

Salesmanship in Print and actually getting rich

So, real quick, as an aside.

I used to have a client who was a professional gambler for about 7 years. He would play poker and the Netherlands has nationalized casinos to “combat gambling addiction”

Which is retarded, it’s just a thinly veiled cashgrab.

Anyway, the dude would go to different casinos every night of the week, would usually work 6 days a week, start at like 16:00, go until closing time, could be 00:00, could be 02:00, fuck if I know.

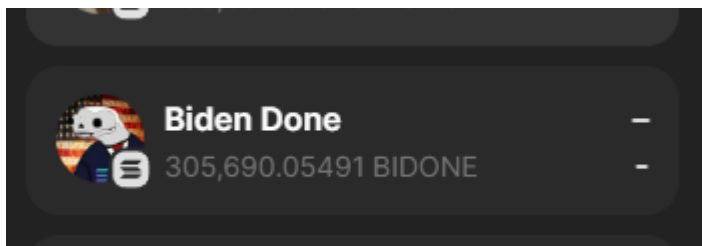
He told me: *“Being a professional gambler is the hardest way to make money and the most inefficient way and it borders on being a masochistic retard”.*

The guy made +/- 100,000 / year. So, nothing extremely impressive. But that was because being a pro gambler means you manage risk and you’re careful with your bankroll etc etc etc.

He said: *“If you’re able to make consistent money as a pro gambler you could make WAYYYYYYYYYYYYYYYYYYYYYYYYYYYYY more money doing any business. Literally any business. Any.”*

Investing in anything is a 100,000 times more cool and fun and relaxing and chill when you have MONEY COMING IN ANYWAY.

Buying \$SquirrelAnus coin and \$DADDY and \$DeadSquirrelByDemocrats and \$BidenDead



This stuff is super fun if you got money coming in.

Otherwise it’s stressful as hell. So let’s work on income so you can throw money away on dumb shit and have fun with it.

AA
AAAAAAAAAAAAAAAAAAAAAAAAANNNNNYWWWWWWWWWWWWAAAAAAAAAAAYY

Let’s get to the topic.

Right now we do a contest every week. For content. Blog article. I want to change it because I want to go to a model where we give away a free month of membership every day.

But not in a homosexual way where I just randomly give it away. I think that's ultra gay.

This is a meritocracy. If you don't know that word -> google it.

So we're rolling into a model where every day there is a certain challenge and we're going to get student answers and we're going to pick a winner. Every. Single. Day.

May the best man or woman or liberal win.

Arno loves AI. That's why he invented it. Used to be Arno Intelligence. And then we rebranded it. This is well known. NO ONE LOVES AI MORE THAN ARNO.

Gremlins got their name from WW2 pilots. And they would get technical issues in the air. And they explained it by saying 'it's Gremlins'.

The headline is the first thing people see and the LAST thing they'll look at if it's bad.

So what makes this sentence actually somewhat interesting is...

... <put it in the chat please>

Because this is also super useful in selling and storytelling.

Let me help you out.

CONTRAST.

That's what makes it interesting.

If I tell you that my perfect client is a one legged middle aged female midget that loves horseriding and dragracing and I'm now able to get a list of all the people that fit this profile.

That's quite funny. There's a bizarre element. It paints a picture. And midgets, in general, are just funny.

But if I now add contrast... the punchline becomes even better.

My perfect client is a one legged middle aged female midget that loves horseriding and dragracing and I'm now able to get a list of all the people that fit this profile. Turns out... the list is pretty small.

FRESH EXAMPLE

We're in the professor group, talking and Ace comes up with a suggestion saying: "Hey, Christmas is coming up, we should have snow and other cool stuff in the university when they log in"

So Ace is talking about this and Pope gets involved, he's all excited as well, Dylan is also excited.

And then.

Luc comes in. And says:

Snow is all we need 11:

Snow touch is enough

Ace comes back and says: 'I want more'

It's great 11:25 ⓘ

10/10 11:25 ⓘ

And all we need 11:25 ⓘ

anything more isn't worth

We snow Dec 1-Jan 1 11:2

So I come in and I say

Luc is being the Gringe. Or Ebenezer Scrooge. 46m ⓘ

... ↶ ↷

This year we'll the Christmas Carol play out 45m ⓘ

Man will get visited by three gay ghosts telling him to pick up the Christmas spirit or he'll end up being gay in the afterlife, like them

45m ⓘ

This is the beginning of Luc's story arc.

Man will be visited by the Ghost of Misogyny Past, Ghost of Racist Present, Ghost of Political Correct Future

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Every story that you tell, every video that you make, every ad you write is going to suck ass if you don't understand how humans assimilate information. That's what I'm trying to get across here.

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Ideally, your subheads should read and project a compelling message even if you stripped them from any other context.

“The ad for your ad”
The two executioners of any headline
The toxic relationship in sales

We call it the ‘second readership path’.

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Let's improve this headline by adding ONE WORD

Are Your Headlines Bad?

Why Are Your Headlines Bad? (could work)

I thought of this:

Are Your Headlines THIS Bad?

[illegible]

Do You Make These Mistakes In English

Key word: THESE. Key word in previous headline: THIS.

