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## Email 1 - January 14th

SUBJ: Sneak peek: Jumpcut Student EXCLUSIVE

SUBJ: Jumpcut Student EXCLUSIVE

Hi NAME. Kong - here with my first-ever *VIP update*.

Only a *tiny* fraction -- just 1.8% -- of Jumpcut readers are seeing this email. You're one of them. Here's why.

3 months ago, I rented out a giant mansion in Laguna beach and asked 8 Jumpcut students to join me.

*Why?* We were working on a few videos for the upcoming launch of Viral Academy 2.0.

Ordinarily, you wouldn't have even known this was going on. (Because you're already enrolled in the course.)

But this week, I want to try something different and fun. (That's where those VIP-only updates come into play).

For the first time ever, I'm going to give you a LIVE behind-the-scenes look into how we launch products at Jumpcut.

This isn't one of those prebuilt "autoresponder" email series.

This *is* an exclusive look into the strategies, real launch numbers, and unique approach we use to generate hundreds of thousands -- even millions of dollars -- every time we launch.

As a Viral Academy student, I want you to have access to these insights so you can grow your own YouTube business faster and more profitably.

**Starting now**, I'm going to take you behind the scenes of this launch and share things that I've never talked about publicly before, like:

- **How we're able to generate millions of dollars in sales every month, using our secret launch method.** We'll take you behind the scenes, share revenue numbers in real time
- **Why we write our emails the way we do.** (You might be surprised to know there's a reason we send long emails even though people say, "Nobody reads that. Do they?").
- **Why we give away so much valuable free content before ever letting you know we have a course.** (There's a powerful psychological principle at work here that ANYBODY -- including you -- can use to dramatically improve your sales the next time you make an offer)
- And much, much more

If you've ever been curious how we run 6 and 7 figure product launches consistently, you won't want to miss this upcoming series, exclusive to Viral Academy students.

But before we dive in, I've got a couple questions for you guys:

Do you guys like this VIP-only update idea? What do you want to see me cover? What are you most excited to learn?

**Hit \*REPLY\*** and let me know. I read every single response.

-Kong

P.S. By the way, if you want to see the video 550,000+ normal readers got today, [here's a link for you to check it out](#).

But before you watch, I encourage you to ask yourself WHY I'm doing certain things in the video.

What's the rationale?

Why did I take this particular approach?

How would you do it differently?

[Click here to check it out.](#)

## Email 2 - January 16th

SUBJ: [VIP] Trivia, interesting split test results, & launch update

Hey {{contact.first\_name}}. Kong here with your second VIP update.

Based on the response to Monday's email, you guys love the idea of going behind the scenes with me.

That's awesome because I can't wait to share more.

Today, I'll give a quick update on the launch, share results from an interesting split test we ran, and end with some fun trivia.

First, let's get you that launch update ...

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### VIP LAUNCH UPDATE

On Monday morning at 11 am EST, we sent the first email and training video to 502,697 people.

It's already gotten over 200 comments and our customer support team says people love it.

Today, the second video went live (and you're welcome to [check it out here](#)).

Overall, the launch is going smoothly so far. No big surprises (yet). And I'm really happy with the way things are shaping up.

\*\*\*

### INTERESTING FINDINGS FROM A SPLIT-TEST

I wanted to share the results from a split test we ran because the lesson applies directly to you and your YouTube channel.

Alright, so let's get into the results...

If you were going to send an email to over half a million people, what's the number one thing you should focus on?

Some people think it's the content inside the email itself, but they're wrong.

One of the most important things you can EVER focus on is making sure people actually open it.

Without people opening your email, it's just an email sitting in someone's inbox.

So any time we send an email to our whole list, we try to test is the subject line.

