

**Clayton Makepeace's**

# **Online Profit Multiplier Coaching Program**

## ***Session #7***

- ✓ **How to extend a winning campaign far beyond your initial deadlines, generating huge sales and profits for up to three months at a time, and ...**
- ✓ **Two ways to repurpose your campaign in ways that will drive tens of thousands of qualified prospects to you every week for many months to come — without having to wait up to six months to realize huge profits.**

# HEADS UP!

**Weiss Research's Next OPM Campaign Begins Monday, December 8.**

**To watch the entire campaign unfold ...**

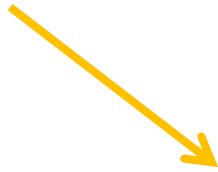
- 1. Point your browser to [www.moneyandmarkets.com](http://www.moneyandmarkets.com) ...**
- 2. Grab three free subscriptions using three different email addresses ...**
- 3. Watch your inbox!**

# **To see the entire campaign for all file segments ...**

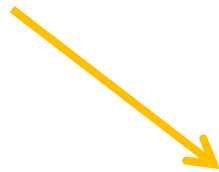
- 1. Use one email addy to register for the event, attend, and buy the product**
- 2. Use another to register, attend, but do NOT buy**
- 3. Do not register under the third**

# Primary Event Cycle December 8 - 15

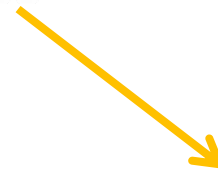
**Prospect/  
Customer  
File**



**Invitations  
to Event**

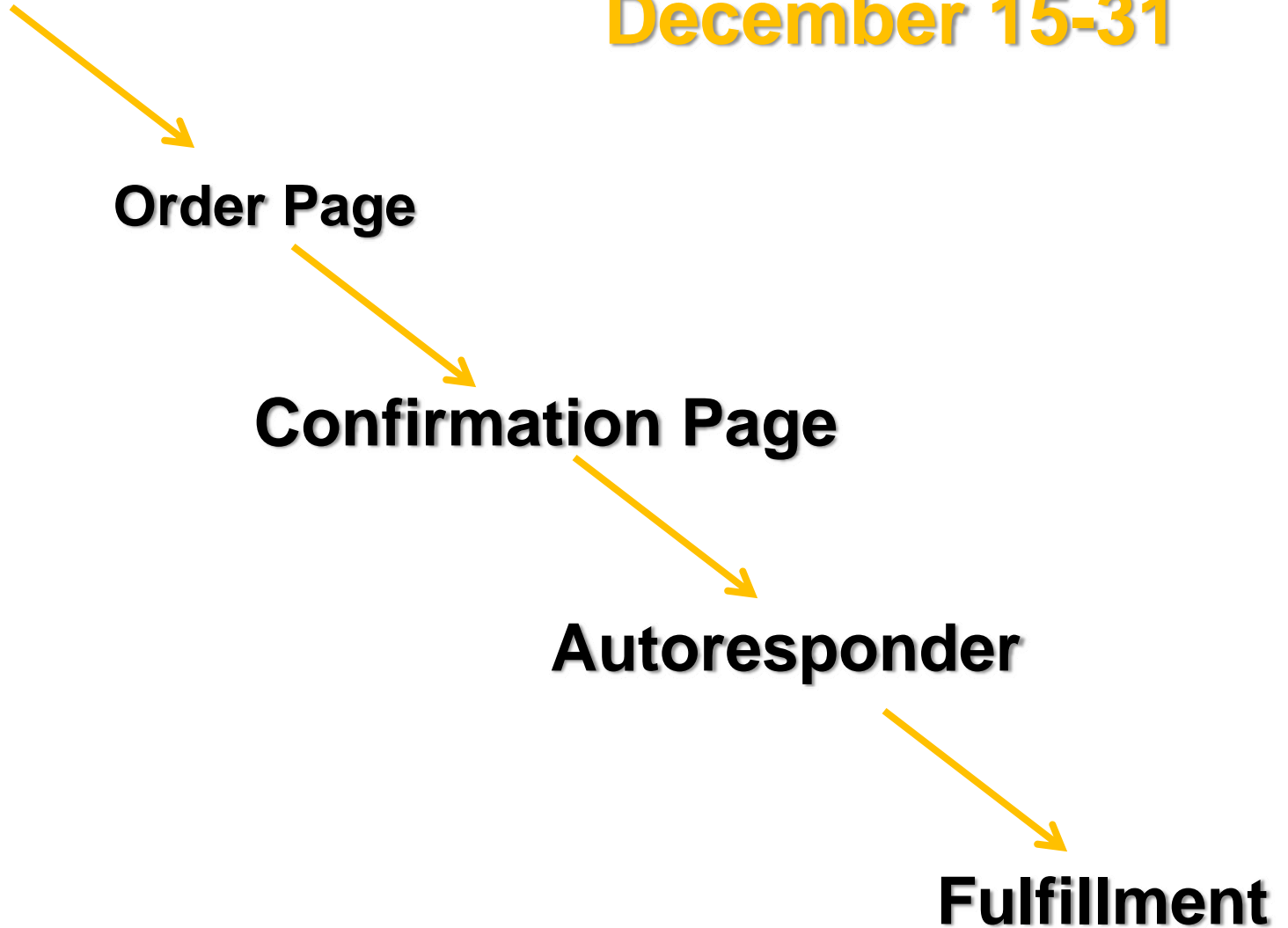


**Event**



**Sales Page**

**Post-Event Cycle**  
**File Segment #1**  
**December 15-31**



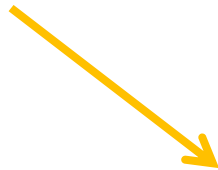
# Post-Event File Segments

- 1. Registrants or Attendees *who have* bought**
- 2. Registrants or Attendees *who have not* bought**
- 3. Non-Registrants and/or Non-Attendees\***

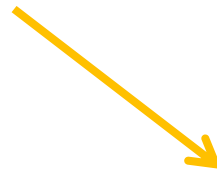
**\* Some event hosting services tell you who attended; most do not.**

**Post-Event Cycle**  
**File Segment #2**  
**December 15-31**

**Non-Buying  
Participants**



**Email  
Gauntlet**



**Sales or  
Order Page**

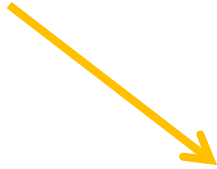
**Post-Event Cycle**  
**File Segment #3**  
**December 15-31**

**Non-  
Participants**

**Email  
Gauntlet**

**Recording  
of Event**

**Sales Page**





**Notice :**

## **The Offer Expires at Midnight, New Year's Eve**

**So what's next?**

**If response is BELOW our target, we will begin a new invitation cycle for an event promoting a DIFFERENT product on January 1.**

**If response is at or ABOVE our target, we will stay with that product and either ...**

**A) Begin a new countdown to an upcoming reco  
or ...**

