contractors contacting you with estimates.

**HOOK** "Find Reliable, Low Cost Tree Service."

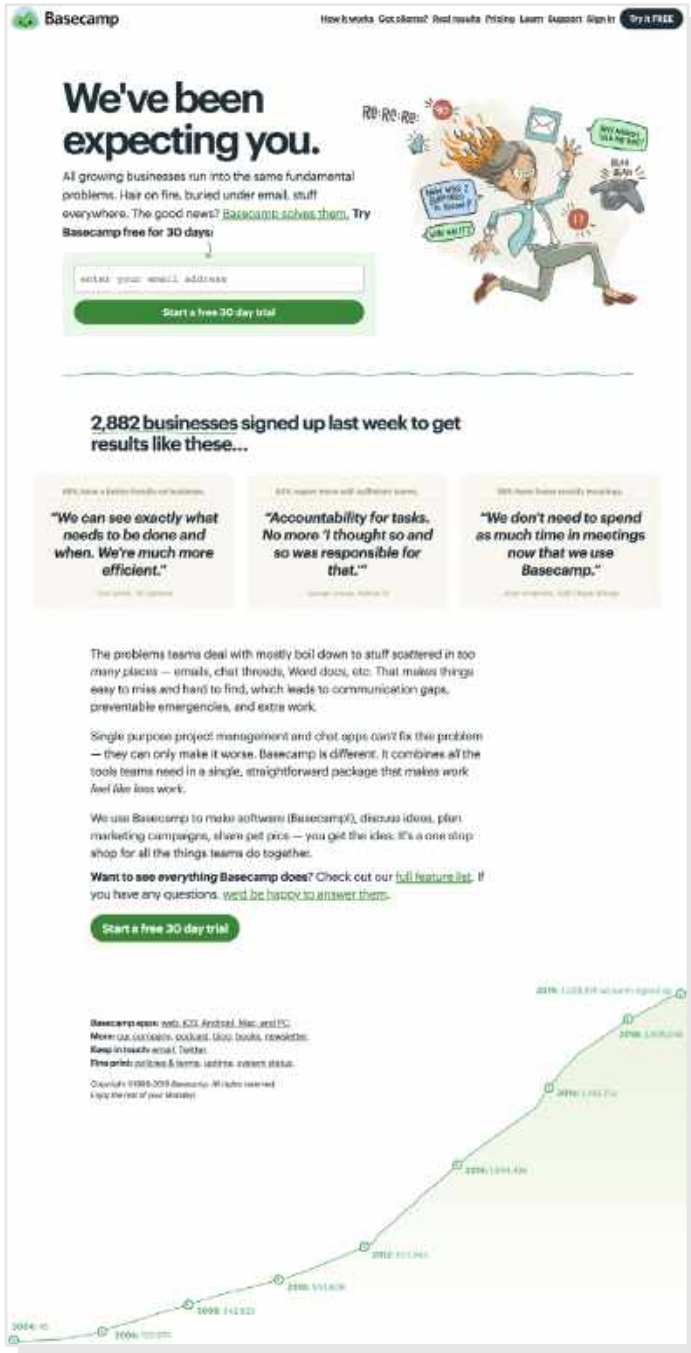
**STORY** Join the 100,000+ customers that have used ShoutWire to find licensed contractors in their area to take care of their tree needs.

**OFFER** Enter your zip code, answer four questions about your service needs, then enter your first name, last name, phone number, email address, and address to receive an estimate with a local tree service company.

**THANK YOU PAGE** Wait for local tree service companies to contact you with estimates.

# Basecamp 30-Day Trial

by Basecamp



The landing page features a navigation bar with links: How it works, Customers, Road maps, Pricing, Learn, Support, Sign in, and a 'Try it FREE' button. The main headline is 'We've been expecting you.' followed by a paragraph about business problems and a 'Start a free 30-day trial' button. An illustration shows a man overwhelmed by a fire of tasks. Below this, a statistic states '2,882 businesses signed up last week to get results like these...' followed by three testimonials. The bottom section explains the problems teams face and how Basecamp solves them, ending with another 'Start a free 30-day trial' button and a line graph showing growth from 2004 to 2019.

Basecamp

How it works Customers Road maps Pricing Learn Support Sign in Try it FREE

## We've been expecting you.

All growing businesses run into the same fundamental problems. Hair on fire, buried under email, stuff everywhere. The good news? **Basecamp solves them.** Try Basecamp free for 30 days!

Enter your email address

Start a free 30-day trial

2,882 businesses signed up last week to get results like these...

88% have a better handle on business.

"We can see exactly what needs to be done and when. We're much more efficient."

84% report more self-direction teams.

"Accountability for tasks. No more 'I thought so and so was responsible for that.'"

89% have fewer weekly meetings.

"We don't need to spend as much time in meetings now that we use Basecamp."

The problems teams deal with mostly boil down to stuff scattered in too many places — emails, chat threads, Word docs, etc. That makes things easy to miss and hard to find, which leads to communication gaps, preventable emergencies, and extra work.

Single-purpose project management and chat apps can't fix the problem — they can only make it worse. Basecamp is different. It combines all the tools teams need in a single, straightforward package that makes work feel like less work.

We use Basecamp to make software (Basecamp!), discuss ideas, plan marketing campaigns, share pet pics — you get the idea. It's a one-stop shop for all the things teams do together.

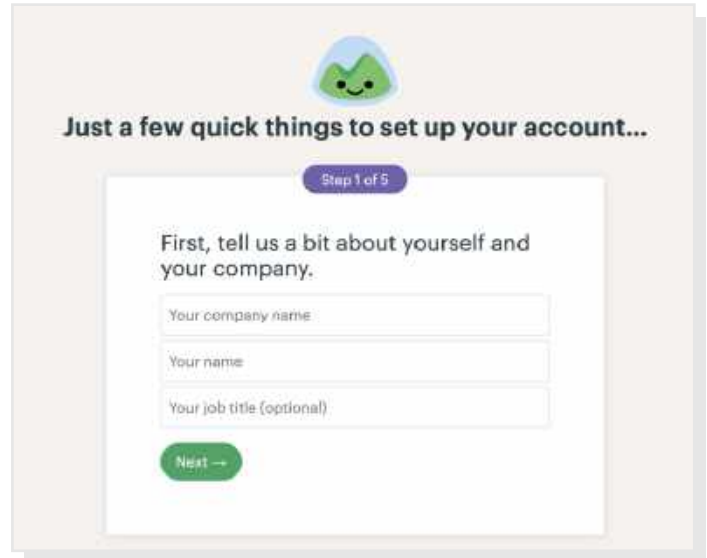
Want to see everything Basecamp does? Check out our [full feature list](#). If you have any questions, [we'd be happy to answer them](#).

Start a free 30-day trial

Basecamp opens onto iOS, Android, Mac, and PC.  
More on customers, customers, blog, books, newsletters.  
Keep in touch via email, Twitter.  
Five pricing options & terms, add-ons, contact status.

Copyright 1999-2019 Basecamp. All rights reserved.  
Keep the rest of your identity!

2004: 10  
2006: 10,000  
2008: 100,000  
2010: 1,000,000  
2012: 1,000,000  
2014: 1,000,000  
2016: 1,000,000  
2018: 1,000,000  
2019: 1,000,000



The form is titled 'Just a few quick things to set up your account...' and is 'Step 1 of 5'. It asks for 'Your company name', 'Your name', and 'Your job title (optional)'. A 'Next' button is at the bottom.

Just a few quick things to set up your account...

Step 1 of 5

First, tell us a bit about yourself and your company.

Your company name

Your name

Your job title (optional)

Next →

With Basecamp's 30-day trial, you can learn more about Basecamp by actually diving deep into the software and trying it out before you buy.

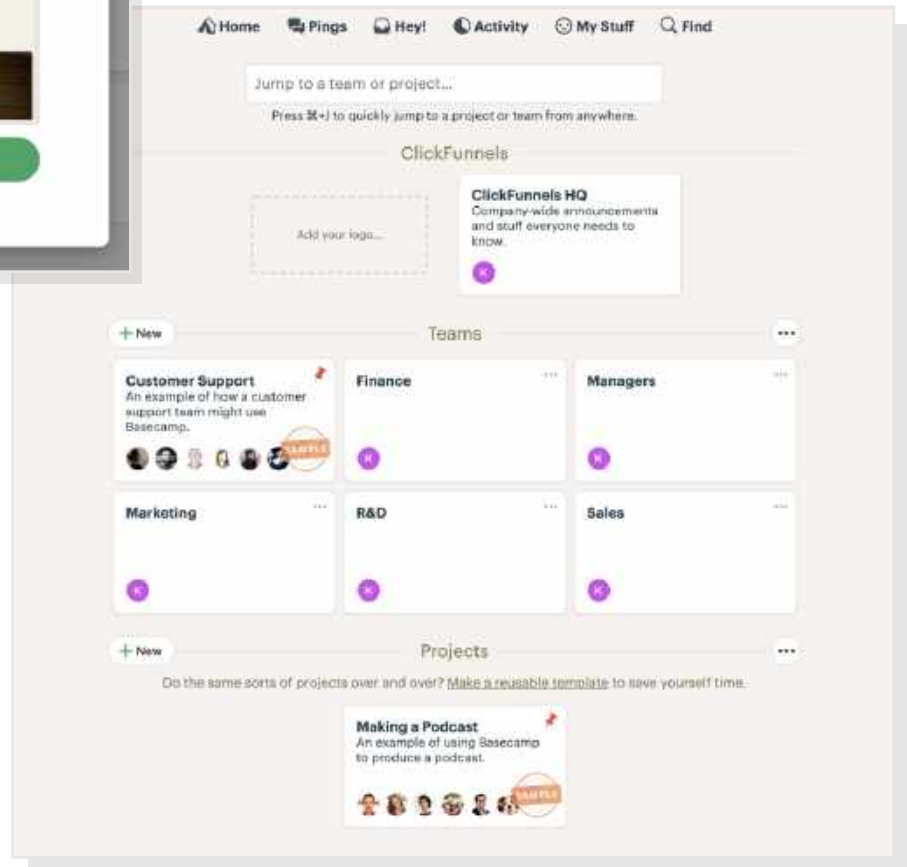
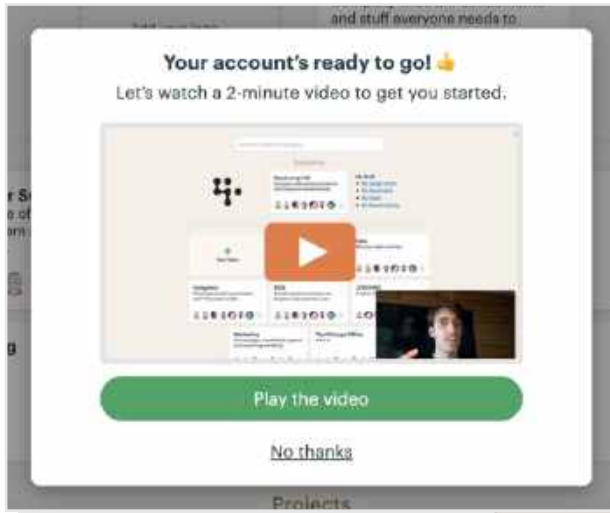
**HOOK** "We've Been Expecting You" (illustrated with an image of a woman going crazy with business tasks).

