

**"Jason Strachan has been one of my  
BEST **PERFORMING** returns on investments."**

Andy Shaw – Author of *A Bug Free Mind*

# COPYWRITER GUARANTEES **10X R.O.I**

**... OR HE'LL WORK FREE FOR A YEAR!**

*By Jason Strachan  
Advertising Genius:*

**Are you a business owner?**

If so, this letter will be the most  
**important message** you'll ever read.

**Here's why:**

A little over 4 months ago, I finished  
working on a **BRAND NEW 6-7 figure  
**effortless marketing funnel**** in the  
personal development space.

This experience taught me certain principles about creating successful **marketing funnels**.

If you apply these principles to your funnels you will increase your chance of success.

## **Results From A Bug Free Mind Marketing Funnel Case Study:**



**NICHE:** Personal Development

**CLIENT:** Andy Shaw, UK

**PRODUCT:** A Bug Free Mind

**RESULTS: \$0 to \$500'000+**

**AVERAGE EPC's: \$1.47**

**LEAD-to-SALE Conv: 7.73%**

**AVERAGE ORDER VAL \$177.43**

## **QUICK INTRODUCTION**

**Who The Heck Is  
Jason Strachan?**



Before stumbling into direct response marketing, I spent years as a dead broke writer of poetry and fiction.

**To be frank, I was OK with it.**

Play me some good reggae music. Give me some good food. Put me around good people, and I'm ready to go!

My wife, on the other hand, saw things a lot differently. *Especially we found out she was pregnant – **YIKES!***

Fortunately, It all turned around when I discovered....

**A simple way to connect and MOVE the heart of your prospects with the written word. - that works in any medium, in any market ... EVERY TIME!**

Today, I'm one of the most in demand copywriters online.

And I've used this formula to help businesses in the personal development space go from **0 – 6 (or 7) figures in a matter of months.**

On a personal note, being able to do that for your clients is the best way I know to solve cash flow problems.

I've found, the **MORE VALUE** you create for others, the more you get.. **FACT!**

So, now you know who I am. Let's get into the case study...

**Before we get started:** I'd just like to disclose that I could not have built this product launch, or any marketing funnel I've ever created – **without the feedback, I receive from my clients.**

No great marketing campaign (or anything GREAT in life, in fact!) is ever created in isolation.

So, before we go any further I'd like to thank my client **Andy Shaw** for putting together such a great set of products in the first place.

## HERE WE GO...

- **Firstly, I'm going to give you a quick overview** of what products were / are in the funnel right now.
- **Then I'll show you how it fits' together.**
- And finally, I'll share show you some of the MAGIC that makes it all work.
- And after that, you can [book a strategy session with me](#) where you can ask me any question you want and **fully explore the opportunity to fully leverage my unique marketing funnel strategies for your business.**

# The Products:

## The Complete Bug Free Mind Books & Audio Set

Banish negative thoughts. Transform your health  
Meet your perfect partner. Manifest unimaginable wealth



SALES PAGE  
HERE: [HTTP://ABUGFREEMIND.CO/THE-BUG-FREE-MIND-PROCESS](http://ABUGFREEMIND.CO/THE-BUG-FREE-MIND-PROCESS)

**These books are the foundation on the funnel.**  
They contain the entire ' Bug Free Mind' system that Andy teaches. Everything else in the marketing funnel flows from these books.

So, if these books under-delivered in ANYWAY – the

A screenshot of a landing page for 'Andy Shaw's A Bug Free Mind'. The page features a large image of a smiling man, Andy Shaw, on the left. To his right, there is text about the book being proven in over 100 countries worldwide. Below this, a section titled 'Shocking True Story Reveals...' contains a testimonial: "'How To Take Effortless Control Over Everything That Happens In Your Life!''. The testimonial claims to banish negative thoughts, transform health, meet perfect partners, and manifest wealth. It also encourages watching a video and turning on speakers. At the bottom, there is a quote: 'And What If It Was So Easy To Use... That Even My 13 Year Old Son Can Do It?' with a small illustration of a child.

whole funnel would have collapsed!

**IMPORTANT NOTE:** Always remember, your market funnel is **only as strong as the product you deliver.**

**We let people buy the hard copy books AND / OR the MP3 audios as a package.**

And the average order value was really good: : **\$177.05!**  
*(Not bad, for books right?)*

Next we had...

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## The Success Made Simple Home Study Video Course

Takes all the lessons from the A Bug Free Mind Process and puts them into a comprehensive video program. Makes the Bug Free Process even easier to absorb in bite-size short videos delivered at 2-3 videos a week. With short easy-to-consume mindset training given with every video, and feedback from me.