**B) Begin a new invitation cycle for an event that will promote the same product.**

# **How to Use OPM to Build a Huge Prospect File**

- 1. Affiliates and Joint Venture Partners**
- 2. Paid Advertising**

# 1. Affiliates and Joint Venture Partners

- ✓ Create an “auditorium”
- ✓ Craft an irresistible offer
- ✓ Identify your dream partners
- ✓ Make contact
- ✓ Assign affiliate links
- ✓ Modify your pre-event and post-event emails
- ✓ Knock yourself out!

**TIP:** Consider “Simulated Live” to attract maximum attendees!

# For More Info on Affiliate Marketing, And to Begin Attracting Affiliates, Check out ...

- ✓ **CJ.Com (Commission Junction)**
- ✓ **Affiliatetips.com**
- ✓ **Affiliatescout.com**
- ✓ **Abestweb.com**
- ✓ **Linkshare.com**

## 2. Paid Advertising (PPC)

■ Great Article on How to Do It Right:

<http://www.sitepoint.com/article/adwords-select-parts-1-4/>

■ Great Article on What NOT to do:

<http://www.sitepoint.com/article/worst-adwords-campaign-mistakes/>

■ For More, Google “successful ppc”

# Major PPC Providers Include...

- ✓ Google Adwords: <http://www.Adwords.google.com>
- ✓ Yahoo@ Search Marketing:  
<http://sem.smallbusiness.yahoo.com/searchenginemarketing/index.php>
- ✓ Microsoft adCenter: <https://adcenter.microsoft.com>
- ✓ Plus: Ask.com ... Baidu.com ... LookSmart.com ... MIVA.com

**Or, do what I do ...**

**Call Greg Marsden and Dave Martin**

**ESmart Marketing**

**1-616-532-2545**

**Dave@CopyDave.com**

# Other Paid Traffic Drivers Include ...

## 1. E-zine Sponsorships



On a Handheld Device? Visit [mobile.newsmax.com](http://mobile.newsmax.com)  Web  [newsmax.com](http://newsmax.com)

# newsmax.com

Holsen: Kate Beckinsale Says No to Nude Scenes

Jokes Links Advertise Cartoons Contact Shop Archives RSS SIGN UP FOR FREE NEWS ALERTS

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**Latest: Get Sarah Palin's New Book, Just Pay Shipping! Click Here**



### Stunning Rebuke for Obama: Ga. Re-elects Chambliss in Landslide

Republican Senator Saxby Chambliss won a stunning double-digit victory over his Democrat opponent Jim Martin. President-elect Obama had strongly endorsed Martin as Democrats poured millions to win the state in hopes of gaining a filibuster-proof Senate.