**STORY** "All growing businesses run into the same fundamental problems. Hair on fire, buried under email, stuff everywhere. The good news? Basecamp solves them."

**OFFER** Enter your email address, company name, and full name (and choose a password and answer two questions) to receive a free 30-day trial to Basecamp.

# Basecamp 30-Day Trial

by Basecamp



**THANK YOU PAGE** Watch an introductory video into how Basecamp works on Step #1. Then, on Step #2, you can start setting up your account.



<https://bit.ly/1fkH5Et>

# The 15-Minute Retirement Plan

by Fisher Investments



FISHER INVESTMENTS

## Avoid Running Out Of Money When You Need It The Most

Learn how in this 15-Minute Retirement Plan



Get Your Free 15-Minute Retirement Plan  
12 pages (15 min read)

Get My Free Guide >>

Over 1.3 million downloads and counting\*  
No cost and no obligation beyond completing a short request form and brief survey

In This Free Guide, You'll Learn...

-  The Truth About How Long Your Nest Egg May Last
-  Why It's Vital to Prepare For A Long Retirement
-  How Inflation Can Impact Your Retirement Plan

 ABOUT OUR FOUNDER KEN FISHER

Ken Fisher is the founder, Executive Chairman and Co-Chief Investment Officer of Fisher Investments, a multi-billion dollar money management firm serving large institutions and high net worth individuals globally. His first best-selling books, as well as columns and commentary in USA Today and the Financial Times, provide a unique and original point of view on investing and retirement planning.

### It's Time You Start Planning

Get My Free Guide >>

Fisher Investments | 1025 Hill Center Court | Irvine, CA 92614 | 866-687-6112 | [fisherfi.com](http://fisherfi.com)  
We provide a voluntary investment in our Client's Retirement Planning Policy.  
Investment decisions are made by the client.  
Copyright 2018 Fisher Investments. All rights reserved.

**Thank you for your time and interest!**

We are confident you will find this information of tremendous value. You will receive the information you are requesting after completing the form below.

\* Fields are required.

First Name *	Last Name *	
<input type="text"/>	<input type="text"/>	
Address *		
<input type="text"/>		
City *	State *	Zip *
<input type="text"/>	<input type="text"/>	<input type="text"/>
Phone *	Email *	
<input type="text"/>	<input type="text"/>	

Fisher Investments' Private Client Group offers personalized money management services for investors with portfolios of \$500,000 or more. To schedule a FREE personal consultation,\* so you may fully understand the benefits that our private clients receive, please mark "YES."

☐ Yes ☐ No

Continue >>

Inside Fisher Investment's guide, "The 15-Minute Retirement Plan," you'll discover how much retirement income you'll actually need when you consider living a long life and adding inflation into the equation.

**HOOK** "Avoid Running out of Money When You Need It the Most."

**STORY** "You'll learn the truth about how long your nest egg may last, why it's vital to prepare for a long retirement, [and] how inflation can impact your retirement plan."

**OFFER** Enter your first name, last name, address, phone number, and email address (and answer one question) to receive the free digital guide: "The 15-Minute Retirement Plan."

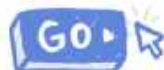
# The 15-Minute Retirement Plan

by Fisher Investments

The screenshot displays the Fisher Investments website. At the top, there's a navigation bar with links for Institutional Investors, Careers, MarketMinder, About Us, and United States. Below this is the Fisher Investments logo and a contact number. A secondary navigation bar includes links for Why Fisher, Services, Investment Approach, Your Retirement, Insights, and Tools & Calculators. The main content area features a large banner with the text "Learn why most of Fisher Investments' clients come from other money managers" and a "Learn More" button. Below the banner is a section titled "Download Fisher Investments' Most Popular Guides" with a subtext: "Fisher Investments firmly believes that education is key in the retirement planning journey, which is why we're offering FREE guides below at no cost or obligation to you." This section contains four guide thumbnails: "The 15-Minute Retirement Plan", "The Definitive Guide to Retirement Income", "The Stock Market Outlook", and "Your Net Worth". Each guide has a "Download" button. At the bottom, there's a "Market Insights" section with three articles: "Toast America this July 4th, but run your 401(k) globally" by Ken Fries, "Want To Save More in Your 401(k)", and "Random Musings on Markets 2019: A".

(PAGE CONTINUES)

**THANK YOU PAGE** Click to download the guide.  
You can also read other articles about Fisher Investments.



<https://bit.ly/2YHSJs2>

# 10-Point Blog Post Audit

by DigitalMarketer



(PAGE CONTINUES)

With DigitalMarketer's "10-Point Blog Post Audit," you'll get access to the exact goals that DigitalMarketer uses to analyze their own blog posts for high-quality content.

**HOOK** "10-Point Blog Post Audit."

**STORY** "Use the '10-Point Blog Post' audit to take your blog posts from 'meh' to magnificent—fast! (And see what the perfect blog post looks like)."

**OFFER** Enter your first name, last name, email address, and company name (and answer two yes/no questions) to receive the free digital templates: "10-Point Blog Post Audit."

**THANK YOU PAGE** Check your email for a link to download the guide. You can also get a free 30-day free trial of "DigitalMarketer Lab" (then \$49/mo. after trial).



<https://bit.ly/2V4psWA>

# List Building Blueprint

by The ASK Method Company

**Free Download: How to Get Your First 1000 Email Subscribers (and Beyond)**

**DOWNLOAD NOW**

We guarantee 100% privacy. Your information will not be shared.

**Featured In:**

Forbes Entrepreneur THE ENTREPRENEUR MAGAZINE INC. Los Angeles Times

**About Ryan**

Ryan Levesque is the CEO of The ASK Method® Company and author of the #1 National Best-Selling book, ASK - as featured by Inc. Magazine as their #1 Marketing Book of the Year and by Entrepreneur Magazine as their #2 Must-Read book. The ASK Method® Company was ranked #162 on the 2017 Inc. 500 list and named the #1 fastest growing company in Austin, TX.

Ryan is also co-founder and investor in BuckleUp™ - the leading marketing funnel software entrepreneurs are using to build interactive quizzes, assessments, and surveys to segment their audience into buckets and create a tailored buying experience online.

**Get Your Blueprint TODAY** (available for a limited time) **DOWNLOAD NOW**

**Your List Building Blueprint is a Step-By-Step Mindmap Showing You...**

- ✓ The 3 main lead generation strategies I used to go from zero to \$100 million in sales
- ✓ What specific traffic sources to focus on and the small shift you can make today to dramatically improve your conversion rate (from 1% to 100%)
- ✓ How to use the universal human need for "self-discovery" to get noticed and trigger new prospects to look to your offer
- ✓ The little-known (and counter-intuitive) approach that actually gets you MORE LEADS by adding EXTRA steps to your opt-in process
- ✓ And more!

**Get Your Blueprint TODAY** (available for a limited time) **DOWNLOAD NOW**

**Step 2: Fill Out the Form Below...**

Enter Your Email Address

**CONTINUE...**

Your privacy is important to us and we will not share you.

By signing up you'll also receive access to daily ASK Method marketing tips and exclusive offers. [View the ASK Method Privacy Policy.](#)

**Success! Your PDFs should arrive in your email inbox in the next 3 minutes**

In the meantime, I'd like to share some CUSTOM Training I think you're going to love...

Taking you there in 3 seconds...

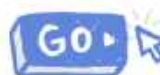
With Ryan Levesque's "List Building Blueprint," you'll receive a step-by-step mindmap into Ryan's lead generation strategies that helped him reach \$100 million in sales.

**HOOK** "Free Download: How to Get Your First 1000 Email Subscribers (And Beyond)."

**STORY** "Your free blueprint for rapidly growing your list - even if you've struggled to get opt-ins in the past!"

**OFFER** Answer one question and enter your email address to receive the free digital guide: "List Building Blueprint."

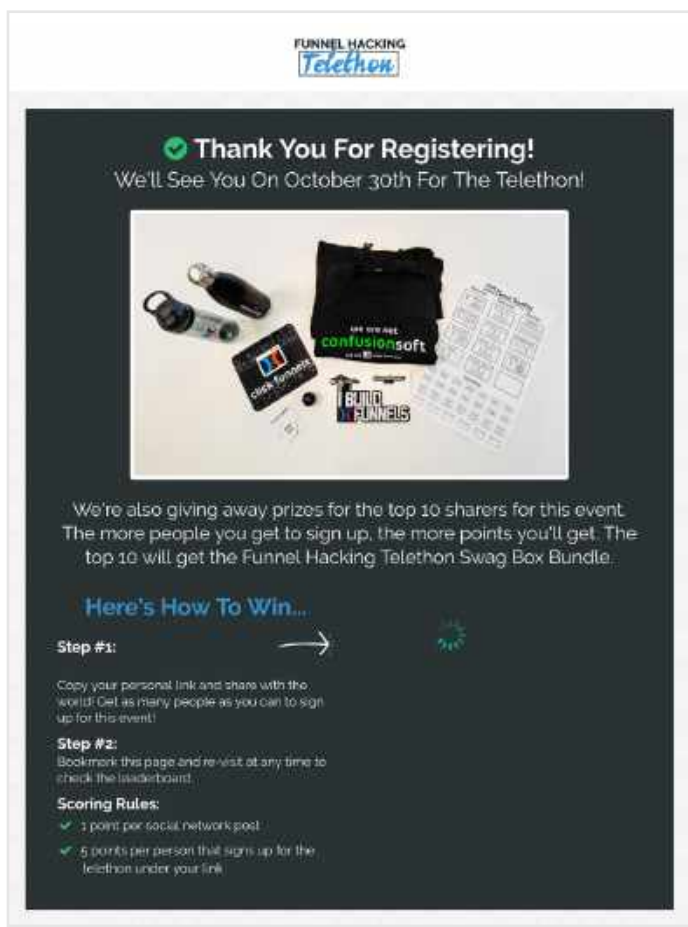
**THANK YOU PAGE** Check your email for a link to download the guide. You can then watch a special presentation to get "List Building Bootcamp" for \$99.



<https://bit.ly/2WvI3vY>

# Funnel Hacking Telethon

by ClickFunnels



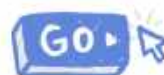
With ClickFunnels Funnel Hacking Telethon, you can finally hear the never-before-told stories that helped ClickFunnels grow from startup mode to making over \$100 million in less than 3 years.

**HOOK** “These are the UNTOLD ClickFunnels “Startup” Stories that sent us from \$0, to \$100 Million in less than 3 years.”

**STORY** “Join me for a FULL day of LIVE streaming across Youtube, Instagram, and Facebook. Register Now To Get Reminders And The Chance To Win Some Crazy Awesome Prizes...”

**OFFER** Enter your full name and email address to register for the LIVE Funnel Hacking Telethon.

**THANK YOU PAGE** Announces that you're registered for the telethon. You can also share the telethon to win the Funnel Hacking Telethon Swag Box Bundle.



<https://bit.ly/2ykOTJs>

# Snap Funnels

by ClickFunnels



With ClickFunnels Snap Funnels, you can see behind the scenes of ClickFunnels and learn how to build your own Snapchat funnels.

