CLICK FOR MORE



Let's Burn a Freakin' Hole In Their Pockets!

Lee Murray

©2015 IMWithLee.com

Table OF Contents

Lee-Gull Shizzy.....3

Introduction.....4

Step One: Get Yourself a Great Promo Product.....8

Step Two: Craft a Cliffhanger-Laden Story.....11

Step Three: Capture and Captivate Leads.....20

Step Four: Go Play In Traffic, Sucka.....28

Step Five: Seduce Your List.....35

Conclusion.....40

More From Lee.....41

Lee-Gull Shizzy

Just read the book. Don't use any of it for any other reason that for your own entertainment and enjoyment.

No copying, pasting, repurposing, republishing, RR, MRR, giveaway rights, PLR, or anything else.

I've done my best to keep it real here. I cannot and will not be held liable for any money, time, or enthusiasm lost as a result of following the advice set forth in this publication.

Thanks and enjoy!

Introduction

"Losers try to convince people they're thirsty. Winners sell ice water in the desert."

-Perry Marshal

Hey, what are you doing... just reading an e-book or something?

Yeah, that's cool.

Oh, me? Not much, really. I'm actually writing an e-book. Kinda funny, huh?

Anyway, I can let you go if you need to get back to reading.

Or, if you have time... I just very quickly wanted to share something with you. It'll only take me about 40 pages. Do you have a few minutes?

Freakin' awesome!

I appreciate you making some time for me.

Okay then, right to it...

I can tell you what this short guide is about in a single word.

Cliff hang ers.

Dammit, I can never keep it under 3 words... aargh!

"Lee, Is This a (Bad) Joke Book... Or Am I Actually Gonna Learn Something?"

For an extra 50 bucks, this book can be whatever you want it to be. Know what I'm sayin'? By the way, you're not a cop... are you? Baddump-bump.

Cliffhangers are magical.

And the way in which I'm fixin' ta have you implementing them in both your list building and email marketing efforts can have a huge transformative impact on

your business. It's purty stinkin' cool, hombre.

So what is a cliffhanger?

Essentially, it's a way for us to conclude any given piece of content in such a fashion where it leaves our audience licking their chops in eager anticipation of our next piece of content. When you get 'em itching to continue with you, whoa Nelly!

You've hit the big time. ;)

I'm calling this guide “Click For More” because we're gonna be training our people to click on our links and hopefully take any additional actions we want 'em to take. And we're gonna pull this off because we'll be invoking lots of crazy powerful emotions in their hungry little minds.

Let me ask you a question.

Have you ever watched an episode of a series on... oh, let's just say Netflix... and after that episode you absolutely *could not wait* to see what happens next? Have you ever cracked out like me and watched an entire season in a day or two?

Maybe even fighting off sleep like a Freddy Kruger victim just to proceed?

It's like a damn drug, ain't it?

The sons of guns who put these programs together know exactly what they're doing. Masters of the mighty cliffhanger are they. And lucky for you, I know their dirty little secrets, and am perfectly willing to give you all the tools you need to become a successful “drug dealer” in your own right.

Perhaps I should work on my metaphors. ;)

Anyhoo (oh gross, did I just say “anyh—?”)...

In this particular training, I'm going to provide you with a real-world example of an absolutely brilliant cliffhanger “funnel,” if you will. It's gonna knock your socks off.

But first, lemme give you a general overview of the system...

The “Click For More” System Explained:

1. We generate a cliffhanger-laden story that spans about 10 pages. We use this story to craft an uncommon, yet highly responsive lead capture system, along with an autoresponder series. This will “force” our audience to take action!

2. As our readers continue through our story, they become incredibly receptive... they warm right up to the idea of buying our paid product and earning a spot on our buyers list. They simultaneously fall in love with us.

3. We send the same future emails to both lists, but we do it as follow-ups for our freebie list and as newsletters (aka broadcasts) for our buyers list. We create a blog and send some of this email traffic to our new blog posts.

Wow, I was kind of expecting the explanation to be longer. But it really is that simple, I reckon! Obviously, there are a few little details we'll need to cover as we move forward. Otherwise, this would be an e-pamphlet... and not an e-book. ;)

Of course, there are traffic generation steps we'll be covering and what-not. And I'll confess right here and meow, the traffic stuff won't necessarily be new stuff. Why should it be? The old stuff works just fine, hombre!

But details aside, this is the essence of what I'm gonna have you doing.

And to make things extra easy on ya, I'll be doing this myself. In the spirit of keeping this book short and hard-hitting, I'll be sending you to external sites to show you my own example. We don't need to clutter up this pdf with screen shots.

I hope you can appreciate that.

By the way, for my example, I'll be using my most recent product (as of this writing), “From the Top,” as my paid offer. And I'll be sending traffic to this paid offer using my “Zero to Beero” report, which I'll chop up and use as a cliffhanger-laden lead capture and autoresponder system.

If you're still lost, I promise that you soon won't be.

It's not at all complicated.

And please don't start getting ahead of yourself by worrying about WHAT you can possibly write as a story. I'll keep that part pretty gosh darned easy for you, too.

So let's hop to it, player hater...

Oh, wait. I almost forgot.

As this is, in fact, an introduction... perhaps I should introduce myself for those of you who may not know who in the Sam W. Bush Hell I am.



(Me and my boy Cadence "Cado Potato"... juss chillin')

My name is Lee Murray. I'm 5'10", have hazel eyes, enjoy taking long walks off of short planks, eat Mexican food when I'm not eating sushi, drink Mexican beer when I'm not drinking other beer, hablo Español when I'm not speaking gangsta...

Just your average fella with a mighty fun and rewarding job.

Wanna work where I work?

Wanna earn the kind of online income that I earn? (nearly 100k in 2014, playa!)

Well, this will be a mighty powerful bit o' trainin' for ya, then.