**FULL STORY**

**More Stories**

- Chambliss: 'Folks Just Explode' for Sarah Palin
- Democrats' Hope for Supermajority Dashed in Ga.
- Coleman Expands Lead Over Franken in Minn.
- Candidates Start Vying for Hillary's Seat
- RNC Candidate: GOP Went Wrong, But Future Is Bright

Saxby Chambliss greets his mother, Emma Chambliss, 91, as he arrives with his grandson John Baker at his election party at the Cobb Energy Centre.

**Inside Cover** [MORE STORIES • RSS](#)

- Franken Gains From 171 Found Ballots
- Chambliss: 'Folks Just Explode' for Sarah Palin
- Biden to Palin: Get Me Some Attention, Too
- Bill Clinton To Replace Hillary in Senate?
- David Gregory Likely Host for 'Meet the Press'
- Bill Clinton Has 'Every Confidence' In Obama Team
- Poll: Americans Oppose Forced Labor Votes
- D.C. Drinking Hours May Expand for Inauguration
- Official: Obama to Tap Richardson for Commerce

**Newsfront** [MORE STORIES • RSS](#)

- Police Find Two Huge Bombs at Mumbai Train Station
- GAO Finds 'Critical' Gaps in TARP Money Oversight
- Gates: Military Looks to Accelerate Iraq Pullout
- Obama Vows Swift Aid to Governors
- India Ties Could Complicate Hillary's Role
- Auto Sales Tank, CEOs Humbled
- U.S. Soldiers Re-Enlisting to Avoid Poor Economy

**U.S.** [MORE STORIES • RSS](#)

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**Newsmax.com**  
**NEWSMAX.TV**

22:51  
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Saul Anuzis: 'Unbelievable Act of Arrogance'... [Click Here](#)

0:00 0:00 MENU

**NEWSMAX.TV** **newsmax.com**  
Saul Anuzis Interview: 'Unbelievable Act of Arrogance'

**NEWSMAX.TV** **newsmax.com**  
Katon Dawson Interview: GOP 'Losing in Places Where We Should Be Winning'

**AP** Associated Press



# Other Paid Traffic Drivers Include ...

## 2. Email List Rentals

- <http://www.infousa.com>
- <http://www.allmediainc.com>
- <http://www.hoovers.com>
- For more info subscribe to DirectListline:  
<http://subscribe.directmag.com/subscribe.cfm>

# Other Paid Traffic Drivers Include ...

## 3. Banner Ads

- <http://Advertising.Microsoft.com/DRIVEpm>
- <http://www.adready.com>
- <http://www.valueclickmedia.com>
- <http://www.leadback.com>

# Other Paid Traffic Drivers Include ...

## 4. Offline Channels

- Cable TV

- Radio

**Back to the Homework!**

# Kelvin Parker Homework

## Event Campaign Strategy & Game Plan

### QUICK DESCRIPTION OF BUSINESS

This project is NOT for a client, but my own project, which is called “How to Create Wealth”

<http://www.HowToCreateWealth.com>

The goal of HTCW is to provide a large, targeted distribution channel for “wealth products” (entrepreneur, wealth creation, business strategy & success and moneymaking products and services)...

...so that "wealth product" owners will get their product in the hands of more clients - and so that more entrepreneurs and displaced workers in today's slam-down economy will find genuine ways to make more money.

**The goal immediate-term is to have within the network over 500,000+ individuals proven to be looking for and buying wealth-oriented products.**

**(Each wealth product owner grants access to his list to HTCW and it's partners – on a quota basis – the more access you grant / promos you mail – the more we mail your promos to other partner lists).**

**Thus each wealth product owner, by their participation, can generate more clients, sales and profits.**

**Furthermore, they get an A-Level copywriter who will review all of their promotional materials, and where necessary, revamp to boost their conversion and response.**

**HTCW will even create additional promotional materials for lead generation and automated follow-up marketing efforts. (Including using the OPM strategy, of course).**

**And they get a 25-year direct marketing veteran who will drive more prospects, clients and sales for their product via online and offline multi-channel marketing.**

**All this, with no effort or expense on their part...**

**They'll also have another income stream - as we promote the products of other HTCW partners to their list.**

**-----**

**The “cost” being part of the HTCW network / distribution channel – is a 50/50 split if we promote to our house list, and a 40/20/40 split when we promote to another HTCW partner list.**

**HTCW will run OPM events for all its partners (and their products/service). But it will also run events for its own products.**

