

# "The Email Profit Code Revealed"

How one email and a list of just  
1279 subscribers brought in  
\$13,979 in sales in 24-hours.

Plus, also included in this report:

- ✓ The Email Profit Checklist
- ✓ The Step-by-Step Promotion Roll-Out Plan to a Successful Email Campaign
- ✓ Video Analysis and Breakdown of A Successful Email You Can Watch Today

Dear Aspiring List Profit Expert,

This free report is going to be unlike anything you have ever seen. Yeah, yeah, I'm sure that's not the first time you've read **that** claim.

But what if this time someone finally **delivers the goods** for you? This report **shows you** exactly how one email to a small list of 1279 people brought in \$13,979 in sales in 24 hours.

And what if this free report you're reading went even further and dissected this successful email, revealing to you every single subtle, but powerful, tactic used in the email to produce these amazing results?

**Yes, you will finally know why** some emails (actually very few) grab hold of you, virtually commanding you to read them word for word, even causing you to ignore the ringing telephone, and almost magically get you to enter your credit card information and hit submit. Even though you had no intention of buying anything - yet you just did. Why?

That is exactly what you are about to learn so **you can** create emails just like them. It is called "**Big Numbers From Small Lists**" and is the "List Profit Secrets" way to build and profit from a list.

You know, how you can make really impressive money from small lists of a few hundred to a couple thousand people.

**There's really no mystery to how to do this.**

Anybody can do this. Yes, even you...

- ✓ **If you currently have no list**, you are in the ideal position. So many people pick up "bad habits" because they do not have access to the information and resources you will have access to. Or they flat out break every rule because they do not even know what the rules are.

By starting from scratch you will be doing everything the **right way** from the beginning, and in no time zooming past people with lists larger than yours but who lack the information you now have. With the List Profit Secrets information it will take you even considerably **less time** to get started and **see results**.

Imagine, in the very near future, you are nervously sending out an email to your small (but growing) list, doubting if this will really work. And then within minutes the first order comes in, then another and another, each one giving you a boost of confidence, a shot of adrenaline and the glowing satisfaction that you are "finally doin' it!"

- ✓ **If you currently have a list but it makes you very little money**, then you definitely need to learn the "Big Money From Small Lists" information found in the List Profit Secrets course. But you first have to be willing to accept the fact that what you are currently doing just isn't working as well as it should, and you must be willing to follow the right way to do it that **you will get** in the List Profit Secrets course. If you are currently not making on average **at least** \$10 for every subscriber on your list, then you definitely need this information.

- ✓ **If you currently have a list that is making you money**, we will show you how to make much more than you currently are, and do that in a very short period of time. What if in the next few months you **are making** \$20, \$30 or even \$50 for every subscriber you have? Or what if **you doubled** your subscriber list in the next 60 days while simultaneously multiplying your revenue per subscriber?

## **Big Lesson #1**

It would be a severe injustice to you by not first sharing this important reason to my success. **Feeding your brain.**

One of my first mentors used to say, *"If you want to earn more you must learn more."*

**That is so profound, and a major reason why the rich get richer and the broke remain broke.**

Broke people are busy coming up with excuses why something won't work, reasons why they are broke and all the while whining and playing the "pass the blame game". While the rich are out there taking responsibility and learning more because it **always results in them earning more**. Hey, I was broke and became rich this very way.

**Let me give you an example.**

Every year for the past 5 years I have spent more money than the previous year on my personal, business, and marketing education. And, what do you know...every year my income has gone up - a direct result from the information I learned (and applied) that year.

In 2004 alone, I spent \$32,392 on information products, seminars and paid newsletters. Looking for the big ideas and the fundamental concepts in areas I want (or need) to learn more about. Or just "sharpening my saw" to make it easier and faster to "cut down" the proverbial business tree.

Now I am not saying you should go out and spend 30 grand this month. I am saying that by smartly investing in your knowledge and using what you learn, you will see greater success.