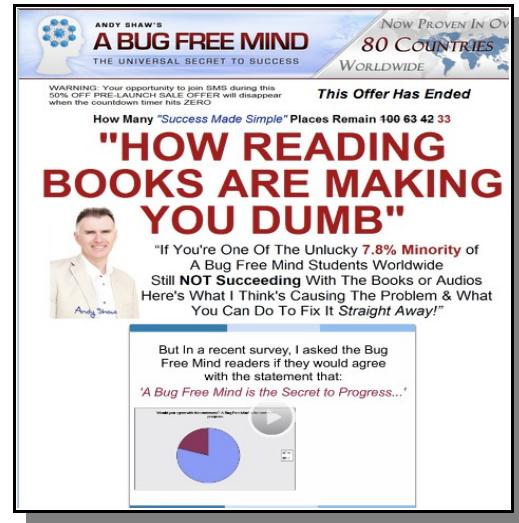


SALES PAGE

HERE: [HTTP://ABUGFREEMIND.COM/SMS](http://ABUGFREEMIND.COM/SMS)

**It sold extremely well!**

... It sold for higher revenue. And added some recurring monthly cash flow / and continuity into the funnel too. Which is *always* good for any business.



## HOW MUCH DID IT SELL FOR?

**Full SMS £247 (\$383 approx)  
Split (2 payments)  
SMS £137.50 x 2 (\$213 approx)  
Split (12 payments)  
SMS £27.50 x 12 (\$43 approx)**

**Next came the  
*LIVE EVENTS...***



The first live event was called:  
**The Life Design Getaway...**

**SALES PAGE HERE:**  
<http://www.abugfreemind.com/ldg/>

Now, here's where we get a little bit personal.

**I don't know about you:** But, one of Andy's goals or 'DESIGNS' as he calls them. Was to fly around the world with his friends teaching his **Bug Free Mind Process.**

**ANDY SHAW'S A BUG FREE MIND**  
 THE UNIVERSAL SECRET TO SUCCESS

Now Proven In Over 110 COUNTRIES Worldwide

MIND POWER    SUCCESS    SELF CONFIDENCE    WEALTH    WELL BEING    PRODUCTS    ABOUT ANDY SHAW    BLOG    Login

"Getaway for a Unique 8 hour "Immersion experience" LIVE with Andy Shaw where you'll get to listen, learn & apply his breakthrough step-by-step blueprint for turning your greatest desires into reality so you can..."

**"Make EVERYTHING you desire manifest easily & effortlessly... FOR 2014"**

... During this live "Immersion experience"  
 Andy will apply his 23 Years Experience & Dynamic Response Teaching Method<sup>®</sup> to fully remove, any stops, blocks and hurdles in your mind standing between you and what you desires.

By the time you leave... you will **KNOW THE MASTER SKILL** to receive exactly what you want from life ...effortlessly!

[Click Here To Register For Your Ticket!](#)

Dear Student,

As a Bug Free Mind Student, you've already experienced the radically transformative power of the Bug Free Mind Books .... and I have no doubt the Success Made Simple video course has changed your life... but now I want to ask you this:

**Can You Imagine What Immersing Yourself At A LIVE EVENT Will Do For You?**

So, one day he wrote down this list of 6 countries. And decided he wanted to run events in ALL of them, in 2014... in one 6 week period!

**Now...**

When we spoke the next day on SKYPE, and he told me this...

**... I almost jumped out my skin!**

I admit. I was more than a little worried. I mean, it was hard enough to fill ONE event these days...

Andy wanted to fill SIX events... in 6 countries!

**But anyway *we did it!***

We sold them all out, and earlier this year Andy held events in...