**The rest of my planning here is for one of our own “How to Create Wealth” products.**

## Event Drivers

### The Crucial Questions:

**“What Are My Prospects Dying to Know RIGHT NOW?”**

- **How to Survive and Thrive in Today’s Slam-Down Economy...**
- **How can they earn extra money to see them through these tough times?**
- **How can they develop a new moneymaking skill, and fast?**
- **What can they do immediately if they lose their job?**
- **How can these put moneymaking ideas into immediate action – and produce immediate results?**

**-AND-**



## **“What Kind of Special Freebie Could I Give Away During the Event to Increase Attendance?”**

- **Free 56-page report:**
- **“Your ‘Beat the Recession’ Guide to Work-from-Home Opportunities”**
- **Report shows the hottest opportunities to earn extra income from home (*or how to develop a full time income working from home*). Includes 54 opportunities in total, resources to get you started, and tips from those who are already successfully making money with each opportunity.**

**-AND ESPECIALLY -**

**“How Can I Create an Event That Leaves My Prospects Chomping the Bit to Act NOW?”**

- **There is a lot of fear right now when it comes to money – especially for those who are vulnerable to losing their jobs – their homes – their security, and of course – we can never forget the great cost this has on one’s personal life and relationships.**
- **Money problems can literally destroy one’s life ... and figuring out a new plan of action when everything is going down the tubes and opportunities seem even more scarce than ever – it’s a MAJOR problem and a MAJOR fear for millions of people.**
- **Thus, the event will discuss these problems, and give some real straight talk on how wealth is created (not myth or wishful thinking) – but the reality. Straight-talking, no spin, reality-check, universal principles that have since the beginning of time made those who follow them rich...**
- **The event will outline these principles – and then promise to provide a step-by-step action plan anybody can implement – and thus create for themselves new income, a new source of money, and wealth that they did not possess before.**

## **Event Driver: Your Prospects Will Feel Compelled to Attend Because You Will ...**

- **Ease a fear – MAIN DRIVER**
- **And secondary drivers...**
- **Solve a problem**
- **Fulfill a need**

## **Maslow's Hierarchy of Needs**

**Safety = Money products, risk reduction**

**Most Compelling Fears, Frustrations, Problems Desires and Needs  
Problems, Include ...**

- **Financial Security/Independence**

## Event Theme

Identify the rationale you'll use to explain why you're doing your event...

The Reason Why you've chosen to host an event

- News (*#1 driver to an event*)
- How-To

While there seems to be nothing but BAD NEWS with people losing their jobs, their homes, their security – there is a way to avoid bad news in the U.S. and world economy from becoming personal...

You don't have to be a hapless victim –powerless to do anything about your own economic situation...

Discover how to be proactive RIGHT NOW and put into place a back-up plan (*which very shortly might become your NUMBER ONE PLAN*) – to ensure you survive and thrive in today's slam-down economy...

## Event Format

Identify the type of event that will best enable you to deliver your content in the most impactful way...

### Event Formats

#### 2. Webinar – Lively group debate + PowerPoint presentation

The lively group debate will be between myself – as key spokesperson from “How to Create Wealth” – and a number of the wealth product owners (whose lists this event will be endorsed and promoted to).

#### Basic Needs

Identify the hardware and software you'll need for the Event Format you're planning...

- Web site – [www.HowToCreateWealth.com](http://www.HowToCreateWealth.com) [DONE]
  - Event registration page
  - Blog

- **Event page**
- **Sales page**
  
- **Marketing / operations software database – InfusionSoft [DONE]**
  
- **Email marketing system – InfusionSoft [DONE]**
  
- **Outsourced operations team – [IN PLACE]**
  
- **Merchant account – [OPERATIONAL]**
  
- **Event presentation – PowerPoint, Snagit, Camtasia**
  
- **Event hosting software – Start with GoToWebinar**

## **Event Freebie**

**Identify the extra free gift prospects will receive for attending...**

- Free 56-page report:

**“Your ‘Beat the Recession’ Guide to Work-from-Home Opportunities”**

- Report shows the hottest opportunities to earn extra income from home (*or how to develop a full time income working from home*). Includes 54 opportunities in total, resources to get you started, and tips from those who are already successfully making money with each opportunity.