If building and profiting from your list is important to you, even being able to create "instant big pay days," then **getting the List Profit Secrets course** is a smart investment for you.

Heck, just one idea I got from one product I bought (totally unrelated to "internet marketing") resulted in an extra \$80,730 in sales within a week of reading about it. And it took just 2 hours to implement this one idea. Wouldn't you like to learn what that idea was and see exactly how we put it to use? Luckily for you, you can and will as a List Profit Secrets customer.

### **How to "Feed Your Brain" for FREE.**

The second thing I do is subscribe to more than two dozen free email newsletters for the sole purpose of feeding my brain with ideas.

Some of these are newsletters and people that you have probably heard of, but **most I guarantee you've never heard of**. Note that for some of these I literally have zero interest in the topic/niche they are related to, but the people are expert marketers well worth studying.

(If you are wondering, yes, we will be sharing with you as a List Profit Secrets customer special in-depth interviews with these "unknown" expert email marketers that we personally follow and highly admire - because they get big results. In fact, one of them I recently interviewed, and this secret expert marketer shared so much juicy information that we immediately got it out to everybody on the Nitro team so they could start putting the information to use. Don't you want to gain access to our secret brain trust too?)

When you begin to implement this "feed your brain" tactic, you'll be receiving dozens of emails a week (maybe even in a day). Warning: Don't just read them normally (unless you are interested in the topic), instead **"quick read them"**

spending less than 5 minutes per email. This can be accomplished when you are somewhere between scanning and reading.

You are not trying to soak in every word. Instead you are quickly feeding your subconscious mind ideas on the marketing aspect of that email. Your subconscious will silently file that information away for later use.

Your brain is an amazing tool, and while I'm not an expert on the human mind, I DO know that if you "feed it" information, it will go to work silently figuring out how to put that information to use in the coming week, month or even years from now. (This is **another** thing I learned from a smart marketer's information I purchased.)

And sometimes **big ideas** come from things you see other people doing. Definitely write them down in your "idea notebook" to use in the future. When you see these good ideas in an email, then file that email away in a "swipe file" email folder set up just for that list.

#### **My Top Email Swipe File:**

**Craig Perrine, "The List Profit Coach" here at Nitro Marketing, is one of those people I closely study and learn from. I keep all of his emails in one folder and refer to them frequently.**

Craig has become extremely talented at writing emails and teaching others how to write them. I always read every email Craig sends out because they are often **works of genius**. That's why he is appropriately referred to as "The List Profit Coach" - he shows you how to correctly build and maximize profits from your very own list - even if you've never done it before.

As a side note to this, a lot of people have been asking about **The Entrepreneur** (see [www.NitroEntrepreneur.com](http://www.NitroEntrepreneur.com)) and the million dollar project that will be given to one of the first 1000 owners of the List Profit Secrets course.

Craig is like the "older brother", or precursor of **The Entrepreneur**. Two years ago we gave Craig a million dollar project (actually it will be several million dollars by the end of this year). We taught Craig everything we know and

everything we continue to learn, worked with him every step of the way and the results speak for themselves.

**Craig has become the preeminent expert, coach and "do'er" when it comes to building and profiting from a list.**

Without a doubt, Craig is considered by everybody who has had the opportunity to learn from him, as THE person to study and learn from about building and profiting from a list. Now, with the release of his List Profit Secrets course, you too have the opportunity to learn from Craig and start creating huge profits from your own small (or even big) lists.

With Craig's immense knowledge and experience in building and profiting from lists, and his uncanny ability to teach you in a simple, straight-forward way, you actually get it and more importantly **do it and see** results for yourself - so you just can't go wrong.

**The Entrepreneur** will have the same experience, only on a **grandier scale.**

### **999 Second Place Winners**

And as a helpful tip, **The Entrepreneur** will be that man or woman who goes out and shows us their ability to take what they learn from List Profit Secrets and create results. So the worst that could happen to you in this exciting competition is... you end up with a valuable, targeted list of subscribers, built the right way, which is both growing and making you money. And you have the exact step by step system to continue doing it on your own. Now that's a really nice consolation prize!