**HOOK** “How To Ethically Build a Cult Following Using Snapchat”

**STORY** “Learn how to use Snapchat to build your funnels. PLUS... find out how to get my Snapchat funnel for FREE!”


**OFFER** Enter your email address to get free access to the Snap Funnels training.



# Snap Funnels



by ClickFunnels





## How To See Behind The Scenes At Funnel Hacker Head Quarters

Only Available On Snap Chat...



russellburson



Ok - are you ready to connect with me on Snap Chat?  
Here's what you need to do next...

**Step #1 - Download Snapchat**

[Snapchat for iOS](#)[Snapchat for Android](#)


**Step #2 - Add me as a friend**

Go to this page inside of the app and click on "Add Friends" here:




Then you have 2 options.

1st) Add my name: russellburson or just go here:  
<https://www.snapchat.com/add/russellburson>




or

2nd) Screenshot this picture, then 'add by SNAPCODE' and select the picture you took here:



**Step #3 - Watch my daily "story" (they disappear every 24 hours, so make it part of your daily routine):**



**Step #4 - Shoot me a "snapchat" wearing some of your 'Funnel Hacker' gear and say HI!**

Now we're officially snapchat friends, and I'll start posting behind the scenes things showing how we're building our funnels, the people and places I meet along the way, and a whole bunch more!!!

**THANK YOU PAGE** Gives you the Snap Funnels training. You can also see behind the scenes of ClickFunnels by subscribing to Russell's Snapchat.



<https://bit.ly/2TOEmgh>



SWIPE FILES:

# LANDING PAGES



# 10-Minute Cash System

by Ewen Chia



Brand New From #1 International Bestselling Author, Ewen Chia...

## "Discover How To Make Real Money Online In 10 Minutes!"

Enter Your Best Email Below For Instant Access:

Click Here For Instant Access!

Details will be revealed on the next page and you will also get regular updates and tips about the Internet business. We will process your data in accordance with our Privacy Policy.

In Ewen Chia's "10-Minute Cash System," you can find out how to make money online in just 10 minutes from the bestselling author of How I Made my First Million on the Internet.

**HOOK** "Discover How to Make Real Money Online in 10 Minutes."

**STORY** "Brand new from #1 international bestselling author, Ewen Chia..."

**OFFER** Enter your email address to learn how to get the "10-Minute Cash System."

***WARNING: This Easy Cash System Is Unlike Anything You've Seen And Will Shock Those Struggling To Make Money The "Hard" Way, Especially When You Can Now...***

## "Make Money Online In The Next 10 Minutes!"

**DAILY SALES SNAPSHOT**

Date	Gross	Trend
Mon Mar 24	\$419.49	<div></div>
Sun Mar 23	\$520.46	<div></div>
Sat Mar 22	\$775.76	<div></div>
Fri Mar 21	\$513.76	<div></div>

 Dear Friend,

Welcome, my name is Ewen Chia and let me ask you a question:

**"How would you like to cut through all the fluff and start making real money online for once...in just 10 minutes from now?"**

If so, you're at the right place.

And if you've been struggling to make any money online and live your dream of being financially successful...

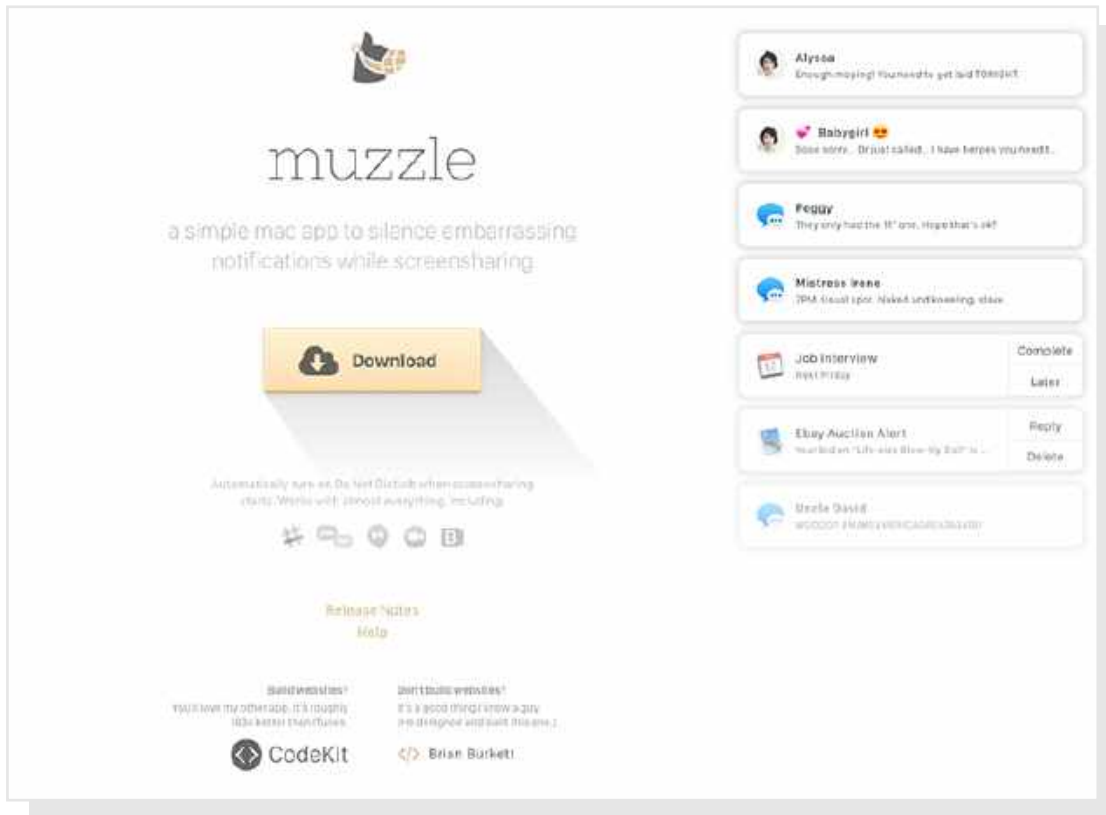
I'm about to reveal a **shocking truth** behind the **REAL** reason why you've been unable to make the money you deserve.



<https://bit.ly/2CCgjgr>

# Muzzle

by Muzzle



With the Muzzle app, you can breathe easy when you're sharing your screen, knowing that you won't have any embarrassing notifications pop up.

**HOOK** "Muzzle" (illustrated by embarrassing notifications showing up in real time).

**STORY** "A simple Mac app to silence embarrassing notifications while screensharing."

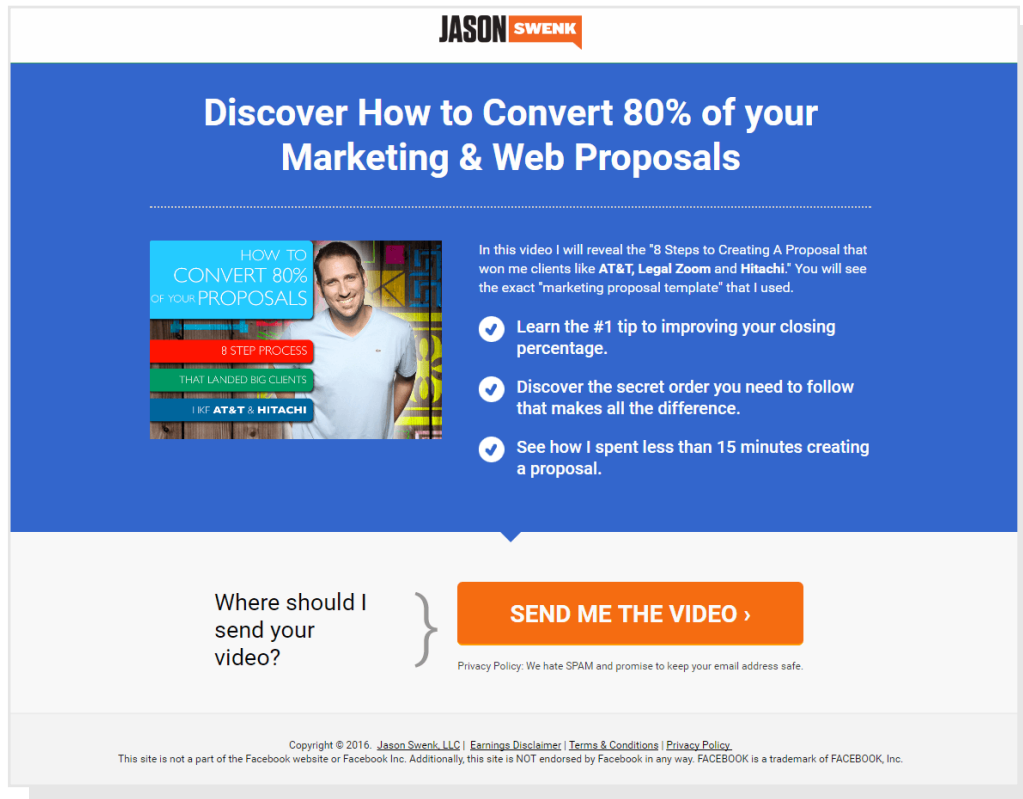
**OFFER** Click the yellow button to download the app: Muzzle.



<https://bit.ly/2tWOA6k>

# 8 Steps to Creating a Proposal

by Jason Swenk



**JASON SWENK**

## Discover How to Convert 80% of your Marketing & Web Proposals

HOW TO CONVERT 80% OF YOUR PROPOSALS

8 STEP PROCESS

THAT LANDED BIG CLIENTS

LIKE AT&T & HITACHI

In this video I will reveal the "8 Steps to Creating A Proposal that won me clients like AT&T, Legal Zoom and Hitachi." You will see the exact "marketing proposal template" that I used.

- ✓ Learn the #1 tip to improving your closing percentage.
- ✓ Discover the secret order you need to follow that makes all the difference.
- ✓ See how I spent less than 15 minutes creating a proposal.

Where should I send your video? }

**SEND ME THE VIDEO ›**

Privacy Policy: We hate SPAM and promise to keep your email address safe.

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This site is not a part of the Facebook website or Facebook Inc. Additionally, this site is NOT endorsed by Facebook in any way. FACEBOOK is a trademark of FACEBOOK, Inc.

With Jason Swenk's video, "8 Steps to Creating a Proposal," you'll learn how to close 80% of your proposals with his tips and secrets to closing the deal.

**HOOK** "Discover How to Convert 80% of Your Marketing & Web Proposals."

**STORY** "In this video I will reveal the '8 Steps to Creating a Proposal that won me clients like AT&T, Legal Zoom, and Hitachi.' You will see the exact 'marketing proposal template' that I used."

**OFFER** Enter your email address to receive the free digital video: "8 Steps to Creating a Proposal."

# The One Page Marketing Funnel

by Aaron Fletcher



**NEW ONE PAGE FUNNEL  
TEMPLATE AND VIDEO TRAINING:**

**"Use This New  
Template To Quickly  
Set Up an Automated  
Lead Generation  
Funnel With Zero  
"Tech Overwhelm"**

**Get The Template and Video Here >> »**

[Click Here For Instant Access](#)

 Your Information is 100% Secure And Will Never Be Shared With  
Anyone.