**Event Script Outline**

Time Frame	Topic of Discussion
15 minutes	<p><b><u>1. Establish Spokesperson’s Credentials</u></b>  <b>[Why you can believe what this person says...]</b></p> <ul style="list-style-type: none"> <li>• Kelvin Parker</li> <li>• Direct response copywriter and marketing strategist specializing in the fields of entrepreneurship, wealth creation, marketing, business strategy and success...</li> </ul>

- **Worked with many of the pioneers in the field of "making money" and "entrepreneurship" - including Jay Abraham, Ted Nicholas, Kevin Trudeau, Agora Publishing and Early to Rise...**
- **Campaigns have repeatedly created millions of dollars in sales for clients - even when they have very small client files. One recent promotion pulled \$2.6 million dollars in 68 days with a file of only 16,000 names, which were 83.5% prospects.**
- **Have over 25-year direct marketing experience using all forms of online and offline multi-channel marketing - and worked in multiple languages - at one time running a major direct mail program in 12 languages into over 200 countries.**
- **Business experience ranges from originally being a CPA - being registered in the securities industry - to running all aspects of an entrepreneurial business - including Product Development, Marketing Strategy, Copywriting, Planning & Budgeting, Tactical Implementation, managing Fulfillment and Logistics, Customer Service, and Finance & Accounting.**
- **Other Speakers yet to be added**
- **Will have a minimum of three speakers on each event.**



## **2. Dimensionalize Problem**

**[What it is, how it limits your life, enjoyment, satisfaction, etc]**

- **Losing ones job, income, home, family security - it's no longer just something that happens to others on the news. It's right at everybody's front door step... a VERY REAL possibility RIGHT NOW...**
- **There is a TON OF FEAR being felt by all but the super wealthy ... keeping people awake at 3am in the morning wondering WHAT IF... and WHEN... and WHAT WILL I DO THEN?**
- **There does not seem to be a lot of solutions... most being affected are regular people who have become 'hapless victims' to what is going on in today's slam-down economy...**
- **A personal / home-economy "financial meltdown" is destroying the lives of millions of people... and many are very fearful that they also will receive their "pink-slip" sometime soon...**

### **3. Identify the Enemy**

**[Why problem exists, why it hasn't been solved, who is to blame?]**

- **Corruption and utter incompetence in**
- **Corruption and utter incompetence on Wall Street...**
- **Corruption and utter incompetence in our financial institutions and management of our employers...**
- **Basically, they have all screwed up the economy and screwed over the little guy... and now THEY are getting billions in bail outs ... while the workers that made them rich are getting kicked to the curb - with no job, no money, and often no place to live...**

### **4. Empathize**

**[Spokesperson champion – “It’s not your fault” – What current situation really means in terms of limitations to your life]**

- **It's not your fault that the economy is going down the tubes...**
- **It's not your fault jobs, life savings, whole families are being decimated on a mass scale daily - almost as an after-thought...**
- **It's not your fault that after years of working hard - you are now being left high-and-dry with pretty much no money and no options...**

- **You didn't create this mess... and those that did have left it squarely in your lap without a care or second thought...**

### **5. Paint a Word Picture**

**[World WITHOUT the problem. See yourself with problem solved. Why the new picture is going to exist. See yourself enjoying the benefit(s).]**

- **The truth is, everything is a total mess... and its scope and reach is beyond anything most people can comprehend, little-lone do anything about.**
- **But just as in the great Depression, with 25% unemployment and mass suffering... a full 75% were still gainfully employed... and more millions and multi-millions were created out of the ashes that that collapse...**
- **And the same will be true today... But a mindset shift is required... every great problem presents a great opportunity - when you learn how to spot it.**
- **And solving the great and massive problems that exist today for so many people, even on the smallest scale, will bring to you great personal wealth.**
- **Shift your mindset, and your will transform your personal economic situation...**

- **If your job is shaky, don't wait. Develop a new moneymaking skill now and start putting it into action and filling up your coffers with extra cash.**
- **If you have lost your job and maybe about to lose your home - don't wait to be saved by the government - it's not going to happen. Take your fate and that of your family into your own hands, NOW...**
- **Wealth creation is not the same as begging for a pay-check. Solve pressing problems for others and no matter how bad things are - people will pay you.**
- **You can earn all the money you need, starting immediately...**

**15 – 20  
minutes**

**6. Present Actionable Information or Content**

**[PROOF is the key. Lots of PROOF ELEMENTS.]**

- **Don't wait around and be a 'hapless victim' to the chaos created by others.**
- **Discover how to be proactive RIGHT NOW and put into place a back-up plan (which very shortly might become your NUMBER ONE PLAN) – to ensure you survive and thrive in today's slam-down economy...**

- **Time for some straight-talk, reality-check, universal principles of wealth creation - it's time to learn how you can generate cash RIGHT NOW regardless of your experience, current knowledge set or state of the external economy. You can secure your personal economy...**

**OUT OF TIME TO MEET HOMEWORK DEADLINE - BUT HAVE A TON OF MATERIAL READY TO BOIL DOWN FOR THIS "TIME TO DELIVER" SECTION OF THE EVENT**