So which step should we start with?

Oooh! I know, I know. How about...

Step One:



Get Yourself a Great Promo Product

Wanna create an info product?

Hey, I ain't gonna stop you!

In fact, I am of the sincere opinion that creating your own paid products online, regardless of your niche, is the very best way to establish authority and earn the trust of your audience... not to mention all of those yummy-ass profits.

Don't wanna create a product?

Cool.

You can absolutely use a really good affiliate product as your promo product. It should be something that's priced under 10 bucks and pays you 100% front end commissions. If it has a nice upsell funnel, even better!

Here's how effing nice I am...

If you'd like to create your own product, I'm including my most recent, WSO of the Day-winning guide, “From the Top,” as a bonus with this report. It's gonna show you everything you need to know to become a product-creating dynamo.

I'm also including another WSO of the Day of mine called “21 And Done,” in case you'd like to go the easier route and promote a really good product as an affiliate. The main thing you'll want to pay attention to in 21AD is how to offer a bonus product and build a buyers list for yourself. If y'ant tew.

Honestly, you don't even need to build a buyers list to be successful. But it does come with some targeting advantages. We'll cover this in due time.

So these will be the two types of paid product you have to choose from.

I'd like you to think about the option you wanna roll with. And make your decision quickly. It's really important that you take fast, decisive action with this process.

No screwing around, okay? There's money to be made!

If you're operating in a niche outside of the IM space (such as weight loss, dating, emergency preparedness, pest control... or whatever), then I'd probably just find a

good product on Clickbank, Market Health, or some other affiliate network.

This will totally eradicate your need to do research, write, come up with compelling sales copy, etc. Also, in these niches, the product you decide to promote can be well over 10 bucks, as your audience will be less jaded and not so accustomed to always seeing those ridiculously low-priced WSO's. Make sense?

If you intend to operate within the IM space, then it's a toss up. If you already have some expertise, then it could be easy (and worth it due to branding) to set yourself up with a paid product. Hell, you may already have one! But if you don't...

Again, if saving tons of time is something you'd be keen to do, then by all means, just pick a really good-looking affiliate offer with a nice payout structure and a sales page that makes YOU want to buy the damn product. That's a good sign right there!

Okay, so let's get our funky freakin' booties to work...

Your Assignment:

1. Decide if you want to create your own paid product ($5 WSO, if in the IM niche... re-worked PLR, if in another niche)... or roll with an affiliate product and a small, custom bonus.

2. Go through “From the Top” if you wanna create your own product... or “21 And Done” if you want to do the affiliate product/bonus thing.

3. Create your product and get it ready to sell.

4. Get excited. Shit's about to get crazy cool for you!

That's it. That's all.

Once you've completed your assignment for Step One (and only once you've completed your assignment for Step One), you may proceed to the next step...

Step Two:



Craft a Cliffhanger-Laden Story

Storytelling doesn't need to be a difficult process.

For our purposes, you've really got three options at your disposal. I'll cover these with you here, providing a few examples along the way.

But first, let me just cover the single most common objective that all three of these methods share...

Really, the intention here is to get your readers to salivate at the feet of your paid offer. You want these people to have their credit cards in their hands ready to pump real dollars into your bank account before you ever even introduce the offer!

So make sure that your paid product really is a problem-solving dynamo.

This is huge.

Again, your paid product can be a product of your own or a boss-ass affiliate offer.

Also, the story can either be fact or fantasy. First person or third person. Comedic, tragic, factual, off-the-wall, or told in any "voice" of your choosing. I'm not here in an attempt to "regulate" your "creative genius." This is an art, not a science.

And if me telling you what you have to do is what you want me to do, then I have to really ask you to step up to the plate and be a leader. Followers fail.

Please. Just try something. Start typing words on a damn page. Don't even worry about whether or not it will "work." MAKE it work. You're the boss... not "them."

A quick leadership analogy, then I'll shut my muppet mouth. The analogy is that of a personal trainer – or a coach, of sorts (which is exactly what YOU are in this "marketing" capacity)...

I always hear fellow marketers yammering on about "surveying your audience" and finding out exactly what they want... and then giving it to them. I say screw that.

Why?

Because people follow leaders, not suck-ups.

Tell me. If you're a personal trainer, and you ask your target audience what it is they want... and most of them reply with "I want to lose weight and look amazing with as little effort as possible," what are you to do?

What if what they REALLY want is to be 100% fit and gorgeous with no effort, while simply laying on the couch, watching "Storage Wars," eating pizza, drinking beer, and popping diet pills? Are you really gonna try to "give them what they want?"

Of freakin' course not!

So screw what they want. Give them what they need!

And what is that? Well that, my friend, is up to objective reality. Subjective whims are out the damn window. So let your story convey the message of time-tested results. Eliminate the "sexy" fluff by being a hard-ass leader.

But then RE-INJECT the sexy by animating the truth in story form. Make sense?

In other words, the message should NEVER be altered... but the delivery style can be whatever YOU want it to be.

Tell them what they NEED to know... but tell them in a way that excites them, inspires them to take action, and compels them to spend money... with you!

You'll see what I'm going on about right now. Here are your options...

Option #1 – Your Own Story

If you happen to be a success story in your niche – or even if you've struggled and are moving towards a personal transformation of your own – then you may wish to share your experiences with the world.

Listen, you don't have to be a mega success in your industry to garner the respect and trust of your audience. In fact, being "one of them" is almost always more powerful in internet land... at least when initial contact is being made.

Eventually, you'll wanna become the go-to expert in your field (and adopt that leadership mindset we just discussed). You'll discover a really profound way of

going about this in “From the Top.” But this can happen WAY later. For now, you really just wanna show these bastards (tee-hee) that you're one of them.