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Questions? Call: (800) 391-5616 or email [support@fletchermethod.com](mailto:support@fletchermethod.com)  
[DMCA Policy](#) | [Earnings Disclaimer](#) | [Privacy Policy](#)

With Aaron Fletcher's template and video, "The One Page Marketing Funnel," you'll be able to convert 10x more leads with your easy-to-create website.

**HOOK** "New One Page Funnel Template and Video Training."

**STORY** "Use this new template to quickly set up an automated lead generation funnel with zero 'tech overwhelm.'"

**OFFER** Enter your email address to receive the free digital template and video: "The One Page Marketing Funnel."

# Don't Let Anything Dull Your Sparkle

by Doreen Virtue



## Free eBook Offer from Doreen Virtue!

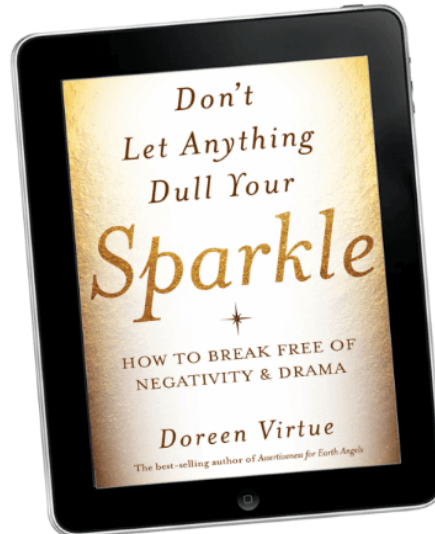
*Don't Let Anything Dull Your Sparkle: How to Break Free of Drama and Negativity*, as Doreen states, "this book is all about recovering from traumas, based upon my own experiences of healing, and includes the latest scientific research on natural ways to relieve anxiety and end the drama cycle. You can live drama-free, and when you do, you let the light of who you are shine through in everything you do."

In this uplifting book from Doreen, you'll learn how to:

- Go from self-blame to self-confidence
- Stop the unhealthy stress-drama cycle
- Spot and avoid drama-addicted people
- Hear and follow your inner warning system
- Deal with family members when their actions trigger hurt feelings
- Restore balance to your body by addressing post-trauma symptoms
- Foster authentic friendships
- Choose foods that help you regain your sparkle
- Spark a healthy romance
- Break free from addictive relationships
- Heal deeply rooted addictive behaviors

[GET YOUR FREE EBOOK NOW >>](#)

Get the eBook for FREE,  
for a limited time!



You'll discover why you are addicted to drama; how your past traumas lead to a high-drama, stress-filled life; and how, ultimately, you have the choice to break free from these patterns and live a life that reflects your Divine sparkle. You'll find there are many healthy replacements that are more fun, satisfying, and rewarding than drama can ever be!

[G+ Share](#) 29 [Tweet](#) [Like](#) 3.1K



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[Hay House: Privacy Policy](#) | [Terms of Use](#) | [Contact Us](#)

Inside Doreen Virtue's ebook, *Don't Let Anything Dull Your Sparkle*, you'll discover how to stop living a drama-filled life and heal addictive behaviors.

**HOOK** "Free Ebook Offer from Doreen Virtue."

**STORY** "You'll discover why you are addicted to drama; how your past traumas led to a high-drama, stress-filled life; and how, ultimately, you have the choice to break free from these patterns and live a life that reflects your divine sparkle."

**OFFER** Enter your email address to receive the free ebook: *Don't Let Anything Dull Your Sparkle*.

# Lead Generation & Conversion Case Study for Web Designers

by Joe Kashurba

JOE KASHURBA

Land High-Ticket Web Design Clients on Autopilot

Lead Generation & Conversion Case Study for Web Designers

Joe Kashurba Shares His Exact Step-By-Step Process  
for Landing New High-Ticket Web Design Clients  
Every Single Month on Autopilot



Joe Kashurba  
Entrepreneur & Web Designer



Name \*

Email \*

Get the Case Study Now



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You recognize and agree that we have made no implications, warranties, promises, suggestions, projections, representations or guarantees whatsoever to you about future prospects or earnings, or that you will earn any money, with respect to your purchase of Kashurba Web Design Group, LLC products, and that we have not authorized any such projection, promise, or representation by others.

Any earnings or income statements, or any earnings or income examples, are only estimates of what we think you could earn. There is no assurance you will do as well as stated in any examples. If you rely upon any figures provided, you must accept the entire risk of not doing as well as the information provided. This applies whether the earnings or income examples are monetary in nature or pertain to advertising credits which may be earned (whether such credits are convertible to cash or not).

There is no assurance that any prior successes or past results as to earnings or income (whether monetary or advertising credits, whether convertible to cash or not) will apply, nor can any prior successes be used, as an indication of your future success or results from any of the information, content, or strategies. Any and all claims or representations as to income or earnings (whether monetary or advertising credits, whether convertible to cash or not) are not to be considered as "average earnings".

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With Joe Kashurba's case study, "Lead Generation & Conversion Case Study for Web Designers," you'll learn how to get a steady flow of web design clients who give you top dollar for your work.

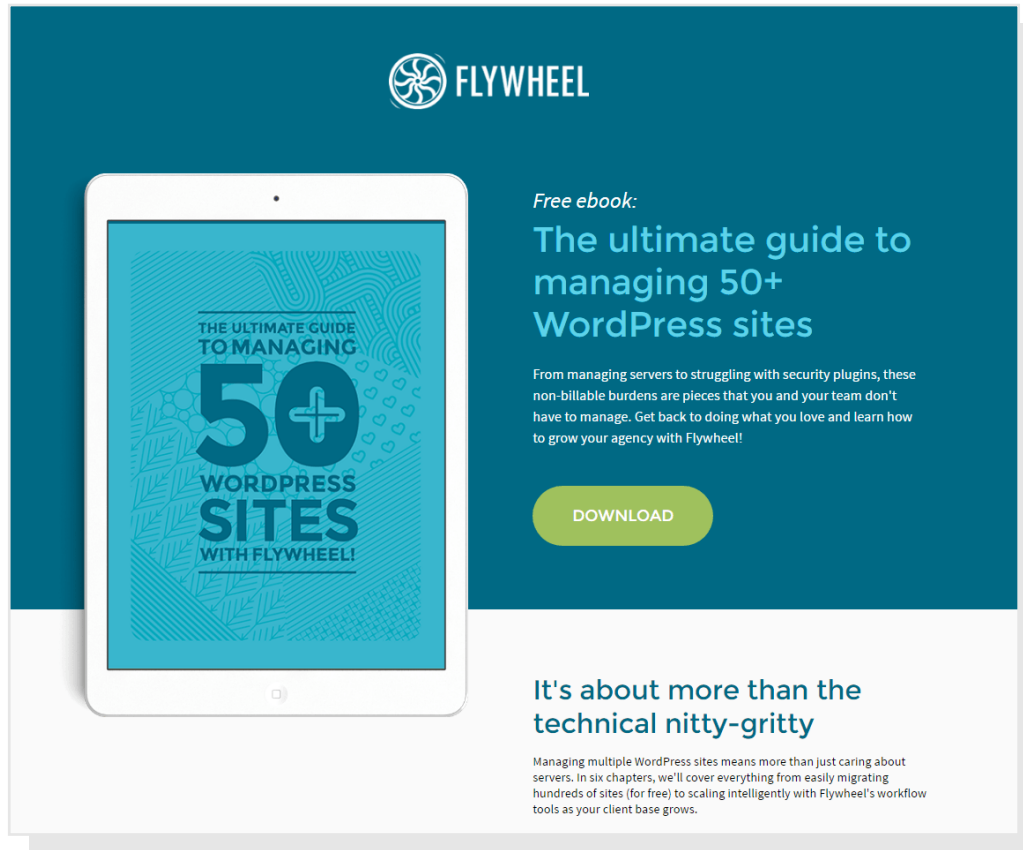
**HOOK** "Lead Generation & Conversion Case Study for Web Designers."

**STORY** "Joe Kashurba shares his exact step-by-step process for landing new high-ticket web design clients every single month on autopilot."

**OFFER** Enter your name and email address to receive the free digital case study: "Lead Generation & Conversion Case Study for Web Designers."

# The Ultimate Guide to Managing 50+ WordPress Sites

by Flywheel



With Flywheel's ebook, *The Ultimate Guide to Managing 50+ WordPress Sites*, you'll discover how to migrate hundreds of sites effortlessly and how to scale your business as you grow.

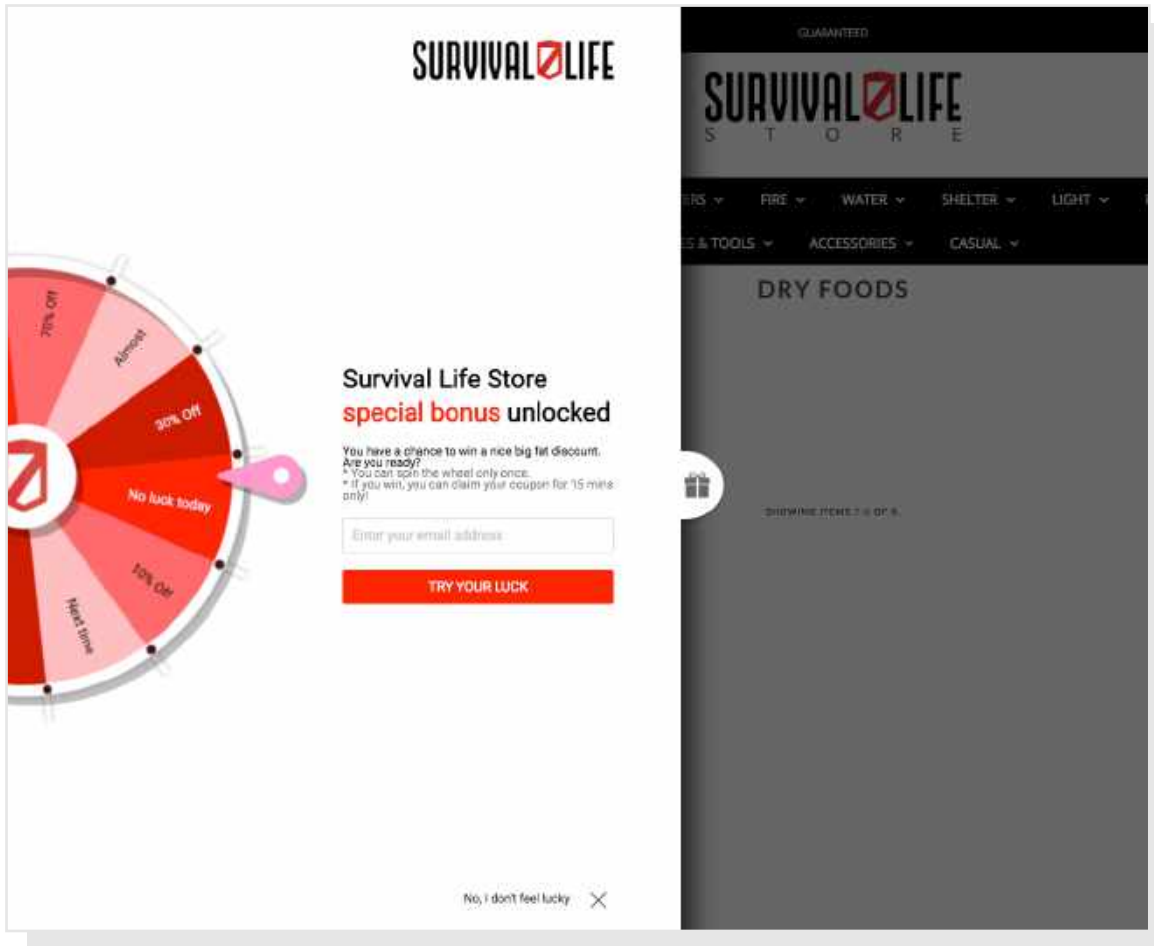
**HOOK** "Free Ebook: The Ultimate Guide to Managing 50+ WordPress Sites."