# **NEW YORK: MARRIOT MARQUES:**

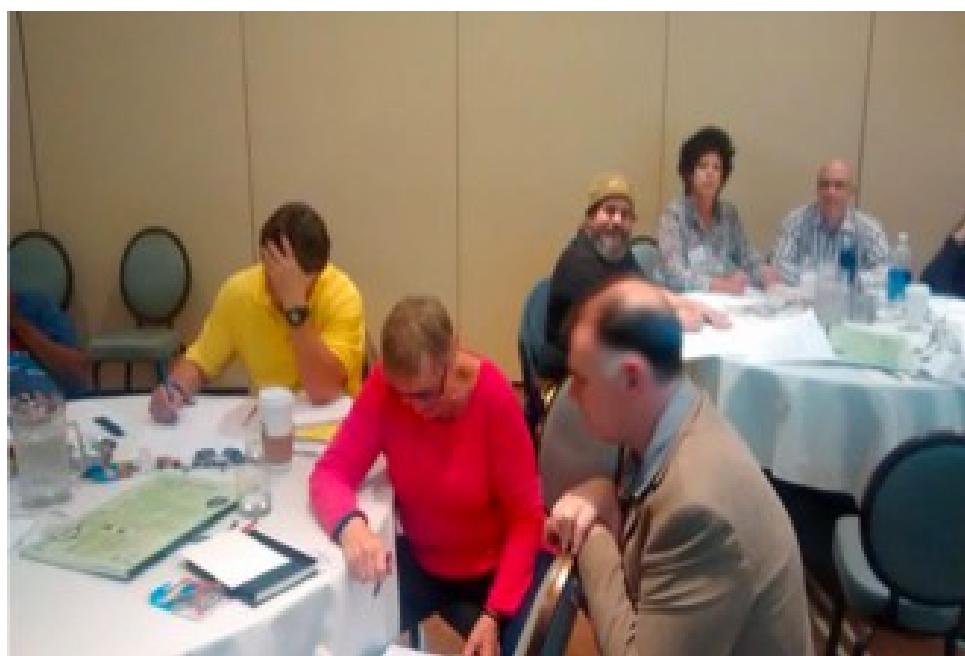


# **LAS VEGAS: MGM GRAND**

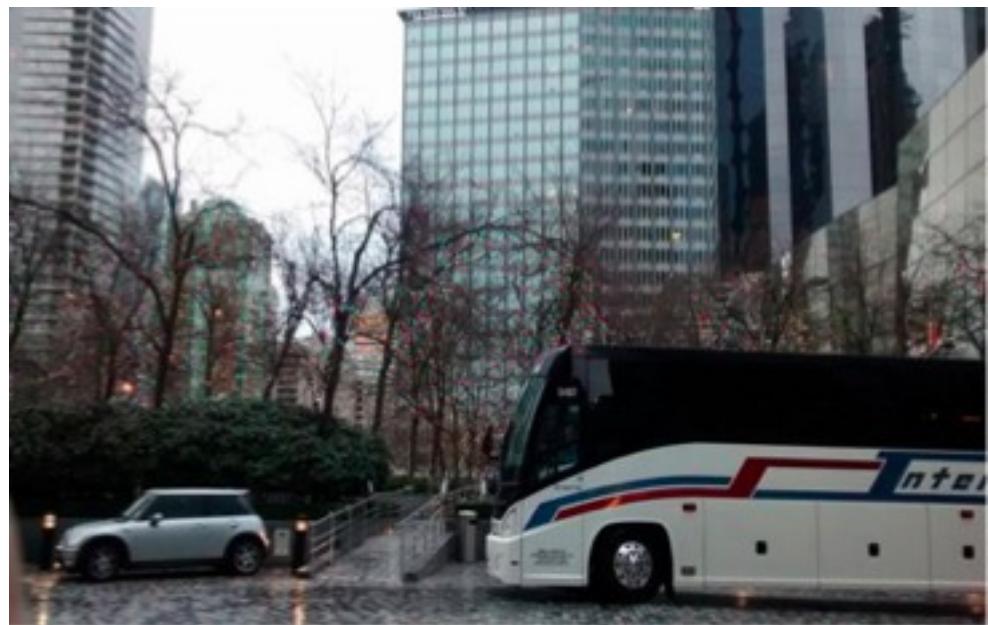


# **SAN FRANSISCO: SHERATON FISHERMANS WHARF HOTEL**

**(PIC) Andy and his friend Tim on route to the hotel in a Limousine.**



# VANCOUVER SHERATON VANCOUVER WALL CENTRE HOTEL



# **DUBAI**

## **Park Regis Kris Kin Hotel, Dubai**



# **SYDNEY**

## **Mercure Hotel, Sydney**



# **SINGAPORE**

## **Traders Hotel, Singapore**



And finally back to...

# **London, UK**

## **South Lodge, Hotel**



# WOW

## – ALL THAT IN JUST 6 WEEKS!

### HOW MUCH?

Tickets were sold at either:  
£297 in a **one-time-offer** made to  
people who bought the **SMS video  
course**. Or £497 – for everyone else.

### Not a tremendously **HUGE** money maker.

I'm sure you'll agree.  
(*Not compared to the  
numbers my clients  
normally do anyhow!*)

But, it did allow Andy  
to achieve his dream of  
teaching all over the  
world with his friends...

And...

It ALSO set the scene for what was to come  
next which was...



ABOVE: South Lodge Hotel. A luxury 19th century 5 star country house hotel in West Sussex in the South of England. The hotel was in the international spotlight in March 2009 as it hosted the world leaders during the 2009 G-20 London Summit. It's also where we've held the last 2 Life Design Getaway events. Wouldn't you feel inspired in a place like this?

### READ ME



"How Would You Feel  
About Spending The  
Entire Day With Me At  
One of The World's Finest  
Luxury Hotels ...