And who knows, maybe we will be so impressed with you and what you can do with the List Profit Secrets information, that even if you are not selected as The Entrepreneur, we will still invite you to work with us on yet another project of ours. You'll be granted "VIP access" to the most exclusive and most financially rewarding "mentoring" program online as one of our next partners and protégés.

## The Step-by-Step Email Promotion Roll-Out Plan

Before I go into the actual email that brought in \$13,979 in sales, you will want to read this [recent issue of our What Works Now newsletter](#) where I reveal our proven Step-by-Step system for rolling out successful email promotions, including the #1 thing you can start doing that will have a dramatic impact on the results you get from any email promotion. [Click here](#) to read this second in-depth report.

### How To Write An Email Your Readers Simply Can't Resist.

Imagine having a little list of 1,279 people and with one email sent to that list, you bring in \$13,979 in sales within 24 hours.

Most people are dead wrong about this, because you don't need 100,000, 10,000 or even 5,000 subscribers to make big money. In fact, just a couple hundred subscribers, if you do it the **right way**, could provide you with a really nice income.

**The secret is doing it the right way.** So let me show you how to do it with a real life example.

First, using the concepts shared in the **List Profit Secrets** course, which is being released **Tuesday, March 15<sup>th</sup>** at [www.ListProfitSecrets.com](http://www.ListProfitSecrets.com), we built up a highly responsive list that reads and acts on our emails.

This is probably **the biggest problem** most people with a list have. They might have a list, but almost nobody reads their emails and definitely nobody acts on their emails. Using a phrase from Dan Kennedy, you are viewed as a pest instead of an invited guest.

Or, almost as bad, you are viewed as a provider of free information, instead of as a provider of solutions to their problems or as a provider of the benefits they desire. Really, you are not training them to look forward and more importantly ACT on your emails.

*(That last paragraph might be the **most profound** one in this entire report for many people, did you get it?)*

It is not your fault because nobody tells you about building not only a "relationship" but **the right kind** of relationship with your list; let alone how to **easily** do it.

**List Profit Secrets** will be a much needed breath of fresh air for thousands of people when it is released on **Tuesday, March 15<sup>th</sup>** because it will finally provide you the **entire step-by-step process** on how to build and profit from a list the right way - the highly profitable, maximum results way.

So when we sent the email below to our highly responsive list(that reads and acts on our emails), it showed up in those subscriber's inboxes, and of course, people opened it and read it.

That alone is half the battle for you - just getting people to open and read your email. Luckily for you, The **List Profit Secrets** course will show you exactly how to make this happen every time you send out an email.

## **WARNING: When Reading the Successful Email Case Study Below...**

When you read this very in-depth and highly detailed "case study" below you will definitely have one of two reactions.

**You will either think...**

Holy cow! **This is amazing.** Nobody has ever gone into such helpful detail before on what makes an email extremely successful and how I can use those same fundamental concepts and techniques in my own emails. I would have gladly paid \$97 (or more!) just to get this report.

Well, thank you for saying such nice things and I am glad the case study helped you. I would love to hear the results you receive from using this information. Now, this next thought might be **almost** too good to be true for you, but when you get the List Profit Secrets course on Tuesday March 15<sup>th</sup> you will be receiving even better, more helpful,



more detailed, and immediately usable information than I could ever possibly share with you in this report.

Matt and I here at Nitro Marketing taught Craig everything we know about email marketing, but in this case the student truly surpassed the teachers. I find myself continually learning from Craig when it comes to profiting from email. Just the 309 page email swipe file (with 99 very successful emails to study like the one below) and 16 (and growing) email analysis videos of those emails, will blow your mind. And that is just a small part of the complete system you receive in your List Profit Secrets course.