**STORY** "From managing servers to struggling with security plugins, these non-billable burdens are pieces that you and your team don't have to manage. Get back to doing what you love and learn how to grow your agency with Flywheel!"

**OFFER** Enter your email address to receive the free ebook: *The Ultimate Guide to Managing 50+ WordPress Sites*.

# Discount Wheel

by Survival Life



With Survival Life's "Discount Wheel," you can spin the wheel for a chance to get a discount in their store.

**HOOK** "Survival Life Store Special Bonus Unlocked."

**STORY** "You have a chance to win a nice, big, fat discount... You can spin the wheel only once. If you win, you can claim your coupon for 15 [minutes] only!"

**OFFER** Enter your email address to receive one chance to spin the "Discount Wheel" to see if you get a discount on your purchase.

# How to Create a Well-Oiled Marketing Machine

by KISSmetrics



The image shows a screenshot of a lead capture form on the KISSmetrics website. On the left, the KISSmetrics logo is at the top. Below it is an email input field with a red asterisk and the text "Email \*". A red error message "This field is required." is displayed below the input field. Below the email field is a question "Would you like a demo of KISSmetrics? \*" with a dropdown menu showing "No" and a downward arrow. A green button labeled "Send Me My PDF!" is at the bottom of the form. To the right of the form is a preview of the report titled "How to Create a Well-Oiled Content Marketing Machine". The preview includes a paragraph of text about marketing, a small image of a factory, and the KISSmetrics logo.

Inside KISSmetrics' report, "How to Create a Well-Oiled Marketing Machine," you'll discover how to create content so you can profit on the new form of marketing called inbound marketing.

**HOOK** "How to Create a Well-Oiled Marketing Machine."

**STORY** "Only recently has a new form of marketing emerged. It's called inbound marketing, and in this guide we'll be focusing on a very important ingredient of inbound marketing called content marketing."

**OFFER** Enter your email address and answer one question to receive the free digital report: "How to Create a Well-Oiled Marketing Machine."

# The Advanced Customer Acquisition Webinar #1

by Neil Patel



The landing page features a large photo of Neil Patel on the left. To his right, the text reads: **NEILPATEL** The **ADVANCED** Customer Acquisition Webinar. Below this, it says: The **3-step process** I've used to build **4 multi-million dollar businesses**. A **FREE BONUS** is mentioned: The automated conversion funnels I use to achieve the results. A red button says: **YES, I WANT NEIL TO TEACH ME HOW TO GROW MY BUSINESS!**

Below the button, it says: (HERE IS WHAT) I'm going to show you. A wavy red line with four points connects four topics: 1. 'The 1-Critical Factor' Your Business Needs to Have to Survive & Thrive (icon: target). 2. The Little-Known Customer Acquisition & Scaling Process (icon: document). 3. How to Create Marketing Campaigns That Sell Like Crazy! (icon: shield). 4. Integrated Marketing and Compounding Growth (The One Line Will Show This) (icon: bar chart).

A **WARNING** section states: Space is limited to 1000 registrants and the **ADVANCED** Webinars always fill up because they are significantly better than the information others charge you thousands for... even though they are free.

At the bottom, a red bar contains the text: Yes, I want Neil to teach me how to grow my business! and a button: **CLAIM YOUR SPOT NOW!**

The footer includes: NEILPATEL | © 2018, by Mr. Patel & Co. LLC. Links: About, Blog, Tools, Consulting, Contact.

With Neil Patel's webinar, "The Advanced Customer Acquisition Webinar," you'll learn how Neil scaled his business, and you'll also learn how you can take those same strategies to grow your business, too.

**HOOK** "The Advanced Customer Acquisition Webinar."

**STORY** Get "the 3-step process I've used to build 4 multi-million dollar businesses."

**OFFER** Enter your email address to receive access to the webinar, "The Advanced Customer Acquisition Webinar," and get Neil's automated conversion funnels.

# The Advanced Customer Acquisition Webinar #2

by Quick Sprout



**QUICKSROUT**  
The **ADVANCED** Customer Acquisition Webinar

How to generate **195,013 visitors** a month without spending a dollar on ads

FREE BONUS! The 24-step framework I use to teach marketing

**YES, I WANT NEIL TO TEACH ME HOW TO GROW MY BUSINESS!**

HERE IS WHAT I'm going to show you

- How to Increase Your Search Traffic Without Harming Your Rankings
- The Little-Known Secret for Converting Visitors into Customers
- How to Generate Social Media Traffic Without Using Ads
- A Simple Strategy for Building Links Without Creating Content

Yes, I want Neil to teach me how to grow my business!

**CLAIM YOUR SPOT NOW!**

**QUICKSROUT** © 2017 by Quick Sprout, LLC

With Neil Patel's webinar, "The Advanced Customer Acquisition Webinar," you'll learn how Neil scaled his business, and you'll also learn how you can take those same strategies to grow your business, too.

**HOOK** "The Advanced Customer Acquisition Webinar."

**STORY** "How to generate 195,013 visitors a month without spending a dollar on ads."

**OFFER** Enter your email address to receive access to the webinar, "The Advanced Customer Acquisition Webinar," and get Neil's "24-Step Framework" he uses to teach marketing.

# Affiliate Website Generator

by SuccessEtc.

**affiliate website generator**  
Version 2.01

New \$197 Affiliate Wordpress Theme - 100% FREE Right NOW!  
**Get Your FREE Affiliate Website!**

**Affiliate Website Generator**

- Google Friendly Review Websites
- Creates Squeeze Pages
- Affiliate pretty URL Management
- Exit Pop-Ups
- Pinterest, Facebook and Google + enabled
- And MUCH More...

**Normally \$197**  
**FREE Right Now!**

Sign up on the form on the right to get your FREE affiliate website now!

Your First Name:

Account username:

Password:

PayPal email address:

Clickbank ID:

Don't have a ClickBank ID?  
[Click here to get one for free!](#)

**CREATE ACCOUNT**

SuccessEtc Publishing Footer links

With the “Affiliate Website Generator,” you’ll be able to quickly create Google-friendly affiliate websites with squeeze pages and exit pop-ups.

**HOOK** “Affiliate Website Generator.”

**STORY** “New \$197 affiliate WordPress theme - 100% free right now! Get your free affiliate website!”

**OFFER** Enter your first name, PayPal email address, and Clickbank ID (and choose a username and password) to receive a free affiliate website.

# Making More Money by Working Much Less

by DotComSecrets.com



**This FREE Video Reveals The #1 Secret To...**

## Making More Money By Working Much Less

**This Brand New Video Shows You The Simple Techniques I Used To Create A Mini-Membership Site That Went On To Make Over \$50,000 A Month In Passive Residual Income In Its First 30 Days...**

I created a simple (yet powerful) video that is going to show you the strategies that I'm using to setup mini-membership sites (on 100% auto-pilot) that after being setup, pay me up to \$50k a month EVERY MONTH with very little effort.

And here's the **best part** - in this video I show you a way that you can actually have me and my team do all of the work for you.

On this video you'll discover:

- How I was able to **buy a brand new Lexus**, and **it didn't cost me a dime** (hint - it took just 17 new members of my "mini-membership" site to cover all of the monthly payments!)
- Why **Tony Robbins** (you can see him with me in the video above) flew me to his private resort in Fiji last summer, and **what we talked about...**
- The **most popular and powerful niche** you can create your mini-membership site in. This one is a multi-BILLION dollar market and is barely being tapped into online!
- How to get a mini-membership site where **all of the content has already been created for you** - so all you do is plug it in and it's ready to go!
- A **powerful turn-key solution** that does **not involve any techno-ANYTHING!** Just push a button and your entire mini-membership site will be ready to go!
- The **CURSE** that keeps almost everyone from achieving real success online, and **over 50+ ways to solve it immediately!**
- Why **this works 10X better in this economy** than it ever did at it's peak.

And much **MORE!**

**Tell me where to send you this FREE Video Series!**

**Just enter your email address below and I'll send you this video. There's absolutely NO obligation, and you can unsubscribe from the notification messages with just a single click.**

Double Check your email for accuracy to ensure you receive access to the free videos. Our privacy policy keeps your email safe and secure. We will never sell, rent, give, or divulge your email information to ANYONE. You will also get additional messages on marketing, how-to, and other great ideas and special offers!

Enter Your Email Address Here

**Get Instant Access**

We're sharing the video below - you agree to the terms of service | [Privacy Policy](#)

© Copyright 2010 DotComSecrets.com LLC. All Rights Reserved.  
Warranties, Disclaimers and Legal Rights | Earnings Disclaimer | Terms of Service | Privacy Policy  
3120 S. Vista Ave., Suite 201, Boise, Idaho 83709 208-323-0401

With the video series, "Making More Money by Working Much Less," you'll discover how to easily create a mini-membership site that continues to give you a passive income stream long after you create it.

**HOOK** "FREE Video Reveals the #1 Secret to... Making More Money by Working Much Less" (illustrated with an image of a video with a play button that can't be played).

**STORY** "This brand new video series shows you the simple techniques I used to create a mini-membership site that went on to make over \$50,000 a month in passive residual income in its first 30 days!"

**OFFER** Enter your email address to receive the free video series: "Making More Money by Working Much Less."

# How to Flip Houses from Home

by Real Freedom



## SECRET CONFESSION:

I Have Discovered A Loophole In The \$787 Billion Stimulus Bill That Allows Me To Flip 10-15 REO (Bank-Owned) Foreclosure Properties Every Single Month...



### FREE INSTANT ACCESS!

Enter your name & email below to watch this mind-blowing how-to video NOW...

Enter your first name...

Enter your email...

By submitting your name & email address, you agree to receive email communication from Real Freedom Inc.

**Get Access Now!**

Your information is safe with us and will not be shared with any third party.

I Have Discovered A "Loophole" In The \$787 Billion Stimulus Bill That Allows Me To Flip 10-15 REO (Bank-Owned) Foreclosure Properties Every Single Month...

- ✓ WITHOUT ever doing on them
- ✓ WITHOUT using any money or credit
- ✓ WITHOUT any risk whatsoever
- ✓ WITHOUT any experience needed
- ✓ WITHOUT any manual labor (I'm the laziest guy you'll ever meet)



If you're like many who think you need a lot of money or experience to flip bank-owned foreclosure houses... think again.

