

ANATOMY OF A MONEY EMAIL

1. Entertainment Value
2. Actionable Content
3. Pitch

ONE - ENTERTAINMENT VALUE

- a) What was the last thing you did that invoked any kind of emotion in you, whether that was frustration, sadness, anger, happiness, excitement, melancholy, boredom, fear? Tell the story that invoked that.
- b) Interesting story that you read about or watched or heard?
- c) Funny joke or inspiring quote
- d) What did you do today?

TWO) ACTIONABLE CONTENT

- a) A step by step instruction on how to do something that would be congruent with the story or entertainment value
- b) A takeaway from the story (a moral to the story or lesson)
- c) If you were forced to have a lesson or take away from your day today, what would it be?

THREE) PITCH

- a) A pitch that is congruent with the actionable content

EXAMPLE:

E: watching haunted house videos with son

T: don't mislead people, be honest with them

P: traffic driving course

SUBJECT LINE: Well that was a waste of 30 minutes...

ALTERNATIVE SUBJECT LINE: My son loves these ghost videos...

ALTERNATIVE SUBJECT LINE: Best traffic course of 2018...

So I was Watching some YouTube videos with my son today and He Is really into these haunted and abandoned house exploration videos.

So we saw this neat looking Youtube video thumbnail of what appeared to be a ghostly apparition in a dark hallway (there was a nice big red arrow pointing at the ghost and a circle around her too).

So of course my son says, "THAT ONE DAD!" And away we went on a 30 minute video exploring the creepiness of Waverly Hills Sanitorium...

...30 minutes later the video is over and...yeah there was creepiness...but I never saw any ghosts and neither did my son.

We both walked away from that experience feeling pretty cheated.

It kind of reminds me of some of these sales pages I see lately. It's like they promise you the moon and then once you get inside the product...

...not nearly so great. Can you relate?

Now you might be thinking, “that’s great Kam but what’s all this have to do with me?”

Well, I’ll tell you...

It’s 2 things.

FIRST: Watching that video with my son today and getting all that time wasted really made me reaffirm my commitment to **not wasting people's time...**

...and making sure I am giving people exactly what I said I was going to give them.

Now when it comes to giving people what they need...

..we can all agree that traffic is the one thing that ALL of us need if we are going to run an online business.

YOu absolutely have to have it.

A friend of mine, Joe Smith, put out a [great course on traffic today](#). And the course was amazing.

The content was fresh, it was relevant for what’s happening right now, and if you are new online, or have not experienced very much success online yet...then this course is for you.

Joe’s done a great job here. ANd after that youtube video I watched today, one of my favorite aspects of his training is that it actually delivers everything that the sales page says it will deliver.

But I said I had 2 things didn’t I?

TWO) You are not going to be a struggling beginner forever.

Keep reading my emails and keep learning as much as possible and before you know it you will be making great money online.

There is power in that. **I would ask that you don't waste people's time.**

I know there is a major temptation to make your sales page larger than life and just puke all kinds of promises on people when you are writing it or having it written for you.

But I implore you...don't be that guy.

Be honest in your marketing and you will win in the short term and in the long term.

Don't be the guy who makes me watch a 30 minute youtube video for something that's not even there...nobody likes that guy...

...don't do it.

Be like Joe and his Amazing traffic system. Be real and be helpful.

That's all I got!

I'll see you tomorrow!

Enjoy Joe's training.

Kam

P.S. When you pick up Joe's system I'm also throwing in a special bonus for you about blah blah blah. I'll tell you more about that tomorrow.