Show 'em that you struggle... but that you're searching for answers in a FEVERISH attempt to find your way out of a dreadful situation... and into a magical one.

The formula I'd use for this particular brand of storytelling “funnel” would start with me making my audience feel comfortable with me... establishing a common-ground, mutual pain manifesto, etc.

You know the drill... this will be loosely akin to good sales copy.

Establish a shared level of pain.

An example of “Your Own Story” at work:

Hello, thank you for reading this. It's a pleasure to have you here.

At this time, I'd like to offer you a VERY STERN WARNING: If you're anything like I've been in my “internet marketing career,” then you're completely accustomed to disappointment by now...

Life just may be too hard online. Really. It may be.

And really, I bet you're totally expecting more of the same from me right now. You think I'm gonna disappoint you. At least, based on my own personal experience, that's a pretty safe bet. Please be honest.... am I right?

If so, I totally get it.

But here's the thing... I'm not asking you to put your faith in me.

I'm <u>totally</u> no guru.

I'm not even kinda trying to be.

I have personally been beaten to a bloody pulp by this dog-eat-dog world.

And up until very recently, I was ready to throw in the towel and go back to looking for temp work... or something. Argh, the thought disgusts me.

I won't bore you with my professional background. It's really not relevant. Let's just say that I was so tired of being kicked around by my unappreciative boss and dealing with workplace politics that, well...

I had to be absolutely <u>sure</u> that this "making money online" stuff really was B.S. before giving up on it completely. I'm certainly not one to let a <u>real</u> opportunity slip through my fingers and then spend the rest of my life regretting it.

Know what I mean?

Hopefully you've got that same fighting spirit.

Anyway, let me just make my point...

Flat broke, I dug deep into my computer with a lot of motivation to get out of a rotten situation. I have two young daughters to support and I've been, quite frankly, scared shitless that I won't be able to come through for them.

I couldn't afford to buy any more IM courses or anything, so I actually just went into my hard drive and started going through the courses I had already purchased subsequently. A few of them had never even been cracked open!

I also joined some Facebook groups and started learning from people who claimed to be enjoying the exact same kind of success and lifestyle that I wanted for myself and my girls. Looking back, doing this was <u>so</u> key.

To make a long story short, I completely immersed myself in education, and took action on just about everything I learned. A lot of stuff was too complicated, required me to step outside of my comfort zone more than I was willing to, or demanded a financial investment that I just couldn't make.

But a lot of the stuff that I was willing and able to try...

It actually produced a bit of an income for me! And it continues to do so. I've now got this sucker dialed in. I can say, in all honesty, that I now earn 20 to 50 bucks a day, at will. And it can (and is sure to) only grow from here.

Best of all, it's not complicated, doesn't require me to sacrifice my integrity, doesn't cause me a bunch of anxiety, and is virtually free!

I'm here to tell you, in no uncertain terms, that it really is possible to make a living on the internet! I'm new to it myself, but I can't imagine this feeling ever getting old. I already feel like I'm living the dream.

I know that $20-50 a day isn't much... but my girls and I live modestly, and really don't need much. Even still, this is by no means the ceiling. Like I said, I'm still brand new. I know that I can make 10 times this much if I just keep doing what I've been doing. I really don't have to change a thing!

How exciting is that?

Anyway, just thought I'd share this with you.

I'm sure you'd like to know exactly what I'm doing, and I'd love to tell you specifically what it is... but I don't know if I'm a very good teacher.

I guess I can give you the jist.

>> Click Here to Continue...

(That last line would be hyperlinked to part two of this story. I'll show you a live example using "Zero to Beero" and "From the Top" soon!)

Option #2 – Someone Else's Story

This is a tremendous option for those who are promoting an affiliate product via their cliffhanger story. Here, you could very easily just tell the product vendor's story. Much of this story could be found on the vendor's sales page.

Otherwise, you could interview the vendor and kind of ask him or her to share their "rags to riches" story. You would then break this story up into about 10 pages... and end each segment with a cliffhanger that gets your readers anticipating the next.

Pretty straightforward, right?

By the way, when I say 10 “pages,” please don't think that I'm talking about tons and tons of content. These don't have to be full, five-to-six paragraph pages. Not that it'd hurt if you could come up with that much content. It'd be freakin' awesome! But...

You can very easily include just 2-3 paragraphs per page and be just fine, provided you're able to entertain, inspire, etc.

Let me give you a real quick example, okay?

Go to http://imwithlee.com/ses-example/.

I won't create a whole story because I quite frankly don't have that kinda time to spare. But I will show you the basic idea behind telling “someone else's story,” as well as how short and concise your pages can actually be.

By the way, this is hardly a masterpiece. It's just some bullshit I kinda made up on the fly using a particular sales page. No biggie. The quality is not the point. I just want you to see that the pages can be short, you can skate by just sorta “ripping” sales page content, and it really doesn't have to be tricky at all.

That said, I do recommend that you take it more seriously than I have. I'm not trying to make money with my example promo, so my motivation was limited. Know what I mean?

You will be trying to make money, so give it your best shot, wontcha?

Anyway, there's your example.

Enjoy! ;)

Option #3 – A Totally Fictional Story

If you don't feel that you've got a great story to tell, and you don't wanna tell someone else's story for whatever reason... you can totally just make shit up! ;)

Now, I wouldn't write a fictionalized story in the first person, as this could come

across as “false advertising” or whatever. But you can just put your storyteller hat on and make up a story about a family of talking pets, a misunderstood zombie, a magical bag lady... or anything that your mind can produce.

I personally suck at this kind of stuff. I'd much rather just deal with my own story... or the true story of someone who happens to inspire me.

But we're all different. Maybe writing fiction is your strong point. If so, then by all means, embrace it and use it to your advantage!

At this point, what I'd really like to see you doing is writing...

I mean it.