If you believe the myth that buying and selling bank-owned REO properties is strictly for rich people who know what they're doing... you're wrong.

If you're still flipping houses the old fashioned way...

YOU'RE IN FOR A SERIOUS WAKE-UP CALL!

You're about to watch a brief video where I tell you my secret to how I go about flipping 10-15 bank-owned REO foreclosure houses every single month without fail each and every month. Not every year... every MONTH.

Just enter your name and email address in the form to the right, and I'll show you exactly how I do it.

Why am I doing all this?

I need success stories for a new project I am working on that is destined to help hundreds of thousands of people find financial freedom.

Plus I'm sick of hearing people say "You can't flip bank-owned properties without having access to lots of money," and "the REO market is for people who really know what they're doing."

Nonsense.

If you're one of those people, you **NEED** to watch this video!

Just enter your name and email address in the field to the right and you'll see it for yourself.

Talk soon.

THE REO ROCKSTAR

Watch This Free Video Now!



Enter your first name...

Enter your email...

**Free Instant Access**

By submitting your name & email address, you agree to receive email communication from Real Freedom Inc.

Copyright © 2017 Real Freedom Inc. Contact Us Terms of Use Privacy Policy Earnings Disclosure Purchase Agreement Affiliates Make Money

Inside Real Freedom's video, "How to Flip Houses from Home," you can learn to flip bank-owned properties without money or experience.

**HOOK** "Secret Confession" (illustrated with an image of a video with a play button that can't be played).

**STORY** "I have discovered a loophole in the \$787 billion stimulus bill that allows me to flip 10-15 REO (bank-owned) foreclosure properties every single month."

**OFFER** Enter your email address to receive the free digital video: "How to Flip Houses from Home."

# WARNING Video

Style pioneered by Dave Miz



**WARNING** The strategy you're about to discover could produce in life-changing results. Use at your own risk...

**Free Video Exposes The Weird Strategy a Complete Newbie *Stumbled On* and Banked \$4,325 In 28 Days From Scratch...**

Just enter your first name and best email address below  
NOW and we'll send it *instantly* to your inbox...

First Name\*

Best Email\*

**Get Instant Access**

Privacy Assured: Your email address is never shared with anyone.

[Privacy Policy](#) | [Terms of Service](#) | [Earning Disclaimer](#)

In this video, you'll discover how one newbie entrepreneur used one weird strategy to create a full-time income from scratch.

**HOOK** "WARNING: The Strategy You're About to Discover Could Produce Life-Changing Results. Use at Your Own Risk..." (illustrated with warning label).

**STORY** "Free video exposes the weird strategy a complete newbie stumbled on and banked \$4,325 in 28 days from scratch."

**OFFER** Enter your first name and email address to receive the free digital video.

# 37 Checks per Month

by Maximum Leverage



**FREE!** "How To Get Up To 37 Checks Per Month, Earn Upwards Of \$4,954.55 *While You Sleep At Night*, And Recruit **WITHOUT** Ever Having To Pick Up The Phone!"

**Step 1**      **Step 2**      **Step 3**  
How did you hear about us?    Your access information    Get access now!

**How did you hear about us?**

- ☐ TV
- ☐ Dan Kennedy
- ☐ Email Newsletter
- ☐ Other

**Next**

This is a free service and credit card is NOT required.

Maximum Leverage **SECURITY VERIFIED** TRUST GUARD  
Maximum Leverage **CERTIFIED BY** TRUST GUARD  
Maximum Leverage **PRIVACY VERIFIED** TRUST GUARD  
Maximum Leverage **BUSINESS VERIFIED** TRUST GUARD

With Maximum Leverage's report, you'll be able to access a little-known strategy to create passive income while you sleep.

**HOOK** "Free: How to Get up to 37 Checks per Month."

**STORY** "Earn upwards of \$4,954.55 while you sleep at night, and recruit without ever having to pick up the phone!"

**OFFER** Answer one question and enter your email address to receive the free digital report.

# 30-Check Blueprint

by Daegan Smith



## Step 1

How Many Do You Want?

## Step 2

Customize "30 Check Blueprint"

## Step 3

Free Access Instructions!

### How Many Do You Want?

- ☒ 1-3 checks...
- ☐ 4-8 checks...
- ☐ 9-14 checks...
- ☐ 15-30 checks...

[Next](#)



With the "30-Check Blueprint," you'll discover how to create passive income and receive multiple commission checks each month.

**HOOK** "How Many Do You Want?" (illustrated with an image of multiple commission checks).

**STORY** Get "multiple streams of income (monthly checks)."

**OFFER** Answer one question and enter your email address to receive the free digital guide: "30-Check Blueprint."

# 30 Days to \$10K

by DigitalMarketer



Inside DigitalMarketer's video series, "30 Days to \$10K," you can learn how to generate a 5-figure recurring income stream in under one month.

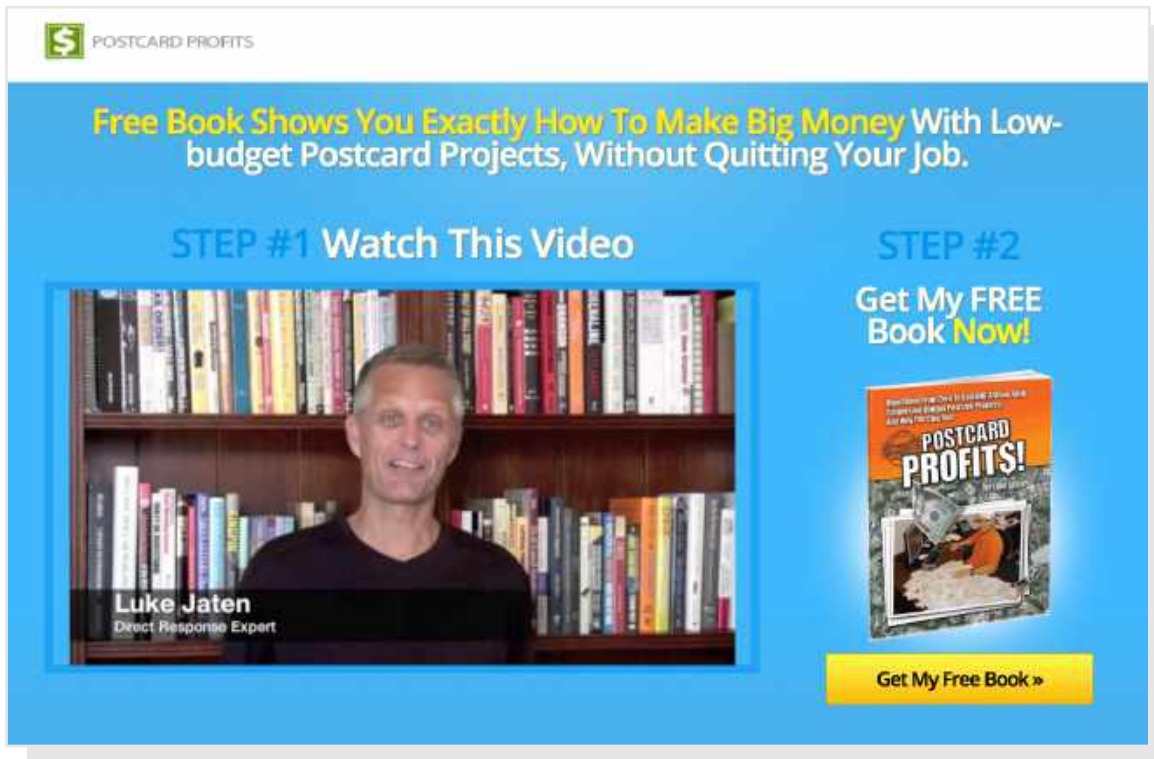
**HOOK** "30 Days to \$10K" (illustrated with an image of a woman in a bikini).

**STORY** "How to architect a 5-figure recurring income business in 30 days or less."

**OFFER** Enter your email address to receive the free digital video series: "30 Days to \$10K."

# Postcard Profits

by Luke Jaten



**\$ POSTCARD PROFITS**

**Free Book Shows You Exactly How To Make Big Money With Low-budget Postcard Projects, Without Quitting Your Job.**

**STEP #1 Watch This Video**

**STEP #2 Get My FREE Book Now!**

**Get My Free Book »**

Inside Luke Jaten's ebook, *Postcard Profits*, you'll learn how to create a stream of income by using direct-response marketing with postcards.

**HOOK** "Free Book Shows You Exactly How to Make Big Money."

**STORY** You can make big money "with low-budget postcard projects, without quitting your job."

**OFFER** Enter your email address to receive the free ebook: *Postcard Profits*.

# How to Create a Buying Frenzy

by Frank Kern



## FRANK KERN PRESENTS ... HOW TO CREATE A BUYING FRENZY (PART 1.)



Enter your email for the Billion Dollar Swipe File, The Billion Dollar Template, and the Advanced Tutorial video ...FREE

Your Name



Your Email



SEND IT TO ME!

### Yours Free: The "Billion Dollar Swipe File", The "Billion Dollar Template", The Billion Dollar Tutorial, And The New Updated Case Study.

After stumbling over the breakthrough approach shown in this video, I discovered a series of 17 ads that took it to a whole new level.

These ads were part of a campaign which helped sell over ONE BILLION DOLLARS worth of advertising.

Their creator, legendary David Ogilvy, had "systemized" and perfected the original approach...and the payoff for him was huge. (He ended up buying his own CASTLE.)

So I decided to test David Ogilvy's approach...adapting his methodology to the internet, and it was the SINGLE MOST SUCCESSFUL TEST I'VE EVER DONE IN OVER 15 YEARS.

This caused me to go back and obsessively pour over all of David Ogilvy's ads...finding the common traits of his most successful pieces and "boiling them down" into a template.

I've created a second video for you where I show you my initial test, walk you through David Ogilvy's most powerful ads, and show you how to use the template I've created for you that's based on his work.

I believe that if you test this, you'll be absolutely amazed by the results you get...so much so that you may never market your business the same again.

That's why I've packaged the swipe files, the template, the case study, and the tutorial up for you and am making available for free.

Just use the form above to tell me where to send it, and it's yours. Enjoy!

© 2014 Frank Kern, Inc. Terms, Conditions, And Privacy

With Frank Kern's course, "How to Create a Buying Frenzy," you'll learn how he adapted David Ogilvy's advertising methods for the internet and created the most successful marketing test he'd ever done in 15 years.

**HOOK** "How to Create a Buying Frenzy (Part 1)."

**STORY** "After stumbling over the breakthrough approach shown in this video, I discovered a series of 17 ads that took it to a whole new level. These ads were part of a campaign which helped sell over one billion dollars worth of advertising."

**OFFER** Enter your name and email address to receive the free digital course: "How to Create a Buying Frenzy," which includes the "Billion Dollar Swipe File," "Billion Dollar Template," "Advanced Tutorial Video," and "New Updated Case Study."

# The 3x Method

by DigitalMarketer



 **DIGITALMARKETER**

Free 3-Part Mini-Class: The “3X Method”

## 7 Conversion Hacks To Triple ANY Business In 6 Months... OR LESS!



Click the button below for instant access to Video #1 & Conversion Hacks Worksheet...