**IMPORTANT:** Please read this now, you will not see  
this page again...  
Thank you for your A Bug Free Mind purchase. As a  
gesture of gratitude I wanted to make you this very  
unique 'one-time-only special offer'

... for a Unique 8 hour "**immersion experience**"  
where I'll show you EXACTLY how to communicate  
with your subconscious mind – without

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THE FLAGSHIP EVENTS ...

# SUCESS MADE CERTAIN



*Please choose the event you would like to attend:*

### **Success Made Certain in Lake Las Vegas USA**

Onboard the yacht La Contessa  
3rd - 8th June



To make one payment of  
£5,997 (\$9,995 approx)

[Click Here to attend](#)

### **Success Made Certain in West Sussex UK**

South Lodge Hotel  
13th - 18th July



To make one payment of  
£5,997 (\$9,995 approx)

[Click Here to attend](#)

**5 ½ DAY COURSE SUCCESS MADE CERTAIN  
WHICH SELLS AT £5,997 (\$9,995)**

**Only 25 people at each event.**

SALES PAGE HERE:  
<http://www.abugfreemind.com/smcl>

So, as you can imagine those events created IMMENSE value for the attendees, and made Andy a little bit of money also.

Speaking of money, you might be wondering **HOW MUCH DOES THIS FUNNEL MAKE?**

And while I can't give you the EXACT figures (because sales are *STILL coming in right now!*)

It's safe to say, that this **Effortless Marketing Funnel** has pulled-in WELL over: **\$750'000+**

And **guess what?**

.... Because this funnel is built to be evergreen, it means it will **AUTOMATICALLY & EFFORTLESSLY** keep on selling for as long as Andy wants it too,



virtually hands-free!

Hey, if Andy wants he can use this effortless “hands-free” marketing funnel to fund a 6 week world tour for himself and his friends **EVERY YEAR!**

So, now you've seen all the products in this **Effortless Marketing Funnel**. The BIG question that's probably on your mind now is...

## **HOW DOES ALL THIS HELP YOU?**

Let me explain...

You see, creating an extremely complex effortless marketing funnel like this – with so many moving parts, **is no easy task.**

It requires a tremendous amount of:

- **Time.**
- **Hard work.**
- **Thought.**
- **Patience.**

- **Determination.**
- **And a good dollop of talent.**

As well as a deep, almost telepathic understanding of your market.

And right now, I'm going to share with you **THE MOST IMPORTANT** insights, tips, and tactics I learned while going through the process of building this funnel so you can use them too.

**Here we go...**

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## **“THE 3 CRUCIAL QUESTIONS”**

to ask yourself before  
you even start a launch!

First thing you need to ask yourself before you even start a launch is...

**“WHO AM I MARKETING TO?”**

Sounds obvious, but it's not! :)

Before this launch, we did our research and found that we were selling to mostly to **40-70+ year old females**. Professionals. Business

owners. People with the middle- to high level incomes. Who'd previously read books and authors like:

➤ **The Secret:**

➤ **Joe Vitale**

➤ **Esther Hicks**

➤ **And others**

They're type **A personalities**. i.e.: Rarely resting. Always on the grind. Determined. Married – or with long term partners.

They may often seem tough on the outside. But inwardly they're **fearful...** and have spent the majority of their lives battling against their fear.

Second question you need to ask yourself is:

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**WHAT DO THEY WANT**  
*(Their definition  
NOT yours!)*

**FACT:** you cannot excite your list about the benefits of buying your **product / service** until

you know what they want. ***Marketing 101***, right?

But here's ***the snag...***

You need to know how **THEY** define it. (*not you.*) For example, you may think that everyone who reads personal development books all want to be a millionaires... **NOT TRUE.**

In the **VAST** majority of cases what they want isn't:

*Celebrity  
Or millions of pounds  
Super cars, Mansions,  
Swimming pools.*

And even the ones who DO want that, don't actually BELIEVE they can have it.

What they really want - in a word is **COMFORT.**

By ***comfort*** I mean:

- ◆ **ENOUGH MONEY:** – to not have to think about it. To be able to quit their jobs.
- ◆ **FREEDOM:** from nagging health problems..
- ◆ **AN END TO WORRY:**

◆ **PEACE OF MIND:**

◆ **REASSURANCE:** everything in their life is going to be 'OKAY'

**Where can you find this stuff out?**

**STUDY:** your lists blog posts comments.

**READ:** reviews from popular books in your industry. Pay special attention to posts, that are rated as highly helpful. Read the 5 star and 1 star reviews. **Pay special attention to the words THEY use.**

**THE SECRET:** is to *immerse* yourself in their language, and conversation, as it'll pay off in dividends!

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**4 “SHORT-CUTS”** to slicing open the mind of your market place so you can see 'exactly' what they're thinking!