On Monday, we ran a split test between these two subject lines:

**\*\*SUBJECT LINE 1\*\***

WARNING: this video will open your eyes to a new world

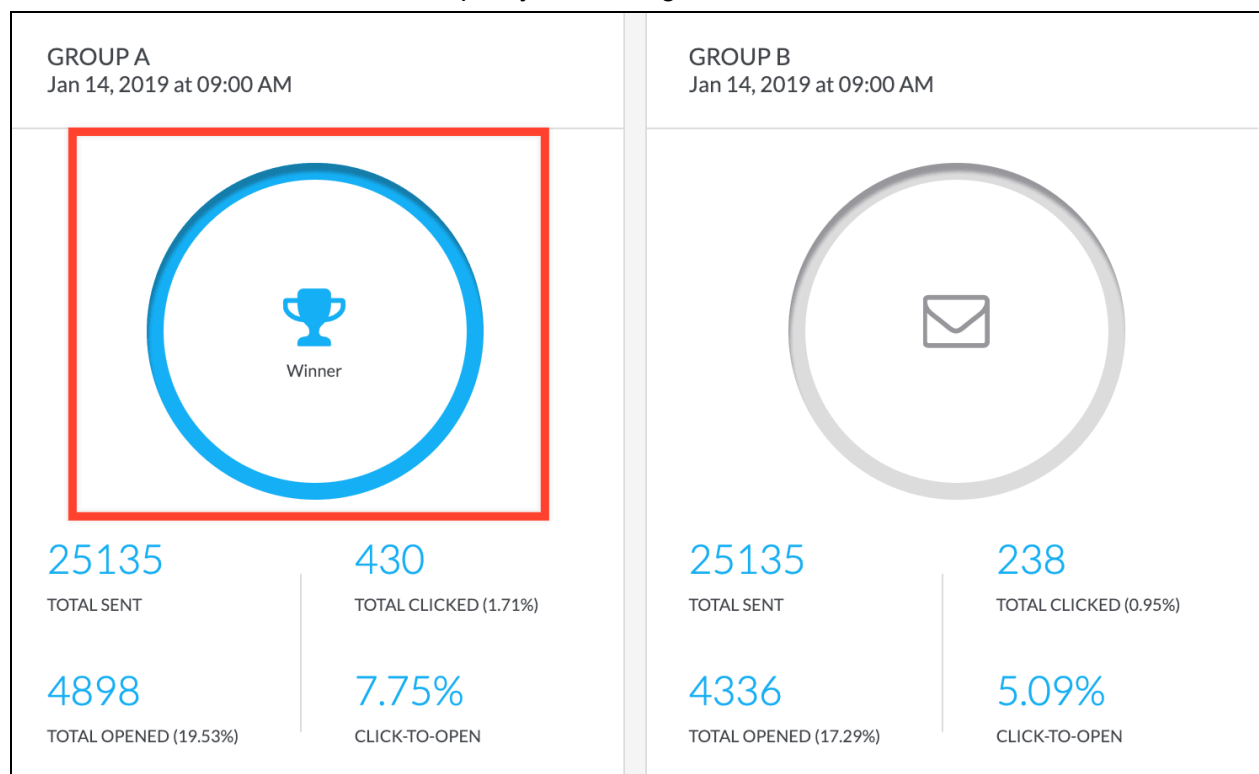
**\*\*SUBJECT LINE 2\*\***

Brand spanking NEW: Underdog to Influencer (Part 1/4)

The way our split test work is we send to both subject lines to 2 random portions of the list, really early. Each portion contains ~25k people, which works out to about 5% of the list.

After 2 hours, the subject line that was opened more (aka the winning variation) is sent to remaining 90% of the list. This allows us to test different approaches AND get the benefit of the winner on the same day.

When we did this, the results were pretty interesting:



*Note:* The content inside the two emails was exactly the same.

The only thing that was different was the subject line. So why did Group A not only get opened more but also clicked more than Group B?

The right subject line can actually make people want what's inside it more.

The winning subject line went to 95% of the list. But you can see that by testing, we were able to get an extra 2,866 more people getting to the video than.