### **Or you will think...**

Holy cow...this is all way over my head, it is too much information, and I just don't understand how to put it all together to use for myself.

Do you realize how lucky you are to have access to the information contained in this report? Writing emails like the following are like riding a bike for me now, but **it was not always that way**. There was a time that I felt exactly like you do right now.

So what changed? The knowledge I have. With your List Profit Secrets course you will learn how to start building a list the right way, getting people to read and act on your emails and make money from your list, maybe even lots of money. By following the step by step process in the List Profit Secrets course you will find yourself writing emails like the one I show you in following example.

That's what you want, right? To be able to build a list and at the push of a button create an **instant** surge of orders, meaning cash in your pocket.

### **Things to look for when reading the email we're breaking down below.**

If you printed this report off, you will find the email starting on **page 18**. Look for the following items in the email as you read through it. Then I will give you specific

comments on each part of the email so you see why I did what I did.

- ✓ **The writing style is very personable.** You are not writing to a list of people, you are writing your message to just one person. And it is not some formal letter: it is one person writing to another. Always refer to the reader as "you" instead of referring to the entire list. To help yourself do this, picture one particular person you are writing to. **Tip:** Use the phrase "you and the other subscribers" if you do need to reference the entire list.
- ✓ **The email is very story and personality oriented because** people LOVE stories (think reality TV). Stories hook readers in and they want to keep reading to learn more. (*That's a "big idea" by the way.*)

Also my personality really comes through in the email. I am being me and am very open, honest and passionate and showing my emotions in a very true way. This builds a fast bond and connection with the reader. Every story HAS to be built on truth, however you might dramatize the story to make it work for you. This story is 100% true, but also dramatic.

- ✓ **The use of descriptive words, action words and vivid descriptions.** You want to eliminate bland, common, overused wording and try and replace that with fresher sounding words and phrases. And you want to use action words - think "people taking action".
- ✓ **It carefully uses hypnotic words and techniques.** (You can learn more about Hypnotic marketing and writing by subscribing to the [Hypnotic Selling Lessons weekly free newsletter](#).) This is extremely powerful, usually what separates an awesome email from the "blah emails".

When you get your List Profits Secrets course on March 15th you will receive an **entire DVD video** teaching you "The Art of Hypnotic Emails". But don't overdue these techniques and don't blatantly use it or else will be a turn off rather than a help. The DVD video does an excellent job covering this, and teaching you the how, why, and when, so be sure to watch that one right away.

- ✓ **It carefully and subtly uses presuppositions early in the email.** You will see wording early in the email assuming they are going to take the desired action given later in the email. This is a specific hypnotic technique so like those, don't overdo them.
- ✓ **Ask questions that get the reader involved.** Ask a question with an answer that leads them to wanting to take the desired action in the email. Again, do not bombard them with questions, if used occasionally and with a purpose, questions are excellent.
- ✓ **Here is a big one** - format your email to improve readability for your subscribers. This is an easy way to stand out from the crowd and appeal to the visual senses of your readers. Here are 6 specific things to do for improved readability.
  - \*\* Make sure each line of text is no more than 50 to 55 characters long.
  - \*\* Use good subheads every few paragraphs and indent them so they break up the text.
  - \*\* Use bullet points just like you would in a sales letter to highlight key points.
  - \*\* "Highlight" key words by using "quotes" and **\*\*stars\*\*** (but use this sparingly)
  - \*\* Keep the paragraphs and sentences short. When you have a longer paragraph or sentence, think to yourself, "can this be split into two?" And if possible shorten it so you do not have big blocks of text or long sentences.
  - \*\* And look for useless or redundant words to be removed such as (that, and)
- ✓ I probably **spend almost as much time editing an email** after it is written as I do writing the first draft. This is where you make the small but important changes, the ones that really spice the email up. This is where you take it from an OK or good email to a great or excellent email.