Start writing right effin' now! Write for the trash can. Don't worry if it's good or not. A crappy story is better than no story... and it can always be improved upon later.

Most people who fail to succeed are those who fail to even get started in the first effin' place. Please don't fail to get started. That'd break my bastard-ass heart.

Don't break my heart, baby.

Pleeeeze.

C'mon, I'll be a better man.

I can change.

Bryan's mom was just a one-time thing.

I'll unfriend her and delete her from my cell.

Look, I'm doing it right meow.

Wait, what are we talking about again?

Oh yes...

Your Assignment:

1. Write a flippin' story already! ;)

Remember to aim for about 10 pages, give or take a few. I'll say that 10 is the “sweet spot,” but it's also somewhat arbitrary. The important consideration is flow. You wanna create cliffhangers all throughout your story.

This may take a bit of practice at first... but what the heck doesn't?!

Please just start writing.

I don't care if you just start writing random words. Just do it.

In fact, I very rarely know what I'm going to write before I start writing. I just write a sentence. Let me pull something out of thin air as a final example...

I'm staring at the wall, wishing I knew what to write right now. I know that the subject of hemorrhoids is a sensitive one... but it's also too important for me to approach without openness and honesty. Know what I mean?

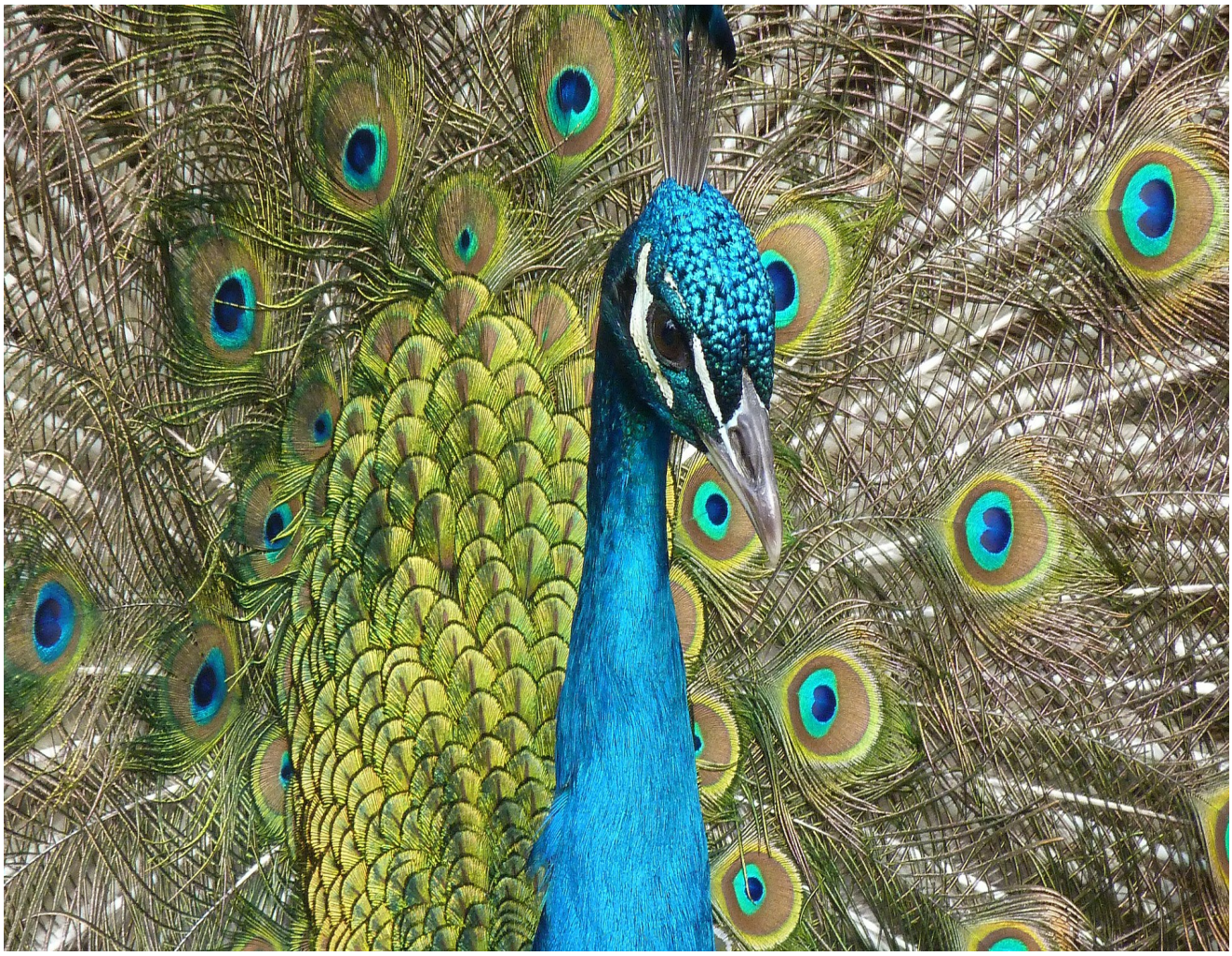
The only thing that's really coming to mind is to share my own personal story with you... embarrassing as that may be to do. But you deserve to hear it, as I really believe it can help you to overcome any physical pain and/or limitations you may be facing...

Anyway, I had no idea what I was gonna write before I wrote that stuff. It came to me as I was writing. And if you just take the plunge and start typing shit out, I'm sure the same thing can happen for you.

Just make sure it's tightly related to your paid product, kimosabe!

Moving on...

Step Three:



Capture and Captivate Leads

Guess what, you handsome son of all get-out...

"Actually, I'm a Lady, Lee."

Oh I know, bro. I know.

But a white boy digresses...

The tough part's over. No, really. Now all you've gotta do is copy and paste a few things and inject a gentle product promo along the way.