**SHORTCUT NO.1** – Review all controls over the last 3-5 years. A control is a direct mail piece. Or online sales letter that's proven to achieve the

highest response.

Because remember, **success leaves clues!**

Those controls are successful because they STRUCK a 'chord' with the market on some level. Discover what those '*chords*' were!

*... Be a good detective!*

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## **SHORTCUT NO.2: Is simple and direct.**

If you already have a massive community into your niche... set up a blog and ask them – **what's your biggest problem with X?**

... Offer them some type of FREE GIFT in return for their answer.. (PLUS: there's something else you need to add to this which I'll reveal in a moment.)

If you *don't* have your own community, then search the most well known Facebook FAN PAGE in your niche - and / or post your question on there. Or, on a popular forum in your market.

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## **SHORTCUT NO.3: Ask questions that REVEAL the “GAP”:**

i.e. FORCE people to address new problems, they might not have been aware of, or not been able to put into words.

For example, when it comes to using the **Law of Attraction**. A lot of people would've read the book the SECRET.

So, a good question to ask your market is...

*"To everyone who's read **THE SECRET** ... what do you feel is the one thing HOLDING you back from using the **Law of Attraction** to get what you want?"*

Now, this **GAP** finding question can be applied to any market. For example, let's say you're in recruitment. You could easily create a BLOG POST asking:

**... If you've worked with all of the BIG recruitment companies – can you let me know “**ONE THING**” you would add to their service to improve it, and make it perfect for you? Was there any problems?**

**Can you see?**

The reason this words so well, is because no

product or service in this world is **PERFECT**.

... Which means there is *ALWAYS* a *gap* that a marketer like yourself can make a fortune in!

All you have to do is ASK questions that REVEAL what the GAP is.

Once you ask your list this question. All you have to do is simply **review their answers**: and look for the most common ones that appear.

And when you do, you may also find that one of those comments provides the **PERFECT HOOK** to hang your product/ service / solution around and use in all your marketing!

--- Or perhaps you could create a BONUS product that solves this “**GAP**” problem you've discovered, and add it to your main offer.

...The possibilities really are endless!

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**3 “KISS-OF-DEATH”**  
Launch cliches you must avoid because they

# **murder response!**

**“KISS OF DEATH” NO 1:** DON'T always remove the CONTROLS (I.e.**play, rewind, forward, stop.**) from your VSL's.

Believe it or not – we've recently seen a **25% increase in sales with VSL's that HAVE controls rather than NOT.**

**“KISS OF DEATH” NO.2:** **Don't overload your list with content.** We once sent our list 60 days of content during a product launch. Yes, ok. In hindsight. It was ridiculous! We then shortened right down to 28 days of content. And guess what? Sales SHOT UP. So, message is; Keep it simple.

**“KISS OF DEATH” NO.3:** Keep email copy short – and make sure there is a link to something in EVERY post. Continually condition your list to CLICK.

..Whether its a blog post, sales page, video or whatever.



# **“THE EASIEST WAY TO MANUFACTURE PROOF:**

” For a NEW product with **NO** track record. No testimonials and **NO** success stories.

**1. SEND FREE SAMPLES:** - Take one of your MOST POWERFUL exercises / techniques / methods, from what you teach and offer it to someone for **FREE** in return for a testimonial.

**NOTE:** At the start of this funnel, we sent out the first 5 chapters of the book A Bug Free Mind – people were BLOWN AWAY!

We got hundreds of comments, and it provided some really heavy social proof, which no doubt boosted sales considerably.

**Remember: Demonstration is THE most powerful way to sell – anything!**

**2. BRIBE THEM!** Incentivise customers to add a review/testimonial and get \$10 cash back after completing your course / used your service / tried your

product etc. This is a really fantastic way to get testimonials when your product is new, and very easy to apply.

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## THE QUICKEST WAY TO ENGINEER LOYALTY FROM STRANGERS:

**FACT:** human begins are hardwired to “*give-back*” to those who give to them. But what if you haven't got **TIME** to create fantastic content to give them? A *simple solution* ...

**Here's how...**

**Mention that you're ANGRY over a particular problem that's common with people in your market** (a problem that your product also happens to solve :))

Let people know you're running a one-off, special (**Insert their problem here-- E.g. Negative mindset**) – SOLVING webinar!

Where people can send in their problems and you'll solve them **LIVE ON THE CALL- IN**

## **FRONT OF THEIR EYES.**

**Now, this SOUNDS like a lot of work**, but it's actually not. Because reality is, no matter what market you're in. Most people will have around 3-4 really common problems with slight differences.

**So, all you need to do is answer those questions on the call.** Then simply record the webinar, then you can automate it. And let me tell you, It'll be the most powerful reciprocation builder you can use.