This is also where I come up with ideas to improve or add to/remove from the email to improve it. If you read the separate report ["The Step-By-Step action plan to](#)

[rolling out successful email campaigns](#)" you will already know all about this important step.

- ✓ **The key thing I did not do** in this email and what I would do differently is provide a link at the top of the email for the desired action. It is usually good practice within the first few paragraphs to provide a way for people to take action, without them having to scroll and read the entire email.
- ✓ **Long email versus short email.** This is a long email and is the format virtually all of our long emails follow. You would do well to use a similar format. We also, quite often, use a short email format. As a bonus, you can see a **free video critique** of a short email at the link given on **page 15**. If used properly a short email can be just as effective, **if not more**, than a long one.

## **Let's go though the email and dissect each part.**

Definitely follow along with the email below (starting on **page 18**) as we dissect each part of it, showing you the secrets behind a very successful email.

- ✓ **(1) Subject line** -- A good subject line is the key to get your email opened (along with the From line being from a person - you - they recognize). You want to create curiosity in the email, but DON'T create bad curiosity with your subject line by promising one thing and then the email has nothing to do about that.

Writing amazing subject lines will become much easier if you use the "feeding your brain for free" tactic explained earlier.

- ✓ **(2) Use of their first name in the subject line and greeting.** Want to know how important using their first name is in an email? We have one list of a little over 5000 people where we lost their first name. We ran a promotion to this list last month, a really well done promotion, and it only brought in \$4985 in sales. (Imagine when you get to the point where you look at

\$4,985 as a "flop" of a promotion!) The big reason is because we didn't have the subscriber's first name to use in the email. We probably would have done at least twice if not three times as much if we could have used their first name.

- ✓ (3) The intro about our [What Works Now](#) newsletter - this is irrelevant to this promotion, however notice how it uses anticipation and gets the reader **looking forward to future emails**. But it does set up the first sub-headline.
- ✓ (4) First sub-headline - builds anticipation/curiosity of what is so important about the email to get them drawn into reading more. When writing always think, "How can I build up curiosity and interest to keep them reading the email?"
- ✓ (5) Next is more build up and anticipation of what this email is about. Notice the colorful, descriptive words and the personality that is being used. This is all colorful, story based email writing.
- ✓ (6) Here we are building up the expert who will be the person offering the product eventually being sold from this promotion. Set aside your ego (the bank won't accept it as a cash deposit) and build up the person you are recommending as the expert they are.
- ✓ (7) When describing the "negatives" about me back then I am actually describing the reader right now but in a hypnotic way (at least one of those items will hit home with them). Then I share how this changed me into the person the reader wants to become. Again this is all framed as it being me but they are really picturing themselves in their mind going from where they are now to where they want to be. (And if you are wondering, this was all true for me to some extent.)
- ✓ (8) Use of questions to get them more involved, thinking about the key points in the email. Notice the answers to the questions lead them closer to taking the desired action later in the email. As they read, you want to move your readers closer to and build up their desire to taking the desired action you will eventually

present them. So when they do see it your reader enthusiastically takes action.

- ✓ (9) Address a common objection (too good to be true) and "flip" the objection so it is now looked at as a benefit by your readers. I will talk more about objections further down in this report.
- ✓ (10) Now it is starting to build up the "whisper" theme which I got from somebody else's very successful email campaign a year and a half ago. (See the importance of studying and learning what others are doing.) This builds up a lot of curiosity and anticipation to get them onto the conference call to learn what he has to share.
- ✓ (11) This sub-head asks a question where the only answer is yes. Have your readers virtually "commit" to taking the desired action you want them to take.
- ✓ (12) Have a clear call to action and tell them exactly what they are supposed to do. **Do not** be cute, timid, shy or embarrassed when it comes to the most important part of the email - getting your readers to take action. Be specific and be clear.

Too many people just don't "ask for the sale" and you don't get what you don't ask for.