Easy breezy beautiful.

The only thing you need to really consider at this point is where you want your first glorious chunk of content (up to and including the first cliffhanger) to reside.

Here are your options:

1. Your own website/blog.
2. A WSO thread, if in the IM/MMO niche.
3. A different forum thread, if in another niche.
4. A Facebook post.
5. A guest blog post.
6. An email.
7. Web 2.0, including article directories.
8. A free e-book.

Let's take a look at each of these individually...

1. Your Own Website/Blog:

You can host your entire story on your own site. You'll just put the first page up with a "click for more" link at the bottom, as your cliffhanger. This will lead right into another self-hosted page. This next page will obviously be part two of your story, which will conclude with an opt-in form as your cliffhanger.

Make sense?

2. A WSO Thread:

This is a GREAT way to get some great, responsive, built-in traffic coming straight to your website for part two of your story. You'll simply go to the Warrior Forum and create a WSO thread. Paste part one of your story, including the “click for more” cliffhanger at the end that leads them to part two (which will be on YOUR site).

Of course, this will only be an option for you if you happen to be in the IM/MMO niche. But if that is, in fact, the case... then I highly recommend going with this option, as the traffic benefits are great. The built-in testimonials are pretty rad, too.

I won't walk you through the technical steps. Totally unnecessary. Just Google “how to create a free WSO” or something similar. Tons of free tutorials exist for you.

Now, when I say “free WSO,” that doesn't mean it won't cost you anything. It'll cost you 20 bucks, as of this writing. But you won't be charging for the content, so it's free to your readers. I hope that makes sense.

A final option you have is to create a compelling “sales letter” as your thread, and then link to “part one” of your story (self-hosted) at the bottom.

This requires extra effort on your part, but may help to capture even more interest and action, provided your sales copy is strong.

If you don't wanna mess with that, cool. Just paste part one of your story right into the WSO thread and link to part two. Ya feel me? ;)

3. Another Forum Thread:

If you're not in the IM space, perhaps you can do the above in a relevant forum (or series of forums). Just tell the people that you've got something to share, that you hope it helps them, and then paste in part one of your story, ending it with your part two hyperlink... you know, your cliffhanger! ;)

The forum mods may or may not allow this, but you'll never know if you don't try.

4. A Facebook Post:

Social media is massive, and will only grow as the clock keeps a'tickin'. Facebook is at the forefront of this movement. As such, why not paste “part one” of your story to

your Facebook timeline? Or your fan page (if you don't have one, set one up post haste... do a Youtube search for “how to set up a FB fan page” and get it done)!

If it seems appropriate, you may even paste part one of your story on other people's fan pages. I'd make sure that you already have a strong rapport with (and ideally permission from) the administrator of each particular page you post to.

But this is a truly powerful way to get your message in front of countless others. It's a great way to generate some really juicy traffic right from the onset, too.

5. A Guest Blog Post:

Placing your content on someone else's high-traffic blog can propel your business very quickly. Like whiplash-fast. Like thousands upon thousands of new visitors going through your funnel within a day or two fast. This is a good thing.

Guest blogging can be done the old-fashioned way, where you use Google to find popular, well-respected blogs in your niche and then approach the administrator of each, offering your article to be used as fresh, relevant content that he or she doesn't have to write. They get free content, you get to include a link to your site...

In this case, of course, the “link to your site” will be your “click for more” cliffhanger link that takes them to part two of your story. You know the drill. Right?

If you'd rather try and save yourself some time... or if you'd just like to cover more ground in addition to doing old-school guest blogging, you may wish to use an article submission service that can get your content in front of many blog and ezine (email newsletter) owners all at once. We'll talk about this in item #7.

6. An Email:

If you happen to have an email list in your niche, then you could certainly send out a broadcast email to share part one of your story. I don't know if I'd personally bother with this, however, as you'll really just be leading them from one list to another...

Then again, you'll definitely be doing a lot to strengthen your rapport with any existing list(s) you may have when you walk them through this kickass cliffhanger strategy... so on second thought, maybe I would.

Not sure if I'd actually use part one as email content, though. I'd probably just use this as a traffic generation strategy, sending my subscribers and customers to an external page, where part one of my story would be hosted.

I hope this makes sense. ;)

7. Web 2.0, Including Article Directories:

This could be tricky, as part one of your story may not satisfy the requirements of many of these free web properties.

As such, I'm not going to go into incredible detail here.

Some people view this as an old-school approach to internet marketing which has grown obsolete over the years. My own testing has proven otherwise.

The secrets to making this type of marketing work in your favor, however, would warrant an entirely separate e-book to be written.

For now, I would recommend that you skip this. Honestly.

Unless you already have a strategy for making web 2.0 and article directory marketing work for yourself, it's not worth confusing you with this particular option, as there are TONS of moving parts and in-depth trainings involved.

You know what I'll do for you?

When you purchased “Click For More,” you were placed on my “Click For More” buyers list. Please stay subscribed. I'll include some incredibly high-quality web 2.0 training as part of my ongoing follow-up education program. Fair enough?

8. A Free E-Book:

Nothing like giving something away for free to earn the trust of your audience.

This is especially true if you're NOT making people opt-in to get it!

What I would personally do in this case is create a short report about the actual, bottom-line topic that you're discussing. So if your topic is hair loss, for example,

then I would give away a free e-book on general hair loss. You can just find and re-work some PLR or whatever (I simply cannot teach you all these disciplines in detail, so please look up how to do this, if you don't already know).

Then, at the end of the e-book, introduce your story. Use the same type of text that you'd use if you were doing forum marketing...

"Wanna See How My Hair Loss Made Me Literally Suicidal... And What I Finally Did About It? **Click Here to Read My Full Story**... YOU WILL BE SHOCKED!"