### **7. Present the "Ultimate Solution"**

**[Lift the skirt – we have just launched service, can't tell you too much now, but (go to 'call to action')]**

- **As there is such an urgent need RIGHT NOW for strategies that will deliver immediate money and extra cash for millions who may have (or be about to) lose their job, their house, and everything they cherish...**
- **We have created a very straightforward roadmap - to get the money flowing regardless of whether you are an existing business owner or entrepreneur, or a stay-at-home mum, or maybe somebody who has never been paid outside of their employers' paycheck.**

- We are frantically getting this ready as we know it's needed by so many people YESTERDAY ... and we know it will help so many.
- Called "How to Survive and Thrive in Today's Slam-Down Economy..." - this program will show you how to start from earning extra cash, and even create a thriving new business - based on what's really going on in the economy today.
- The "chaos" you need on the news each night is really your greatest opportunity. And just imagine how good it will feel to solve pressing problems for others while being paid handsomely for it - thus resolving YOUR money problems.

**OUT OF TIME TO MEET HOMEWORK DEADLINE - MORE WORK TO DO ON THIS SECTION**

#### **8. Call to Action**

**[Go to this website, blog, send us email + express interest]**

**OUT OF TIME TO MEET HOMEWORK DEADLINE**

<b>5 – 10 minutes</b>	<b>9. Present “the Horrifying Alternative”</b> <b>[“Crossroads close” – Either this or that – you’ll either have a solution and wonderful life, or nothing will change and it will remain crappy-as-hell. Solve problem or continue with it forever. Reverse of “Paint a Word Picture”]</b> <b>OUT OF TIME TO MEET HOMEWORK DEADLINE</b>
	<b>10. Final Call to Action</b> <b>OUT OF TIME TO MEET HOMEWORK DEADLINE</b>
	<b>Then THANKS FOR ATTENDING and exit fast.</b>

# Camille Poisson's Homework

**Product: The EPMX Biofeedback System**

**Price: \$18,950.00**

**Comes with additional FREE bonuses valued at \$5,000**

**Offers business financing package**

**(Because of this device vast capabilities and applications, I see the potential in promoting this product to different target audiences in the health field, and in promoting it as a business opportunity.)**

**Target audience: Business-to-business Alternative Healing practitioners and chiropractors who treat children with autism, ADD/ADHD, dyslexia and other learning disabilities**

## **1. EVENT DRIVERS:**

**Fulfill a need:**



**This state-of-the-art technology provides accurate assessment and indicators for prescribing therapy programs tailor-made for each child.**

**Economic fears:**

**How to compete against the growing trend of high-cost medical specialists, referrals and time-consuming therapies offered by traditional medicine.**

**Result: A way to expand your client base while at the same time improve quality of care.**

**2. EVENT THEME: Introducing a revolutionary way to assess and help children with sensory integration and auditory processing issues, and other neurodevelopmental problems. This FDA approved, state-of-the art technology will revolutionize your practice.**

**3. EVENT FORMAT: Webinar - video demo and slide presentation. Provide a PDF of slides before the event to use during the event.**

**4. BASIC NEEDS: Power Point slides, streaming video, telephone line and Q&A box.**

**5. EVENT FREEBIE: Introductory step-by-step training DVD - \$500.00 value**

**SCRIPT OUTLINE: (rough draft)**

**Establish credentials of Prof. William Nelson, the inventor of QXCI Biofeedback System**

**Born in the United States, Professor William Nelson who now resides in Budapest, Hungary, is a world-renown scientist, international lecturer, a respected writer and the inventor of the EPFX.**

**His areas of professional expertise include:**

- **Quantum biology**
- **Energetic medicine**

- **Homeopathy**
- **Alternative medicine**
- **Naturopathy**

**His work began as a NASA scientist on the Appollo13 project, helping astronauts reset the navigation system for re-entry. Professor Nelson's psychic research and quantum sub-space theory brought him international acclaim and lead to his interest in energy medicine and the development of the QXCI Biofeedback System.**

### **DIMENSIONALIZE THE PROBLEM:**

**The number of children being diagnosed as ADD/ADHD, autism and other learning disabilities is on the rise. (include stats here).**

**Parents of special need children turn to alternative medicine, more times than not, as a last resort. They come to you worried, angry, and tired—pretty much at the end of their rope. They're confused as to what to do next.**

- **They've been through the mill of specialists, nutritionists, and the standard "trial and error approach to therapies disappointed with the results.**
- **They want answers. They want a solution. Meanwhile their child is developing more behavior problems and continues failing in school.**

### **IDENTIFY THE ENEMY:**

- **You're facing a powerful enemy in your practice: Skepticism. Many parents of special need children have already traveled the road of ongoing traditional therapies that did not come cheap; they've done battle with the insurance companies who wouldn't provide coverage for these therapies.**
- **They come to you complaining that school funding for special needs programs is inadequate. And they're troubled to admit that drug therapy was the only option they had left.**
- **They're also aware that most insurance companies don't cover your services either. So you're on the line. You are their last hope for helping their child.**