	Group A	Group B	A	B
	Group A	Group B	Group A to Whole List	Group B to Whole List
Sent to	25,135	25,135	452,427	452,427
Open rate	19.53%	17.29%	19.53%	17.29%
Click rate	7.75%	5.09%	7.75%	5.09%
Arrived at video	380	221	6,848	3,982

It almost doubled the viewers! And keep in mind, it's the *exact same* email and *exact same* video. The only difference was the subject line.

**This works for email split-test. But it also applies to the way you title your videos on YouTube.**

There's a reason we tell you to focus so much on titles inside Viral Academy.

The same *exact* video content can get 1 million or just 1 view...

The only difference sometimes is the title and thumbnail.

If you don't "sell" the click, you'll never get the chance to impress the viewer with your content in the first place.

On the flipside, the right title can get thousands more views with a lot less effort.

Of course, you don't have to run fancy split test like we do. But try to push yourself to come up with more than 1-5 title ideas before publishing. Go with the one that makes you feel the most (the one that gives you the strongest emotional reaction).

The subject line that won? It was a last minute addition to the test, which just goes to show you that one extra title could make an enormous difference.

Try it with your next video and tell me what happens.

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## FUN TRIVIA

Over the years, we've tried a lot of different ways to make money from our YouTube channel.

We tried:

- YouTube ads (on multiple channels)
- Brand deals
- Coaching clients
- Weekend bootcamps
- **PLUS, Our Secret Sauce** (<-- Can you guess the last one?)

The crazy thing is one of those strategies -- **Our Secret Sauce** -- dwarfed everything else.

It was responsible for 95% of our income.

If you're familiar with the 80/20 rule, this might not shock you as much as it did me and Jesse.

But when we did the math, we found out that what we were doing to make that extra 5% of income took up 30% of our time!

In other words, 30% of the work we were doing and 30% of the stress we felt was just bringing us 5% of our results.

It made absolutely no sense to spend our time this way.

And if you're just starting your channel or want to grow it in massive way in 2019, you need to be able to cut out these time suckers too.

On Friday, I'll reveal what our secret sauce is. Plus, I'll teach you what I believe is the most powerful 1-2 monetization combination for Youtube Influencers in 2019.

Like I said, this secret combination has been responsible for 95% of our income at Jumpcut. And it gives you the foundation for an extremely profitable YouTube business.

That's coming your way Friday.

But for today, let's do some fun trivia: Who can guess what **Our Secret Sauce** is?

**Hit \*REPLY\*** and let me know. I'll share the best guesses and correct answer in the next email.

-Kong

P.S. BTW, going forward, I'll prefix each email's subject line in this behind the scenes series with **[VIP]**.

If your inbox is anything like mine, it fills up quick. And this is how you'll know at glance that this is something you want to open and read right away.



## Email 3 - January 18th

SUBJ: [VIP] Our 1-2 punch for MASSIVE YouTube success

Happy Friday NAME. Kong here with your next VIP *only* update.

Today, we'll go over the best answers to Wednesday's trivia, share ***Our Secret Sauce***, and give you a quick update on the launch.

Let's dive in...

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### WEDNESDAY'S BEST ANSWERS

I absolutely loved reading through everyone's guesses to Wednesday's trivia of "*Who can guess what Our Secret Sauce is?*"

You guys are good, too. Because ...

- NAME
- NAME
- NAME
- NAME
- NAME
- NAME
- NAME
- NAME

All got it right.

Over the last 8 years, our secret sauce has become:

1. Building a massive audience on YouTube for free
2. And then monetizing that audience with digital products.

This 1-2 punch has allowed us to grow our business to 8-figures and remain profitable in just a few short years.

*(NOTE: Today, many of you know we do run paid ads on Facebook and Youtube...but not in the beginning. In the beginning, we started with 100% free, organic YouTube traffic and that was more than enough to get our business to 7-figures in sales).*

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### "OUR SECRET SAUCE" FOR BUILDING AN 8-FIGURE BUSINESS

While other people spend all their time and money on things like SEO and Facebook ads, we took massive shortcut -- one that every single Viral Academy student can leverage, too, right now.

How long do you think it takes to create an SEO post that ranks on the first page of Google or gets over 100,000 views?