(I didn't actually hyperlink that. I just made it look hyperlinked. If you're trying to click it, you should feel so totally dumb right meow. I mean, Jeez Lou Stinkin' Wheez, pal. I mean, hot mama-slammin' damn, buckaroo. Sorry, I'm just being mean because my Seahawks lost the Super Bowl in horrific fashion. You know I luh you.)

Obviously, that link will lead your readers to part one of your story, which leads them to part two... and so on.

Oh, but let's go back to the whole "not making people opt-in" thing, cool?

In fact, that's quite possibly the MAIN benefit of "Click For More" in the first place.

We make them work for what most others will beg them for!

Let me repeat that.

With "Click For More," we make our audience work for what most other marketers will beg them for.

In other words, while your competition is telling your people "Hey, this is amazing, you need to check it out. Click here to pick this up now," you'll be saying...

"I realize that your current situation sucks. Luckily, I know of a solution, but even though you're ready for instant results (and this can certainly provide them), I still don't think you're quite ready to be presented with the solution. I have to qualify you

first. Not just anybody should be privy to this level of next-level education.

It has the power to bring families together. To get unhappy employees out of rotten situations FAST. To restore happiness, confidence, faith, and security. And to do so more impressively than either of us has seen in recent memory.

Be here tomorrow. If you miss this, you're just another stupid dreamer. I've got higher hopes for you than that. If I feel right about it, this magical resource will be revealed to you tomorrow.

Don't get your hopes up, but check your email just in case!"

Tell me that doesn't do something totally different to your brain than "Click here, get this now, this is amazing, act fast, etc."

And as far as the lead capture process goes, when you make them click for more, they become more and more involved in the process. So instead of telling them that you'll tell them stuff after they give you their email address...

You tell them stuff, then tease them with a "conclusion."

This tease leads them to part two of your story, where you either drop yet another link for part three... or you present them with an opt-in form that'll lead them to part three upon them opting in.

The point is, at some moment in the course of your story, you'll tell your peeps to opt in to continue... but you'll never "ask" them to do so. You won't make it sound like them opting in to your list equates to them doing you a favor...

But quite the contrary.

I trust that you're picking up what I'm laying down.

Your Autoresponder:

Ugh, I've actually been dreading this part of the book because I just plain don't wanna get into detail about autoresponders. Seriously, I've written over a dozen books, each of which covers this component in detail.

Please refer to your two bonuses.

You'll learn most of what you need to know about autoresponders there.

Anything you don't know you can very easily discover on YouTube for free.

Look at that, wontcha? I just saved us both a whole lot of time and misery.

I'm sorry if you were looking for a technical manual. I just can't do it without wanting to jump off a bridge. It's a dead horse that was beaten eight books ago!

Anyway, set your autoresponder to single opt-in, ONLY feature the email and submit button components on your web form, direct new subscribers to a custom page that thanks them and tells them that your story continues in their email inbox...

And place your opt-in form either at the conclusion of part two or part three of your story... whichever you prefer.

Then, deliver the rest of the story via 5-7 emails. Make sense?

I'm going to assume that you've already got the basics of email marketing down. Again, if this assumption is false, then just go to YouTube and learn how to operate your particular autoresponder program.

Your Assignment:

1. Choose a storytelling style... 1st person, someone else's, or fiction.

2. Craft a story of about 10 pages.

3. Figure out where part one will reside, then put the next few pages of your story on your own site... page by page. Learn how to do this if you don't know.

4. On like part 2 or 3, add an opt in form, leading to a generic thank you page.

5. Tell the rest of your story via autoresponder, linking to your paid product.

Damn, I like blazing through it like that. If you have questions, ask. Otherwise...

Step Four:



Go Play In Traffic, Sucka!

This is going to be an extremely short chapter/step.

Why?

Well, because the very places where we're sharing part one of our story will be the primary locations from which we'll be generating our traffic! :)

Pretty damned convenient, ain't it?

That's what's so cool about this system. Your traffic is actually built right in.

That said, don't for a second think that I'm telling you to rely on this traffic exclusively. If you wanna be an "overachiever," then I say gosh bless you to heck, el capi-freakin-tano... No shame in tearing stuff up!

So let's cover both the built-in traffic sources, along with a few additional traffic generation methods that you may wish to consider. I'll include both free and paid options for you. Here they are:

1. **Free WSO thread.** When you host part one of your story as a WSO thread, you can bump this thread whenever it reaches page 3. You'll be getting lots of white hot forum traffic reading your story, clicking through to part 2, and opting into your list so that they can read the rest of your story.

   This is also true if you wanna run a second free WSO... as an e-book. People will read your book, click through to get more of the story, and become your highly engaged subscribers. Nice, right?

2. **SEO and article marketing.** Getting found for free in the search engines is a great way to get unlimited, ongoing exposure to your funnel. If you don't know how to do keyword research, learn. Then, just distribute your article (either part one of your story or a related article) all over the internet.

   Put it on your site. Distribute it to article directories and web 2.0 sites. Be sure to change the title and use a multitude of keywords so that you'll be found for lots of different search terms. This is certainly not an SEO course, so if you don't know what I'm talking about, please don't be lazy. Learn it!

3. **Forum marketing.** This is not the same as posting part one of your story in a

thread. This is where you actually participate in forums within your niche and include a signature back to your site (to part one of your story).

Make sure that the forum(s) to which you're posting allow for hyperlinked signatures. You signature will simply read something akin to “Click Here to Learn How I (or another person) Was Able to _____ In _____ Days by Simply _____!” Of course, the link will lead to part one of your story.

4. **Guest blogging.** This is essentially the same as article marketing, but here you can actually contact high-traffic blog owners directly, asking them if they could use some great, relevant content for their blog. They get content, which drives more traffic to their site... and you get a link to your story!