## **EMPATHIZE:**

**You want to improve the success rate in your practice. You're under stress. Times are tough. And getting tougher. You struggle with the idea of taking on more clients to sustain a level of cash flow, but at what cost? There are only so many hours in your work day. You want to take enough time with each child without sacrificing quality service. But you're at a loss for finding an assessment tool that leads to the right therapeutic solution with less work and in less time.**

## **PAINT A WORD PICTURE**

**Energy medicine is your future. Why not step into that future now with this state-of-the art technology working for you. At the click of a mouse, you will be able to accumulate and decipher significant data that would otherwise take weeks if not months to gather from outside sources, i.e. referral specialists, nutritionists, occupational therapists, blood work, etc. By shortening your assessment time for each client, you will be helping more children better manage their lives.**

## **PRESENT ACTIONABLE CONTENT/SOLUTION**

**The EPFX is a state -of- the-art Evoked Potential Biofeedback system for stress detection and stress reduction. The Quantum Xrroid system - QX for short - is a computer linked device that is revolutionizing the alternative medicine field...**

**Explain what it does, how it works, explain its testing modalities, etc...with lots of performance and proof elements:**

## **PRESENT THE “ULTIMATE SOLUTION”**

**(Lift the skirt)**

**We're in the process of launching an exciting new support program for EPFX users with incredible 24/7 accessibility. Can't tell you about it much now, but look for the link in your email.**

## **CALL TO ACTION (over deliver)**

**When you click on \_\_\_\_\_to receive up your free instructional DVD**

**Include link to sales page and a link to a free MP3 download:**

**Take advantage of our free MP3 download and listen to my recorded interview with three health practitioners and hear first hand, how working with this new technology has transformed their practices.**

**In the meantime, we'd love to hear from you. Click on our blog and let us know your thoughts and comments on this event. Tell us what needs improving... or if you have any lingering questions.**

**PRESENT THE "HORRIFYING ALTERNATIVE"**

**(Cross-roads close)**

**You've seen seeing first hand, how this exciting new compact and portable state-of-the art technology can improve the quality of services your practice can provide. Now the decision is completely in your hands.**

**Either you'll join the ranks of alternative practitioners offering new cutting edge, state-of-the-art technology that is revolutionizing the way we manage and maintain optimum health, or you'll go it alone and risk**

**being left behind. And as energy medicine continues its quantum leap forward, you'll be left further and further behind...**

## **FINAL CALL TO ACTION**

**For a fraction of the cost of most health technologies available on the market today, you have a chance to offer your clients 21<sup>st</sup> century medicine and grow a flourishing, thriving practice.**

**Thanks for attending.**



# Bogdan Irimia Homework

**Subject Line: The recession makes us fat (here's proof)**

**Yes that's the truth.**

**We all know that in these hard times everyone spends less and less money on everything, including food.**

**The fact is Diets are Expensive no matter what everyone else says. So less money = more bad food not less food.**

**So instead of buying all the things you need for your diet, you will buy what you can afford. If you didn't have a chance to start a diet until now, then you might not get to loose weight until the recession is over. And you will get to put even more pounds until then.**

**But here's the deal. I have invited 3 experts (expert 1, expert 2, blah blah) to answer the big question everyone was looking for all this time: How do we loose weight without costing us to damn much?**

**Now they are forced by the events to tell all. And to make things even better I have a big surprise for you at the end of the event.**

**You were overpaying on food like 98% of the people. There is a way to pay less at your local shops. People pay anywhere from 4% to 16% less on food.**

**Register now and you will get my new 27 page report explaining why in these times you can gain more weight than you did in the last 5 years.**

**P.S. This will help you keep your health, make you slim and save you money.**

**P.P.S. This is going live on xx and we don't know if there is going to be a replay . I will try to find a technical person to help me with that but I can't promise anything.**

# Tom Chandler Homework

## FIRST EMAIL:

**From: John Ness**

**Subject: How to survive these tough economic times...**

**Can it get any worse for dental lab owners, [first name]?**

- **In the past few years thousands of U.S. dental labs have closed due to increased onshore and offshore competition. And on top of that**
- **We're facing the worst economic decline in decades.**

**I'm like you. I've been in this business for over 50 years. I started as a lab owner doing everything myself. And I built my lab to one of the top 100 largest labs in the U.S.**

**I've been in your shoes.**

**This business is tough enough as it is!**

**I'm fed up with what I see happening in our industry.  
I've had many sleepless nights and given a lot of thought about what I  
can do to help you with your lab.**