- ✓ (13) I secretly use my "guilt" to get them to take the desired action. This is very powerful.
- ✓ (14) Now overcoming another common objection the reader will have. Instead of avoiding what you know will be an objection, address it head on and use it to your advantage. Just because you try and ignore or sidestep an objection doesn't mean it will go away. Trust me, it's on your reader's mind. Address it and erase skepticism.
- ✓ (15) Repeat the call to action. Always remind your readers several times what they are supposed to do.

A good rule of thumb is to provide the call to action

(the link) at least 3 times in the email, 4 times if you also mention it within the first few paragraphs.

- ✓ (16) Signature
- ✓ (17) Always have a PS. that quickly recaps the offer and gives them the call to action again. **TIP:** If all your reader does is read the PS, they should know exactly what you are offering and how to take action.
- ✓ (18) Then our standard footer clearly letting them know what list they subscribed themselves to and complies with the "CAN SPAM" law.

There you go - a complete break down of a very successful email. 18 proven tactics to use that will dramatically increase the profitability of your emails. Plus 15 other things to look for when writing an email.

Luckily for you the profitable ideas do not stop here.

In the **List Profit Secrets** course being released **Tuesday, March 15<sup>th</sup>** at [www.ListProfitSecrets.com](http://www.ListProfitSecrets.com) one of the biggest benefits you will receive is the email Swipe File and email analysis videos of those successful email campaigns. Craig walks you through, on video, 16 very successful emails and points out why they were successful and the key points to take away from them.

I dare you to watch these 16 videos and instantly improve the results from your emails. And you can follow along in the printed email swipe file manual that includes exact copies of each email (plus 84 other successful emails for you to study).

### **Bonus Live Critique**

As a bonus for you today, you can view one of the [email analysis video critiques by Craig Perrine](#). You receive 15 video critiques like this one (along with the actual email being discussed in the email Swipe File printed manual).

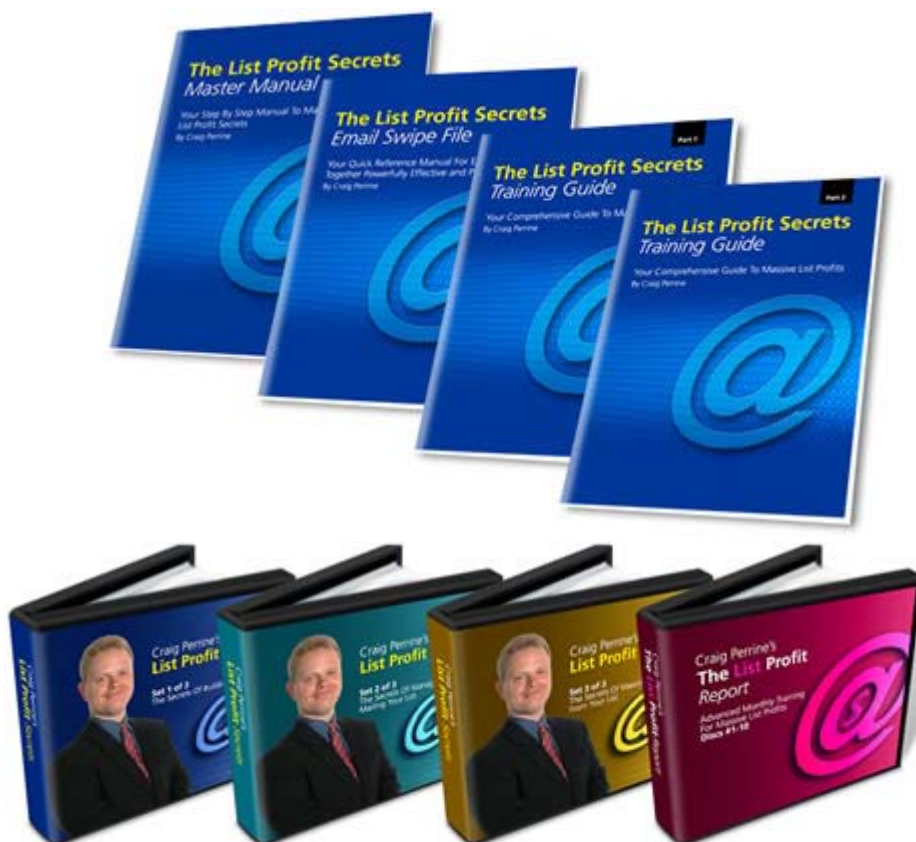
[This video](#) walks you through a "short email" example so you can see the exact two step process and why and how to make it very effective. The email Craig shows and critiques for