5. **Social media traffic.** This traffic can be truly outstanding, especially when you're not sending these folks to a paid offer; but are, instead, sending them to a captivating story. Linkedin and Facebook are my two favorites. I like to join groups and participate in relevant discussions.

   Every once in a while, remind folks to read your story. Link them to part one... and let your cliffhanger-laden funnel take over from there! ;)

6. **PPC traffic.** Now this is paid traffic, and I very rarely use it. Essentially, you pay companies like Google, Yahoo, Miva, 7search, etc. to display your ad on their network. The ad would lead to part one of your story, and you would pay for each click that was generated via these ads.

7. **Solo ads.** Another form of paid traffic, solos are basically an advertisement sent out via email... by another marketer who has a list in your niche. Once upon a time, I swore by the power of solos. And you can still get lucky with truly outstanding-quality solos today....

   That said, I no longer buy them. They are too unpredictable, and it's just way too easy to throw lots of money away on junk leads. I think of both PPC and solo ads as a gamble that I'm no longer willing to embrace.

8. **Bonus spots.** This one is absolutely HUGE. Here, you will find digital product creators in your niche, and let them offer your story as a free bonus to their paid offer. When a new customer is taken to their download page, they'll find a link to part one of your story. Suh-weet!

And that's really all I have to say about that. :)

Traffic is really the easy part, I find.

Between social media, web 2.0, search engine optimization (SEO), forum marketing, free WSO's, e-book giveaways, etc. there is no excuse for you to not get plenty of eyeballs in front of your cliffhanger-laden story.

Your Assignment:

1. Again, commit to a particular story delivery system. For all intents and purposes, this will give you loads of targeted traffic in and of itself.

2. Commit to an additional traffic generation strategy. Guest blogging, forum marketing, article marketing, bonus spots... learn how to do this stuff, if you don't already know.

3. Be consistent! Work on getting more and more traffic to your story on a daily basis. Don't forget to bump those free WSO threads, if you've gone that route!

I told you this book was gonna be short and to the point.

I really wasn't in the mood to beat dead horses or over-explain basic principles. This is more of an idea book than a step-by-step “do this, do that” guide. And that's simply because there are too many variables for there to be a one-size-fits-all approach. I'm just here to give you options. It's YOUR responsibility to choose.

I've said it before and I'll say it again...

Internet Marketing is an ART, not a science.

Those who seek out formulas and live by their analytics live very short IM lives. Those who inspire, provoke, entertain, and freakin' LEAD live legendary IM lives.

Alright then, let's move ahead to one of my all-time favorite subjects...

Step Five:



Seduce Your List

Turning an asset into your own personal ATM... that's what this chapter is all about.

That said...

Please do not view your people as your *cash cow*.

They're not.

They're people.

Flesh and blood. Real emotions. Real desires and needs. Much like yourself, only significantly less good-looking. ;)

But this distinction makes that ATM spit out even larger bills... and more of 'em.

Remember this....

NOBODY will ever pay you unless they believe with every ounce of their being that what you're offering them is worth MORE than what they're paying you.

Do I need to repeat that?

Nobody will ever pay you unless they believe with every ounce of their being that what you're offering them is worth more than what they're paying you.

Seriously, write that shit down and hang it up on your bathroom mirror or something. This is seriously the single most fundamental truth in all of business, foreign or domestic, hard sales or soft sales, cold leads or warm, online or off.

Oh, and through my many years as a successful online entrepreneur (I've REALLY gotta share this), I have come to hate one particular word so badly that anytime I hear somebody use it, I physically cringe. No exaggeration. I HATE this word.

The word is “value.”

People be all like “make sure you're providing value” or “you gotta add value.”

I find this word to be absolutely insulting.

Why?

It's super effing mechanical, in my view.

Do you see this yourself?

Let's really think about this.

Let's assume that you're a barber/hairstylist in training. And your cosmetology instructor tells you that you're gonna be paid by your clients, but first you've gotta "add value." WTF does that even mean? You've got a REAL job to do. "Providing value" is an automatic given. What's the alternative?

That's like saying "Alright, so you can earn up to $300 a day doing this. But don't just take these people's money, okay? You need to make sure you actually cut their hair first. Otherwise, they won't come back."

I mean... seriously?

"Before you receive $80 a night in tips, you need to make sure that you actually serve the customers some food. Don't just go up to the tables and ask for cash."

"A well-paid surgeon can earn up to half a million dollars a year. But before you can make that kind of money, you should probably learn how to do surgery. Otherwise, your patients might end up going with a different surgeon who provides value."

Do... you... see... my... point?

Gosh, I certainly hope you do.

If you're an email marketer who's "trying to add value," then you're no different from an executive chef who just decided that she wants to cook food for a living.

Empty, meaningless words.

Gross.

Stop it!

"Lee, I Thought You Were Gonna Try to Keep This to 40 Pages Or Less... And Now a Freakin' Two-Page Rant? What Gives?"

I'm just trying to provide value, homie. ;)

Here's my point...

KNOW your job. KNOW what you're supposed to be doing.

"Adding value" means precisely jack effing' shit.

"Inspiring and educating my audience to 'stop thinking job' and actually enjoy their first 100 dollar day online – because of MY teachings – is what I've been put here to do" means a whole lot more, amigo. A whole lot more.

Agreed?

I want us both to do a new style of email marketing.

I want us to become more focused on autoresponder (follow-up) marketing than we are on newsletter (broadcast) marketing.

I want us to continue loading cliffhanger-laden stories into our follow-up system forever. This will ensure that every new person who gets added to our list has countless AMAZING emails to go through without us needing to rely solely on our "latest promo" to make money.

Think about it.

If all we ever do is promote the latest and greatest product with each and every email we send – and we just blast this email to our entire list hoping that it converts well and that we enjoy a $100, $200, $300 or whatever payday...