**TIP:** If you do this correctly, this webinar, will also be the **PEAK POINT** of your launch / funnel in terms of attention from your list.

So, its also the **PERFECT TIME** to begin your launch. Because nothing get's more attention than a **WEBINAR** in a marketing funnel.

...So always include one if you can.



# THE “ONE THING” YOUR LIST WANTS: But ISN'T getting! Give it to them and they'll love you (*and buy from you!*) forever...

What's the **one thing** you list wants?

... It's to be made to **FEEL IMPORTANT**. I don't know the exact figure of how many mailing lists the average prospect is on these days.

But, I think its safe to say, at least **90%** of your mailing list are on **3-5 different lists**. (Especially in the I.M niche anyhow!)

***Wouldn't you agree?***

And, on those lists; ask yourself how many of the marketers do you think, give your typical prospect any personal attention?

***Not many, right?***

This creates a **GAP**. Because your prospect WANTS to be heard, respected, helped, and cared for, and the best way for you to FILL this gap, for them (*and be rewarded handsomely for doing so!*)

... without taking up a lot of your time. Is to set up simple **BLOG POSTS** asking for their opinion.

## ***BUT DON'T DO IT LIKE MOST MARKETERS DO!***

For example, don't just ask--- “**what's your biggest problem is with – getting clients**” for example.

Because if you ask a simple – one answer question, all you'll get is a simple ONE WORD ANSWER in return.

*You must go deeper!*

Remember people WANT TO BE HEARD and RESPECTED. People love to talk.

It's like this..

...The more time and 'energy' you invest in your question, the more time and energy your prospect will INVEST in their answer to you.

And...

The more **energy and time** they invest in '*helping you out*' by answering your questions the DEEPER your relationship will become.



Remember what advertising **Claude Hopkins** said hundreds of years ago:

**"All advertising questions can be answered by asking yourself:**

**"Would a good salesmen, say that to a half sold prospect sitting in front of him?**

**If the answer is NO – don't do it!**

***Let me give you an example we used in this launch...***

Before we started the promotions to sell out the 6 week **Life Design Getaway world tour**, I wanted to "*get the list engaged again.*"

Because this was just after all the christmas and new year festivities. So the list hadn't been spoken to in a while.

**PLUS:** we'd just sent LOADS of emails in the previous parts of the launch. So we didn't want to send anything too "*promotional*."

So, what I came up with was **this little post here** called:

### QUESTION: How Is "Financial Success" Viewed In Your Country?

Posted on by [Andy Shaw](#)

This morning, I was thinking about the upcoming **Life Design World Tour** kicking off in February 2014. So, far we have events booked in **USA, AUSTRALIA, CANADA, DUBAI, SINGAPORE and the UK** (*lots of seats have already been reserved by current students!*)

(If you haven't yet seen what the *Life Design Getaway* events are like, and want more info on them then go here: <http://www.abugfreemind.com/ldg/> -

... When I realised something *shocking!*

I don't actually **KNOW** how success is viewed in your country. (All I have are these wild "assumptions-in-my-mind" which I'll reveal to you in a moment)

My point is, I've never stopped to ask! Which is pretty silly considering I have subscribers like YOU who read my daily emails 😊

So, that's why I need your help...

Can you PLEASE tell me how  
financial success is viewed  
in your country?

Would you say the "success mindset" is encouraged?

Let me give you an example of the assumptions, I have and you can correct me if you think I'm wrong okay?

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A Bug Free Mind  
Like You like this.

You and 4,174 others like A Bug Free Mind.



Facebook social plugin

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#### Recent Posts

- [QUESTION: How Is "Financial Success" Viewed In Your Country?](#)

#### Recent Comments

- Murali V on [QUESTION: How Is "Financial Success" Viewed In Your Country?](#)
- nitzan on
- Jane on
- David Montague on [QUESTION: How Is "Financial Success" Viewed In Your Country?](#)

Here's the **LINK** to the post:

**[http://success-made-simple.abugfreemind.com/question-how-is-](http://success-made-simple.abugfreemind.com/question-how-is-financial-success-viewed-in-your-country/)**

## **financial-success-viewed-in-your-country**

What's important to note here is that you actually INJECT your opinions into your question.

I mean YES!

You DO want to be seen as an authority in your niche. However, it's also extremely powerful, to give your prospects a chance to “weigh-in” on your posts and to make THEM feel like “The Experts” for a change... to make THEM feel important – because people CRAVE that!

So, on our post we asked people from the mailing list – which was made up of people in over 110 countries:

**“How Success was viewed in their Country?”**

\*My thoughts & assumptions about ...  
THE UNITED STATES.



VIEWED TO  
BEING Country?  
POTENTIAL:  
HOW IS  
Financial  
Success  
Viewed  
Your Country?