**Over the past few years I've looked at the dental lab industry under a  
microscope. I've identified 2 key strategies, 4 simple systems and 3  
immediate actions steps that you can put in place right now to give you  
the edge you need to not only survive, but prosper as a lab owner in the  
current economic climate.**

**On Wednesday, December 10th at 7:00PM EST**

**I'm not going to hold anything back...**

**I'm going to give you the secrets**

**– FREE –**

**In this teleseminar that will last about an hour,**

**I'm going to give you the...**

- 2 key strategies**

- **4 simple systems and**
- **3 immediate action steps...**

**That you can put into play as soon as you get off the call...**

**To get your lab on track to not only survive ... but take advantage of the current climate and build a thriving booming lab.**

**Again, this is FREE.**

**Just click this link to register while space is still available.**

**Sincerely**

**John Ness  
PTC Dental**

## **LAST CHANCE EMAIL:**

**From: John Ness**

**Subject: Last chance ... only 3 hours left**

**Dear [first name],**

**Registration for my “Taking Control of your Dental lab in these tough times” FREE teleseminar closes at 6:00PM EST.**

**That means you have less than 3 hours to claim your spot on this potentially life changing, business transforming call.**

**Registering will not cost you a nickel, but if I don't hear from you NOW, you won't be able to get the instructions for attending.**

**If you'd like to get my 6 key strategies, 4 simple systems and 3 immediate action steps to not only get your lab on track but moving ahead of the pack, register now before it's too late.**

**Sincerely,**

**John Ness**

**Email Sequence for 7 days before the call – Subject lines...**

**#1 - How to survive these tough economic times...**

**#2 – Is this the end for dental labs in the U.S.?**

**#3 – Worry about you lab causing you sleepless nights?**

**#4 – How you can come out on top...**

**#5 – Stop worrying about the future of your lab**

**#6 – Teleseminar deadline coming up**

**#7 – In less than 24 hours...**

**#8 – Last chance... only 3 hours left**

# Sylvia Seamonds Homework

## INVITE EMAIL

**Subject: Turn a good idea into a monthly income**

## Email Text

**Hi <firstname>**

**We've all got the budget blues right now. And why not? Every kind of news outlet—radio, TV, newspapers keeps giving us the bad news!**

**So we're going to act! You've heard the old saying "when times get tough the tough get going"?**

**Yes, that's right—let's gets going together**

**Small businesses have advantages, like being able to adapt to hard times faster, shifting focus when the hard times demand. But how do you do that?**



**Don't know how to turn those good ideas into a business opportunity?**

**Here's your chance**

**We're having a SPECIAL "How To" Webinar**

- 1. How to take your future economic security into your own hands.**
- 2. How to turn your ideas, your passion into cash**

**How to start small, build a solid foundation, and eventually kick your employer to the curb**

**Best of all—This Webinar is Free**

**Click here to sign up**

**I'll be interviewing <expert> who built his own business from part-time to full time millionaire.**

- We'll cover five traps you must watch for when choosing a business**
- Hints on how to start with limited funds and “grow as you go”**
- Get a surprise bonus worth \$50 for attending, made available to you at the end of the conference. The cost to you? Nothing**

**This seminar has only a limited number of spots available so hurry and reserve yours now.**

**Once they're all gone, that's it. So don't miss out**

**This is a one time chance for you to learn what you need to know to succeed in your own start up business.**

**Click here to sign up now**

**Sylvia Seamands  
MarSyl LLC  
1067 N Main St, # 114  
Nicholasville, KY 40356**

**P.S. Don't get caught waiting around for these tough times to turn around. Pink slips look like they're everywhere these days! Start now by taking your future financial security into your own hands.**

**Bust through the barrier that keeps you from starting because you don't know how. Start today to learn what you need to know to succeed**

**Click here to sign up**

# **LAST CHANCE EMAIL**

## **Subject Line**

**Last chance to catch the free webinar**

## **Email**

**Time is really getting short now! You won't be getting any more reminders, because after midnight tonight we won't be taking any more reservations**

**You can't afford to miss out.**

**[Click here to sign up](#)**

**Tough economic times means we've got to make our own financial security.**

**You can turn those good ideas into ongoing cash flow**

**Don't miss this last opportunity to hear <expert> give up his secrets on starting your own business.**

- 1. Learn traps to avoid**
- 2. Learn hints on how to start on a shoestring and grow without those large cash investments**
- 3. Get a free surprise bonus worth \$50 just for attending**

**Remember, this is your last day you can sign up. Take control of your own future.**

**Don't wait until it's too late and your boss starts downsizing! Start planning, start leaning how now.**

**[Click here to sign up](#)**

**Sylvia Seamands**

**MarSyl LLC**

**1067 N Main, # 114**

**Nicholasville, KY 40356**

Questions?