What happens if that email tanks?

What if rent is due and we're short?

Then we've gotta scramble like a mofo, find a new affiliate offer to promote, blast out a new email (in the hopes that our list won't be angry over our manic frequency), and feel like shit because we're abandoning our integrity for the sake of emergency cash?

Have you ever been there?

If you haven't, you're lucky.

It's a rotten feeling.

I want to help you avoid this feeling.

Here's how...

Only Send Autoresponder (Follow-Up) Emails From Here On!

Again, let's not be rigid here. Art, not science, remember?

There will always be exceptions to this rule, especially if you yourself have an upcoming product launch. Or you're totally keen on winning a leaderboard, etc.

But damn...

The more I think about it, the more that running broadcast/newsletter (one time messages that you send to your entire list all at once) emails seems like "flipping properties," whereas continually loading your autoresponder up with follow-up emails feels more like enjoying ongoing rental income while your equity rises.

Does that comparison make sense to you?

If I'm not being totally clear here, an "autoresponder," or "follow-up" email is one that everyone on your list gets at a certain time, pursuant to the time at which they opted into your list.

So let's say that today is February 5th. If I send out a newsletter/broadcast today, then everyone who has ever signed up to my list is going to receive this email right meow. But if I load it into my autoresponder (a day or two after my last autoresponder message – let's say day 25, for example)...

Then everyone who has been on my list for longer than 25 days will receive this email right meow... and everyone who will ever be added to my list (or who are currently on my list, but who haven't yet reached day 25) will receive this email on their 25th day. Like really... how are the two even a comparison?

Why send out an email that's gonna make you $200 once when you can send that same email in a way that's gonna make you $150 today... and then $20 every day for the rest of your life? That's real, homie.

After all, smart mofos invest, right?

So please, just for the sake of argument, agree with me that this (ongoing follow-up emailing) is the way to go. I appreciate you humoring me... butthole. :)

What should your emails actually consist of?

Well, here's the beautiful thing, my sickeningly attractive friend...

You can afford to TEST!

If you've ever sent out broadcasts that have done well, then copy these emails and add them to your follow-up sequence. If you've ever sent out broadcasts that have tanked, then don't include them.

If you include a follow-up that just doesn't perform for you, then re-write it... or replace it with a new idea altogether. When you do this, you can literally load up your entire future with ONLY your best-performing promotions and PR campaigns.

Make sense?

I still recommend sticking with the cliffhanger-laden story model as much as possible. It will take a few extra days for you to drop that affiliate link and ask your peeps to take action. But, not only will your conversion percentage go through the roof, but your unsubscribe rate will plummet and your future conversions will rock.

All good things, compadre.

Again, I would love to provide you with specifics, but as I've said before...

This is an art, not a science.

Please read this chapter again.

If you don't clearly understand what a “broadcast (aka newsletter)” or “follow-up (aka newsletter)” email means, then you need to educate yourself. This is beyond the scope of this short guide.

I do offer some great email training in both of my included bonuses, “21 And Done” and “From the Top.”

That having been said, the greatest email marketing training in existence is called “Email Slick.” I don't remember who created it, but word is he's got a seriously impressive way with the ladies. I think he's an Olympics track n' field coach. Watch how fast he makes 'em run! That alone should pique your interest, kimosabe.

>> Email Slick Lives Here, Fruitcakes! <<

No, this is no exaggeration.

“Email Slick” is the single best email marketing course to ever hit the market.

There's nothing else like it, nor will there ever be.

Hang your hat on that.

Alright, let's press forward.

Although they won't even touch the mastery that you will acquire with “Email Slick” in your corner, let me give you my top 10 “best practices” (in order from least important to most important) right here and now...

10. Only write an email when you're inspired to do so... but set it to go out one or two days after your previous email did.

9. Send about 20% of your email traffic to a blog post. This will keep your blog growing, enable you to rank more easily in the search engines for more competitive keywords, and encourage your audience to leave their ideas via blog comments. I'm sure I don't have to tell you how important this is.

8. Employ multi-email campaigns where possible. Don't include an affiliate link in every email. Make those sons of bitches earn that link! Yup... make 'em wait. Only drop the link after they've received 4-5 cliffhanger-laden emails. Instead of being looked upon as a nuisance, it'll be seen as the 2nd coming!

7. Don't ever cower to you list. Don't apologize, don't ask them what they want, don't be their little bitch. This is YOUR business... and in THIS particular business, you get to assume the role of coach. Whip these maggots into shape... never let them try to be your boss. You are THEIR boss... all day!

6. See #7.

5. Make sure you actually go through any and every product you promote. Don't be ignorant. You need to know more about the product you're promoting than your audience could gather by simply reading the product's sales page.

4. Be fun, playful, and creative. Be weird. Set yourself apart.

3. Vary your emails. Use one type of call to action in one, then a completely different type of CTA in the next. One can be long... but make sure the next one is short as hell. Keep your peeps guessing.

2. Be honest and cool. Don't exaggerate. Limit your use of exclamation points and all-caps. Never hype shit. Avoid the word “amazing” like the plague.

1. See #6.

Your Assignment:

1. Load up your follow-up autoresponder series with whatever yummy-ass brilliance your beautiful mind produces. This is all you, slick.

Speaking of “slick,” **click here**. Then, proceed to our...

Conclusion:

Take this and run with it!

Thanks a million,

Lee

More From Lee:

Oh, there's lotsa stuff!

Go to http://listbuildingwithlee.com and peep the gosh darned sidebar. I'm not shy about sharing my brain babies with you!

Just don't expect me to do any of that Lamaze bullshit with you. I'm WAY too gangsta for all of that melarky.

Gosh bless the dickens outta your gosh forsaken soul, sucka.

I love you and thanks a million.

Seriously. :)