My assumption about the US; is that goal setting and entrepreneurship is encouraged at an early age. Is this true? Or have I watched too many american TV shows? \*

When I look online I see stuff like this:

"The US has the world's most celebrated culture of entrepreneurship. And it's ranked as having the top environment for entrepreneurs among the World's 20 largest economies in Ernst and Young's annual survey."

The U.S. is ranked as having the best access to funding by a significant margin, as well as the best entrepreneurship culture, which means that it tolerates risk and failure, prefers self-employment, has an innovation and research culture, and celebrates self-made wealth to a greater extent than the other countries. It also has the third-best education and training environment.

Obviously there's a reason so many tech giants like Apple, Google, and Facebook got their start in the US, and that people who want to create the next one flock there."

But my question to you, what's it REALLY like?

Is the american dream still alive? Are people you know still setting goals and creating their ideal lives? What's the mood like there? Are people still talking about negative stuff all the time? What are things REALLY like in the US in your opinion?

\*My thoughts & assumptions about ... AUSTRALIA



From what I've seen from all the "Ozzie's" that I've met in my life, is on the whole, you guys are very entrepreneurial. Positive thinkers, self starters and thinking big is all encouraged in your country... Pretty much the same, (in mindset) as the Americans. Am I wrong? Is personal development encouraged in Australia, is financial success celebrated? Do you have any entrepreneurial hero's over there? What's it really like...

\*My thoughts & assumptions about ... CANADA:



Most of the Canadian entrepreneurs I've ever met,

**And we listed each county we knew we had subscribers from. And wrote a little paragraph sincerely expressing our own – “assumptions” on how success was viewed in those countries.**

## So How Did It Work?

**Really well!**

We couldn't keep up with the comments! In 48 hours there were over **222 comments** on the page.

And not just meaningless "**one word**" answers either!

People were typing out MASSIVE posts like this:

**198 Responses to QUESTION: How Is "Financial Success" Viewed In Your Country?**

Murali V says:

Dear Andy,

India is a large country both in size and population with diversity as its core. Diversity across people, languages, religion including beliefs and practices, distribution of money (wealth), political affiliations, food habits, work culture, family and many more, is India. It is vibrant country, largely God fearing people with a humane approach. A hungry man would not hesitate to share his food with the needy. People accept bad along with the good ascribing it to fate!

Depending on the community and social status (Upper Income, Middle Income or Lower Income Groups), financial success is viewed differently. Middle Income Group (MIG) are largely conservative across the country, most of them are employees or self employed professionals. Among the MIGs, often, exceptional financial success is viewed with a cynical eye. Moderate success is accepted and encouraged — hard work and honest means!. Quick money = dishonest means. Weak financial success is not shunned, it is acceptable.

Among the LIGs, it is a matter of survival, so long as basic honesty and one is above law financial success is appreciated, again exceptional success does not attract much appreciation — skepticism rules.

The HIG is a different lot, not much is known outside the group. Some amount of smartness in law bending is fine with financial success. Possibly financial gains through scams and crime are shunned!

Times are indeed changing. Many of the jobs which used to be shunned as unacceptable is acceptable so long as the money is good. Many of the MIGs are creating their own enterprises. The IT success story of India is largely MIG driven. Nevertheless, quick ways to affluence is viewed with lot of skepticism!

Andy, you will need to visit India and spend time with the cross section of people to know something about this country and its people.

May be we can connect through email and exchange ideas!

Cheers!

Murali V

[Reply](#)

And there were HUNDREDS of comments like that on the page. (\*See if yourself, by visiting the link above)

**QUESTION:** How do you think they FELT about my client after writing such huge posts on his blog?

And how much do you think that  
AFFECTED the relationship with  
those people on the list?

**HOT TIP:** Remember: when expressing your views, It doesn't matter if your opinion conflicts with there's or not. *You know why?*

**Because you WANT them to correct you.**

You want them to feel they have done you a favour by correcting you. As if, they gave you insights you couldn't have got anywhere else!

**CAVEAT: of course, you don't want them correcting you about something you're supposed to be the expert about!**

**You want to target this post on something, you don't mind showing a lack of knowledge on.**

... Because by allowing them to do this for you, you then you'll "tap-into" what is called **The Ben Franklin affect**, which is:

***... "He that has once done you a kindness will be more ready to do you another, than he whom you***

***yourself have obliged.”***

## Here's the story...



One day, United States Founder **Ben Franklin** had this obnoxious TROLL who write a very **NASTY** speech about him!