[Click Here For Instant Access To Video #1](#)

With DigitalMarketer’s mini-class, “The 3x Method,” you’ll learn how to grow your business in under six months by using seven simple conversion tricks.

**HOOK** “Free 3-Part Mini-Class: The ‘3x Method.’”

**STORY** “7 conversion hacks to triple any business in 6 months... or less!”

**OFFER** Enter your email address to receive the first video and the conversion worksheet in the mini-class: “The 3x Method.”

# Lessons on Growth

by Groove



The advertisement is a rectangular box with a black border. At the top right is a close button (X). The main text reads: "From 'aha' to 'oh shit', we're sharing everything on our journey to \$100k in monthly revenue. We're learning a lot and so will you." Below this is a horizontal progress bar titled "Current Monthly Revenue". The bar has markers at \$0, \$25K, \$50K, \$75K, and \$100K. A blue line indicates progress up to \$37,800, which is labeled in a black box. Below the progress bar is a white input field with the text "Enter Your Email Here". Below the input field is a large red button with the text "Send Me Lessons on Growth" and a play button icon. At the bottom left, there is a link: "No thanks, I don't want to grow my business." At the bottom right is the Groove logo.

With Groove's report, "Lessons on Growth," you can follow along on their journey to reach \$100k/mo. and discover what lessons they've learned along the way.

**HOOK** "From 'aha' to 'oh shit...'"

**STORY** "We're sharing everything on our journey to \$100k in monthly revenue. We're learning a lot and so will you."

**OFFER** Enter your email address to receive the free digital report; "Lessons on Growth."

# 1-Page Productivity Planner

by Brendon Burchard



Free Download  
**"1-Page Productivity Planner" used by CEOs and achievers worldwide**

Free video and download teach you **HOW** millionaires schedule their day, manage time, get more done, and influence others to help them WIN every day.

Name

Email

**Download the 1-Page Planner**

Here at High Performance Academy, we hate spam, so we will never share your info. We will send you an email with the download link but you can unsubscribe anytime. [Privacy terms, and policies.](#)

With Brendon Burchard's "1-Page Productivity Planner," you can have access to the same tool that millionaires use to win their day.

**HOOK** "Free Download: '1-Page Productivity Planner' Used by CEOs and Achievers Worldwide."

**STORY** "Free video and download teach you how millionaires schedule their day, manage time, get more done, and influence others to help them win every day."

**OFFER** Enter your name and email address to receive the free digital download: "1-Page Productivity Planner."

# The Landing Page Conversion Course

by Unbounce

**unbounce**

## The Landing Page Conversion Course

Learn how to get higher conversions from your marketing campaigns using landing pages.

**Take the Free Course**  
Enter your details below

What is your first name? \*

Type your answer here

**You'll learn:**

- How to use first-first design to improve your lead gen forms.
- How to leverage the principles of conversion-centered design to create and optimize high-converting marketing campaigns.
- Why landing pages are instrumental to improving the ROI of your marketing campaigns.

**What's in the Course?**

The course was written by Unbounce co-founder, and landing page expert Oli Gardner.

It also includes insights collected from 10 other conversion pros whose websites range from PPC to email marketing, social, copywriting, lead gen, design, and a dash of psychology.

**Who's the course for?**

Whether you're using landing pages alongside your marketing campaigns but aren't seeing the results you'd hoped – or you're looking for a guide to show you where to start – you can use The Landing Page Conversion Course to create new or optimized campaigns that get the high-conversion results you or your clients have been seeking.

**About the Author**  
— Oli Gardner —

Unbounce Co-Founder Oli Gardner has a passion for landing pages, and a knack to pick up marketers who don't use them. A prolific writer, speaker, and author, he speaks internationally about the four corners of conversion: the intersection of copy, design, interaction and psychology. Oli is an extension to help marketers combine data and design to create high-converting and delightful marketing experiences.

**Landing Page and Conversion Optimization Advice Featured by:**

Oracle, Adobe, Microsoft, HubSpot, Salesforce, Hootsuite, Mailchimp, and many others.

**Paul Johnson**  
Marketing and Sales Director  
Display8 Inc.

"Your content and educational materials are outstanding... it's amazing you can keep delivering good stuff at the frequency you do."

**unbounce**

With Unbounce's course, "The Landing Page Conversion Course," you can learn how to create high-converting landing pages to increase your marketing lead generation efforts.

**HOOK** "The Landing Page Conversion Course."

**STORY** "Learn how to get higher conversions from your marketing campaigns using landing pages."

**OFFER** Enter your name and email address to receive the free digital course: "The Landing Page Conversion Course."

# The Smart Marketer's Landing Page Conversion Course

by Unbounce



unbounce

THE SMART MARKETER'S  
LANDING PAGE  
CONVERSION COURSE

Landing pages increase conversions by focusing your marketing message. This translates directly into higher conversions on your PPC, email, banner and social media campaigns.

In this free 30-day course you'll learn how to use landing pages to increase the conversion rate of your campaigns.

Free expert advice from 10 world renowned internet marketers

What's in the course?

In this 11-part 30-day course landing page expert Oli Gardner will walk you through how to create high-converting landing pages.

The course includes step-by-step instructional videos so that you can follow along, creating your own landing pages as you go.

Along the way, you'll find expert tips and advice from well-known online marketers, and countless examples of marketing campaigns that convert.

Each lesson should take no longer than 30 minutes to complete.

1 Landing Page 101  
Learn why you should have a landing page without a dedicated landing page.

2 The 5 Core Landing Page Elements  
You'll get the 5 elements for the perfect landing page, and find out how to create a great page using the 5 core elements.

3 Call-to-Action Design & Placement  
How you design your CTA buttons, and where you put it on the page can make a big impact on your campaign results.

4 Lead Capture Forms  
Almost every marketer wants to capture more leads, but it's hard to design. And for us, that's crazy.

5 Landing Page Copywriting  
Learn effective techniques for writing great headlines, calls to action, benefit statements and more.

6 Landing Page Design Principles  
A classic design principles are essential to drive conversions, but many people landing page for conversions.

7 The Psychology of Conversion  
Understand how to use simple psychology principles to make your landing page convert more effectively.

8 Post-Conversion Marketing  
What to do after the sale to keep the lead in your funnel and after they have converted.

9 Landing Page Optimization & Testing  
Master the process for landing page optimization and often doubling your page with tests.

10 How to Convince Your Boss/Client  
Learn the importance of conversion optimization and show anyone how to understand the value of optimization.

11 Landing Page Optimization

30 Days to Higher Marketing Conversions

In 30 Days You'll be Generating More Leads and More Sales

Landing marketing and conversion experts will teach you how to convert with landing pages.

First Name \*

Email \*

What type of marketer are you? \*

Choose an option

Start My Free 30-Day Landing Page Conversion Course Now

With your permission, we'll email you a free video.

Step by Step Instructional Videos

After each lesson, a step-by-step video will be shown, explaining what you should do when you go live.

Landing Page Insights from Top Online Marketers

Oli Gardner  
@oli\_gardner

David Thomas  
@dthomas

Peter Lee  
@peterlee

Wesley Anderson  
@wesleyanderson

Chris Hager  
@chris\_hager

Hubert  
@hubert

James White  
@jameswhite

Lincoln Smith  
@lincolnsmith

Wesley Anderson  
@wesleyanderson

Robert Anderson  
@robertanderson

About The Course Author

Oli Gardner  
Oli Gardner is Unbounce's resident landing page expert. He's created over 25,000 landing pages, and written on landing pages and conversion optimization.

We have applied Oli Gardner's advice and repeatedly generated more results.

By Alexander T. Bennett  
@alexander\_t\_bennett

For this opportunity, I was already dead. But he kept me alive. This is great stuff.

(PAGE CONTINUES)

With Unbounce's course, "The Smart Marketer's Landing Page Conversion Course," you'll learn the 11 steps to creating high-converting landing pages so you can create successful lead generation campaigns.

**HOOK** "30 Days to Higher Marketing Conversions."

**STORY** "In 30 days, you'll be generating more leads and more sales. Leading marketing experts teach you how to convert with landing pages."

**OFFER** Enter your name and email address (and answer one question) to receive the free digital 30-day course, "The Smart Marketer's Landing Page Conversion Course."

# Forex Gap Trading: The Forgotten Trading System

by Forex Impact



**FOREX IMPACT**

---

**FREE!** “The ‘Forgotten’ Trading System That is **RIGHT 89.1% of the Time**, *plus* How To Predict Breakouts in the Currency Markets Days Before They Actually Occur...”

Enter your email address in the form below and I'll send you free instant access to "Forex Gap Trading: The Forgotten Trading System That Is RIGHT 89.1% of the Time "...



[Click Here to Continue](#)

Privacy Assured: Your email address is never shared with anyone.

\* This is a FREE service from ForexImpact.com. Credit card is NOT required.  
\*\*Double-check your email for accuracy to ensure you receive the report.

With Forex Impact's report, "Forex Gap Trading: The Forgotten Trading System," you'll discover how to spot breakouts in the market before they even happen.

**HOOK** “FREE! The ‘Forgotten’ Trading System That Is Right 89.1% of the Time.”

**STORY** Learn “how to predict breakouts in the currency markets days before they actually occur.”

**OFFER** Enter your email address to receive the free digital report: “Forex Gap Trading: The Forgotten Trading System.”

# 32 New Hacks to Get More Phone Leads with AdWords & CRO

by KlientBoost



Inside KlientBoost's guide, "32 New Hacks to Get More Phone Leads with AdWords & CRO," you'll discover conversion rate optimization hacks for getting more phone leads with your AdWords ads.

**HOOK** "32 New Hacks to Get More Phone Leads with AdWords & CRO."

**STORY** Get "58 action-packed pages of phone-ringing music. Your phone will be ringing off the hook in no time."

**OFFER** Enter your email address to receive the free digital guide: "32 New Hacks to Get More Phone Leads with AdWords & CRO."

# One Stock for the Coming Legalization Boom


by The Motley Fool



The Motley Fool

## One Stock for the Coming Legalization Boom

By: Grace Phillips



A little-known Canadian company just unlocked what some experts think could be the key to profiting off the coming green revolution.

And make no mistake – it is coming. **To the tune of an estimated \$80 billion.**

Legalization is sweeping over North America – 11 states plus Washington, D.C., have already voted to legalize – and full legalization came to Canada in October 2018.

**The industry is worth \$50 billion for the U.S. today.** And since experts have projected the U.S. industry to skyrocket to \$80 billion by 2030, it's time for investors to start paying attention.

No matter where you stand on the legalization debate, you can't deny the monumental investing opportunity that a potentially \$80 billion industry represents.

But it's also a relatively new industry. Untested, unproven.

And while we here at The Motley Fool love being on the cutting edge of new investing trends...

... like picking Amazon at \$15.31 a share...

... Netflix at \$1.85 a share...

... or Disney at \$1.84 a share...

... we've been quiet on this growing industry for a while.

Until now.

Because a **game-changing deal** just went down between the Ontario government and a powerhouse Canadian company.