you was sent out during the slow holiday period and resulted in so much traffic it crashed the website - during the slowest time of the year when most marketers "give up".

I highly recommend sending BOTH short and long emails to your list. As Craig talks about, each one has their own unique benefits. [You can view this video online here.](#)

**Here Is An Advanced Look At the "List Profit Secrets Course" That Is Being Released Tuesday, March 15<sup>th</sup> at [www.ListProfitSecrets.com](http://www.ListProfitSecrets.com)**

- 28 Audio CDs
- 2.5 hours of DVD video training
- 18 Video Tutorials
- 4 Manuals & Quick Start Guide





## Master Email Profit Checklist

One of the coolest benefits of the **List Profit Secrets Course** being released on **Tuesday, March 15<sup>th</sup>** at [www.ListProfitSecrets.com](http://www.ListProfitSecrets.com) is the printed checklists you receive. Below is just one of the checklists you will receive when you get your course. Keep this one handy by your computer and it will be one of your best friends.

Just follow this Master Email checklist and check off each one prior to sending your next email for best results.

1. Check to see whether you're black-listed
2. Do you have enough time to promote what you are telling your list about?
3. Have you made sure to remove all unsubscribe requests who didn't use the automatic link.
4. Is your email targeted to the right subscribers?
5. Is your email 'from address' correct?
6. Are you complying with all the Can Spam requirements?
7. Are your merge codes formatted correctly?
8. Do you use Hi instead of Dear or other salutation? Remember, you may not have a first name for everyone on your list in your database.
9. Do you have an unsubscribe link that works?
10. Have you included your signature file?
11. Did you include a PS?
12. Does your subject line make you want to open the email NOW?
13. Does your email pass the 'who cares test'?
14. Is your email personal or formal and boring?
15. Is it clear what your reason is for writing?
16. Do you have a smooth seductive progression from open to call to action?
17. Do you have a single purpose for the email?
18. Have you clearly asked for your reader to take action on your single purpose?
19. Does the copy in your email pass the filter test?
20. Have your subscribers gotten enough email from you before this one to make the offer you are making?
21. Is the tone of your email consistent with your 'personality' they expect from you?
22. Did your email get delivered in your 'test mailing' to different addresses?
23. Did email look OK when it arrived? Is it 50 characters wide?
24. Did you use short sentences?
25. Did you avoid using too many exclamation points?
26. Did your merge fields work?
27. Are your links live?
28. Have you masked any affiliate links (see [www.namestick.com](http://www.namestick.com))
29. Do any opt in forms you're sending them to work?
30. Are you ready to track the response?

## Here is the actual email...

1. SUBJECT:  
{FIRSTNAME}, can you forgive me for this?

2. Hi {FIRSTNAME},

3. In a few days Matt and I will be announcing a major enhancement taking place this coming month to our www.WhatWorksNow.com newsletter...

To whet your appetite both of us are committing to providing more new, unique and innovative free content to you every single week. (plus... well more on that next week.)

4. But first I just have to get this off my chest before I \*\*explode\*\*!

5. I don't know how to say this so I will just come right out with it... I have been an ass.

Yes, a big ol "eyy ahhing" donkey these past few years.

I never meant to... in fact it wasn't until Matt called me out on it recently that I realized what I have been doing. (Or more accurately NOT doing.)