## And...

Because this man had growing influence. And was respected. Ben didn't want to confront him about it *head-on and risk making a powerful enemy.*

Instead, he chose to make a friend of him. *How did he manage that, when (the Troll) obviously hated his guts?*

Simple. He sent him a letter. Here's what it said according to his [Biography](#):

***Franklin sent a letter to (the hater) asking if he could borrow a specific selection from his library, one that was a “very scarce and curious book.” The rival, flattered, sent it right away.***

**Franklin sent it back a week later with a thank-you note. Mission accomplished.**

**The next time the legislature met, the man approached Franklin and spoke to him in person for the first time. Franklin said the man:**

**... “ever after (the troll) manifested a readiness to serve me on all occasions, so that we became great friends, and our friendship continued to his death.”**

## **TAKEAWAY FOR YOU:**

When the people on your list **DO A KINDNESS FOR YOU** – it is far more powerful factor, in getting them to **know, like and trust you**, than it is for you to “give them something.”

**Think about how you can apply this secret.** And use it **RESPONSIBLY** because it's very very powerful.

Now, at this point if you're interested in exploring the extra profits you could enjoy, by having us create a **DONE FOR YOU** marketing solution for your business.

If the idea of generating revenue on autopilot – while you sit in a boat all day. Vacation with your family. Or do what you love to do most appeals to you...

## **Then I Invite You To Book A Strategy Session With Me:**

**During our first call**, we'll painstakingly review your goals, your offers, and so forth, and look at the marketing funnel you have now if you have one.

If that goes well, we'll **set up a second call**, where we'll deliver a custom plan to grow your revenues based on the exact same process that's generating high 6-7 figures for our clients.

**On that call I'll show you exactly HOW I'll** install an effortless marketing funnel into your business to multiply your sales, and skyrocket your profits.

And when that happens, you'll basically have two choices:

- **You can apply the strategy yourself (with our 100% blessing!)**

And if you decide to do that, great. I wish you the best of luck. I assure you it's worth the effort

and time you'll invest!

Of you can have me **DO IT FOR YOU**. And I do mean **EVERYTHING**:

- **Tech.**
- **Copy.**
- **Graphics**
- **Design.**
- **Strategy.**

All done for you. All results proven. All fully backed by our **10x ROI** guarantee!

But I must warn you

**.... WARNING - TIME IS A FACTOR HERE**

**This opportunity is extremely limited** because of the intense one-on-one time needed in order to provide you with results.

Therefore, it is physically impossible for us to work with more than a handful of people.

So, I would you to invite you to click on the **STRATEGY SESSION** link below and get started and complete your application.

**APPLY NOW**

## **Click here:**

[\*\*http://www.effortlessmarketingfunnel.com/apply/\*\*](http://www.effortlessmarketingfunnel.com/apply/)

Please ensure that you give us the information we need to fully evaluate whether we can create a 6-7 figure effortless “**hands free and AUTOMATED**” marketing funnel for your product or service.

### **PLEASE NOTE:**

If we look at your application and feel its not a fit, then we're not going to waste your time. (Or our own) in arranging a call.

***There's no point.***

We really need you to give us the information we need to feel confident in giving you one of these strategy sessions.

So, *please* as I say, take your time in completing your application.

If you're accepted as one of the few business we'll build an effortless marketing funnel for, I will contact you within 48 hours by phone or email.

But you must apply for your strategy session right now.

Because this is just not a fit, for most people reading this:

- **This offer is for people who are up and running already and simply want to run a lot faster and a lot farther.**
- **If you're brand new, don't have a business, don't have a product or an idea, then this is not for you.**
- **You must have a good, solid product/service and a good reputation.**

Everything we do together will not only be bringing you more clients, sales and profits.

But we'll be doing it in a way that creates MASSIVE goodwill in your market.

And in order for us to do that, you need to have your act together.

In other words, you need to be legit

#### **4. You cannot be in the “*get rich quick*” or “adult” space.**

Look. Those industries are just a disaster waiting to happen and we’re not going to go anywhere near them.

*(We don't care how profitable they might be!)*

But if you're providing your marketplace with a good product or service ...at a good value.

If you have a product or service – that you know can **MASSIVELY** benefit a certain group of people and you're keeping your nose clean ...we can hit it out of the park.

Thank you for reading.

Jason Strachan

## The Effortless marketing Funnel

**P.S.** If you feel like this offer is right for you.  
Please click this link now, (links to this page here: [Click here](#):  
<http://www.effortlessmarketingfunnel.com/apply/>) leave your application and let's talk.

**THANKS FOR  
READING!**

Please tune in again soon!



**Jason.**

If you want to get in touch with me, or have any marketing related questions please visit:

**<http://www.effortlessmarketingfunnel.com/apply/>**



Or email me on:

**[Jason@effortlessmarketingfunnel.com/](mailto:Jason@effortlessmarketingfunnel.com/)**

Or call me right now on: **UK +44 07855 243381**

Thank you!

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