And that company – **which now has the opportunity to rake in profits from the \$7 billion Canadian legalization industry AND potentially the \$80 billion US industry** – is no stranger to us here at The Motley Fool.

Inside of The Motley Fool's report, "One Stock for the Coming Legalization Boom," you'll discover which stock was responsible for 52% sales growth in the previous year, and why it's especially good to get even if legalization dries up.

**HOOK** "One Stock for the Coming Legalization Boom."

**STORY** "A little-known Canadian company just unlocked what some experts think could be the key to profiting off the coming green revolution. And make no mistake – it is coming. To the tune of an estimated \$80 billion."

**OFFER** Enter your email address to receive The Motley Fool's newsletter, "Stock Advisor," and you'll also receive the free digital report: "One Stock for the Coming Legalization Boom."

(PAGE CONTINUES)

# The Next Gen Revolution

by The Motley Fool



The Motley Fool

## Forget Netflix! This Opportunity Could Be 23X Bigger

By: Sam Barker



Netflix briefly passed Disney as the biggest entertainment company in 2018, and analysts and investors alike celebrated a new dawn in the entertainment world.

But what these press clippings missed was the bigger story.

Because we think Netflix is NOT the future of entertainment. It's only a small fraction.

With PwC estimating the media landscape to be worth \$2.2 trillion in 2021, and Netflix revenue passing \$11 billion last year, you'll see that 2021, and Netflix revenue passing \$11 billion last year, you'll see that Netflix makes up only .5% of the media landscape.

And one billionaire CEO is taking charge of what Netflix DOESN'T do and leading the way for the next generation of entertainment.

You see, Netflix is a streaming company through and through, and they're great at that.

But this 46-year-old CEO is putting over \$44 billion on the table to take over the rest of the market, and he isn't stopping any time soon.

His forward-thinking company, which many people haven't even heard of yet, doesn't only want to compete with Netflix...

It wants to rule the world.

Currently, this company has:

- Over 1 billion users on its social networking platform
- Grown cloud computing over 150%
- One of the top video streaming platforms in the world
- The top news service in the world
- The most powerful gaming divisions in the world, doubling Sony's revenue in 2017

And it's not stopping anytime soon.

The company has an advantage that keeps them on top. One that Netflix doesn't have.

We've outlined the background on this incredible opportunity in a report called "The Next Gen Revolution."

In this report, Motley Fool co-founder David Gardner dives deep into

With The Motley Fool's report, "The Next Gen Revolution," you'll discover which company is poised to take over Netflix and the entertainment industry.

**HOOK** "Forget Netflix! This Opportunity Could Be 23x Bigger."

**STORY** "In this report, Motley Fool co-founder David Gardner dives deep into three companies poised to run away with this opportunity that is potentially 23x bigger than Netflix."

**OFFER** Enter your email address to receive the free digital report: "The Next Gen Revolution."

(PAGE CONTINUES)

# The 13 Steps to Investing

by The Motley Fool



The Motley Fool. The 13 Steps to Investing

## Get Ready to Ensure Your Financial Future

We'll give you the tools you need to get started! Every day you'll get an email from us walking you through one of the 13 Steps in plain English-- no Wall Street jargon here!

**Better yet, you've got nothing to lose, because the 13 Steps to Investing are free! Get started below.**

Enter Email Address:

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With The Motley Fool's report, "The 13 Steps to Investing," you'll learn how to invest with "Wall Street" tips without all the technical jargon.

**HOOK** "Get Ready to Ensure Your Financial Future."

**STORY** "Every day you'll get an email from us walking you through one of the 13 steps in plain English... no Wall Street jargon here!"

**OFFER** Enter your email address to receive the free digital report: "The 13 Steps to Investing."

# Playbook: 2019 Facebook Edition

by Jason Hornung





**HOW TO CREATE & SCALE PROFITABLE  
DIGITAL AD CAMPAIGNS - EVEN IF YOU'VE  
NEVER WROTE AN AD BEFORE!**



**YOUR copy  
of my playbook?**

This is my internal Facebook ads playbook. I've used to scale BIG SPENDS profitably for people like Frank Kern, Sam Owens, Neil Patel, and my own ads. And it's updated for Facebook's HUGE changes in 2019.

**YES! SEND ME MY PROFIT PLAYBOOK FOR 2019 TODAY!**

Before I'm going to show you how you can set your hands on a **REAL PRINTED COPY** as you can stuff your bank account from highly profitable ads.

**Funnel Hackers can rip off my ads all they want.  
Heck, I'll even show them how:**



...and I don't care, my ads **WONT WORK** FOR THEM because they have no idea how these ads fit into the **ENTIRE** play!

You can't run a successful (read: profitable) play if all the players aren't on the same page. One trader and the entire play is dead - just like your profit!

Facebook ads are **EXACTLY** like football. It's a game of inches.

(PAGE CONTINUES)

With Jason Hornung's ebook, *Playbook: 2019 Facebook Edition*, you can learn how to create wildly profitable Facebook campaigns from the very traffic expert who has managed Facebook ad accounts for Frank Kern, Sam Owens, and Neil Patel.


**HOOK** "Playbook: 2019 Facebook Edition" (illustrated with an image of a football turf).

**STORY** "How to create and scale profitable digital ad campaigns - even if you've never wrote an ad before!"

**OFFER** Enter your name and email address to learn how to get the ebook: *Playbook: 2019 Facebook Edition*.

**50% Complete**

Step 1: Create your account to unlock your 50% discount on access to the playbook.



Please enter your name and valid email in the boxes below. Then click the yellow button below to discover how to get your copy of the playbook!

**YES! I WANT MY PROFIT PLAYBOOK!**

We guarantee 100% privacy.

By submitting this form, you are confirming you have read and agree to our [Terms and Privacy Policy](#).

# The Going Pro Manifesto

by Brian Moran

LIMITED TIME OFFER

## Download it Free Now. Change Your Business Forever.

ENTER YOUR EMAIL BELOW NOW to discover the proven principles I used to scale to \$4M in under 3 years in this insider's playbook to growing your brand into an unstoppable profit powerhouse.

Click the "Send To Messenger" button below, and I'll send you the direct link so you can download the Going Pro Manifesto right now...

[Send to Messenger](#)

Brian Moran: @brymoran

THE GOING PRO MANIFESTO  
The Secret To Scaling To 7+ Figures Online  
BRIAN MORAN

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Facebook Instagram Podcast

In Brian Moran's book, *The Going Pro Manifesto*, you'll get an inside look into how Brian scaled his business and how you can use his tips to grow your own massive business.

**HOOK** "Limited Time Offer - Download It Free Now. Change Your Business Forever."

**STORY** "Discover the proven principles I used to scale to \$4M in under 3 years in this insider's playbook to growing your brand into an unstoppable profit powerhouse."

**OFFER** Subscribe via Messenger to learn how to get the ebook: *The Going Pro Manifesto*.

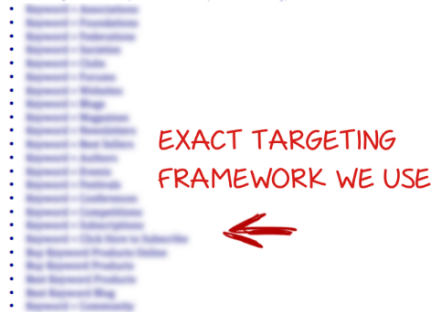
# Facebook Targeting Cheat Sheet

by SocialScalingFormula.com



Attention FB Marketers...  
Aren't You Sick & Tired of Your Ads Not Converting?

**REVEALED: Our Secret "K+T" Targeting Cheatsheet Formula**



Never worry about finding the best interests again with this  
Facebook Targeting Cheat Sheet

**Yes, Send Me the Cheat Sheet!**

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Terms and Conditions | Privacy Policy | Copyright Notice | Anti Spam Policy | Earnings Disclaimer

With the "Facebook Targeting Cheat Sheet," you can feel confident in your advertising efforts by following the exact targeting formula the pros are using.

**HOOK** "Attention FB Marketers... Aren't You Sick & Tired of Your Ads Not Converting?" (illustrated with blurred-out text).

**STORY** "Never worry about finding the best interests again with this Facebook Targeting Cheat Sheet."

**OFFER** Enter your email address to receive the free digital download: "Facebook Targeting Cheat Sheet."

## DOWNLOAD CHEATSHEET

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☒ **DOWNLOAD NOW**

\* we will not spam, rent, or sell your information... \*

# The 'Dark Side' of DotComSecrets

by DotComSecrets



**THE DARKSIDE OF DOTCOMSECRETS.COM**

Free Video Reveals An  
**Amazing 'Search Engine Loophole' That Put \$7,231.63 In Our Pockets In Under 20 Hours!**

And We Want To Show You How To Do It Too...

Over 300,000 Visitors To One Website Helped Make Over \$65 Million Dollars in 1 Year!

306,105 Visits  
740,362 Pageviews  
2,42 Page/Visit  
258,113 Unique Visitors

1,570,207.48  
3,108,281.99

**Can I Take A Moment To Pull You Aside For Some Straight Blunt Talk?**

What I'm about to tell you about is going to make some people mad...  
In fact, there will be people who unsubscribe from my list because of this letter.  
But I don't care anymore.  
This needs to be said.  
There are strategies that I have been secretly using to drive an insane amount of traffic to my websites to make more money per week than most people make in a year.  
I've wanted to share these secrets with you, but every time I start, "THEY" ask me to stop.  
You need to know: there are easier ways to drive traffic that work better than...

- ✗ **PPC** (costs WAY too much, and WAY too hard to figure out)
- ✗ **SEO** (the way "THEY" show you takes TOO long is ineffective)
- ✗ **Banners** (have you ever actually clicked on a banner?)
- ✗ **Facebook** (the social media marketing scam)
- ✗ and everything else that people are willing to share with you...

Truth be known, a select group of people have been "printing money on demand" using these secrets. So, what have you never heard about them before...

Because the dark side is so misunderstood the upper echelon of online millionaires have tried to keep it a secret.

**Some People May Think What I'm Going To Show You Is Illegal, Immoral, Unethical... Or Just An Unfair Advantage For Those Of Us Who Know How To Do It...**

In fact, I was even...

With the "black hat" secrets inside "The 'Dark Side' of DotComSecrets," you'll learn much easier ways to drive traffic than PPC, SEO, banners, and Facebook.

**HOOK** "The Dark Side of DotComSecrets.com" (illustrated with dark images and crossbones).

**STORY** "Free video reveals an amazing 'search engine loophole' that put \$7,231.63 in our pockets in under 20 hours!"

**OFFER** Enter your email address to receive the free digital secrets inside "The 'Dark Side' of DotComSecrets."

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The information services and resources provided in this book are based upon the current internet marketing environment. The techniques presented have been extraordinarily lucrative and rewarding. Because the internet is constantly changing, the sites and services presented in this book may change, cease or expand with time. We hope that the skills and knowledge acquired from this course will provide you with the ability to adapt to inevitable internet evolution. However, we cannot be held responsible for changes that may affect the applicability of these techniques.

Any earnings, income statements or other results, are based on our own testing and are only estimates of what we think you could earn. There is no assurance you will do as well as stated in any examples. If you rely upon any figures provided, you must accept the entire risk of not doing as well as the information provided.

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