I called Matt a jerk for "calling me out" but I knew he was right and it WAS my fault.

So I am going to bare my soul to you, right here in this email, and humbly offer you the best "I'm Sorry" gift possible. So when you accept it we can continue to be friends here in this regular newsletter. OK?

So what has been my sin?

6. There is one thing I learned from one of my mentors almost 4 years ago that \*literally\* changed my life around.

This very well could have been the most important thing I learned. The fact is, if this amazing man was not kind enough to share it with me I never would be where I am today.

7. Picture Me Before I Learned This:

I was struggling, unhappy, unfulfilled, broke, lacking any energy, unsuccessful, lonely, frustrated, scared, apprehensive and a failure in my mind.

Yeah, to put it bluntly my life sucked. YUCK!!

7. Picture Me \*\*Just 60 DAYS\*\* After I Learned This:

I was excited, full of energy, having an amazing level of success, meeting incredible people who have become close life-long friends, happy and excited about my life, money (well over \$10,000 NET cash/month) started and continued to this day flooding into my bank account, full of ideas, and taking immediate massive action.

Yes, as a matter of fact, in just 60 days after learning this one thing my life did the proverbially "180".

Almost immediately every negative I had in my life, holding me back like a 100 pound weight shackled to me while I "swam with the fishes", was busted loose and replaced with its positive alternative.

8. \*\* Truthfully which one are you closer to right now - Before or After?

\*\* How close, or far away, are you from the After Picture where you desire to be?

9. OK, I know this sounds too good to be true...

You might think this isn't possible, to change overnight, but yes you can. I did it and in 60 short days "turned into" a new person. One that was successful, happy, fulfilled, full of energy, I was a doer.

Gone was the fear and all the crap holding me back, in its place exactly what I needed to triumph and pleurably savor my dreams coming true.

All you need to do is choose to do the same.

And I will help.

My Mentor Will Share With You, Absolutely Free,  
Exactly What He Shared With Me.

10. Imagine what possibilities exist for you once my mentor whispers his words of wisdom into your ear in this one night of destiny for you.

8. What will it mean to you?

...success in your business  
...success in your relationships  
...success in your finances  
...success in creating a new business venture  
...success in your inner peace, fulfillment and joy  
... or all the above AND more?

OK, you can see why I called myself a donkey's behind.

I had available to me probably the one most important "thing" that changed me from failure to success and I never shared it with you.

11. Are you going to hear those words of destiny?  
Or are you already "too successful" for your own good.

12. All you need to do is go to this page and register for the free conference call where my mentor will not only whisper in your ear what he did in mine, but will also share so much more with you this coming Wednesday.

<http://www.NitroMarketing.com/whisper/>

DATE: Wednesday, February 2nd  
TIME: 8pm EST (7pm CST, 6pm MST, 5pm PST)  
NUMBER: Register Above to Receive

13. Please DO make it a point to be on this call.  
You can make it right?

By "withholding" this from you for so long I feel  
\*\*extremely\*\* guilty and it would ease the pain I am  
in right now if you joined me on this call.

Getting my mentor to share this with you is the very least I could do for you.

**14.** But things are good for me?

Great question, maybe things are going pretty good for you right now in an area of your life like business. But could you say that in all areas of your life... there is more to happiness than just being successful in business.

Or are you content with your current level of success? Would you like to break through your current barriers and reach those higher levels you desire but just can't seem to attain?

Well than you definitely need to listen in on this call next Wednesday.

**15.** Reserve your spot today at:

--> <http://www.NitroMarketing.com/whisper/>

DATE: Wednesday, February 2nd  
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**16.** See you this coming Wednesday.

Best Regards,  
Kevin Wilke  
Co-Founder, Nitro Marketing

**17.** P.S.

This coming Wednesday...

"Discover my number one secret that turned me into a success in life, straight from the mouth of my mentor who taught it to me."

Reserve your spot today at:

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