A week?

A month?

A year?

According to some experts, it takes as little as 2 months and as much as a 18.

1.5 YEARS!!

That won't cut it on YouTube.

On YouTube, you can create a video that gets those kind of results *in a matter of days*.

"But what about Facebook?"

Yes, in every business, there *is* a time when it makes sense to pay for traffic and buy ads.

*(Fun fact: Right now, we spend over \$10,000 a day on advertising for Jumpcut. You may have seen some of our ads).*

But when you're just starting out, it's not just unnecessary; it's often not possible.

When I was first starting out I didn't have a few thousands dollars laying around to spend on Facebook ads that **\*\*MIGHT WORK\*\***

I definitely didn't want to sink a ton of effort into building super complex funnels with upsells, downsells, multiple offers and crazy follow-up sequences.

With YouTube, you don't need any of that crap.

After you create a couple viral videos, you'll begin building a relationship with your audience.

And that makes it 100x easier to sell digital products to them.

No high pressure tactics. You can just casually mention that your digital product is available for sale. Just check out the link in the description.

Think about how much easier that made it to scale our business.

Instead of focusing on hundreds of different tools and tactics, we just focused on two variables:

1. Creating content that attracted our desired audience
2. And selling digital products to them

This model worked so well for us that we abandoned almost every other strategy for making money online. Which is why we always we get comments from people who are like "you don't make anything from ad revenue on YouTube anymore!"

YES, I KNOW. Create a digital product.

As a Viral Academy student, this can be a powerful secret you leverage as well. Especially once you see more behind the scenes of how exactly we sell digital products next week.

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## **VIP LAUNCH UPDATE**

The 3rd training video went out on this morning at 11 am EST (you're welcome to [check it out here](#)).

And tomorrow, we'll officially open the course to the general public...

You know what's funny is when we were first starting out, tomorrow -- aka "launch day" -- would be the most stressful time of all our lives.

Our whole team would be pulling all nighters. We'd be running around the office (which was really just an apartment we worked out of), guzzling 6 gallons of coffee, and passing out in the middle of the room.

But not any more.

Even though we expect to generate over \$100,000 tomorrow, we're not pulling our hair out from stress.

In fact, I spent the last 3 weeks traveling to Tokyo and other places outside the US. While I was away, I barely thought about business and we still made money every day, on autopilot.

Next week, I'll be teaching you more about exactly how we build these systems to generate sales on autopilot.

And starting Monday, I'll be sharing real revenue numbers from this launch, secret strategies we use to pull in 6-figures in a single day and much, much more.

Stay tuned.

-Kong

## Email 4 - January 21th

SUBJ: [VIP] 3 myths & truths about selling digital products

Hey NAME. It's Kong with a BIG, VIP update.

Today, we'll go over this weekend's sales numbers, bust a couple myths about selling digital products, and, then at the end, we decided to test out something special for you guys (you'll hear about this at the end of the email).

\*\*\*

### VIP LAUNCH UPDATE

On Saturday, we officially opened Viral Academy 2.0 to a new group of students. So far, we've generated \$xxx,xxx in sales and we expect to do \$xxx,xxx before we close the course on Friday.

I'm not sharing these numbers with because want to "flex" and post a impressive screenshot.

No. The reason is because I want to show you that we're able to do this despite keeping things super simple. We don't do webinars. We don't have tons of upsells.

In fact, in many cases, we do the exact opposite of the things other so-called "gurus" preach. And yet, we've sold over \$20 million worth of digital products online.

So along with this launch update, I wanted to bust some myths and common misconceptions about creating and selling digital products. I want you to see this is possible for you as you create your YouTube content.

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### 3 Myths About Selling Digital Products

**THE MYTH: Launches need to be complicated.**

These days, people think they need:

- Funnel-building software
- Upsells, downsells, and multiple offers
- Webinars
- Retargeting ads
- Dozens of affiliates
- Fancy video equipment
- Hyper-segmented emails
- SMS campaigns

- And more

Just to run a successful launch.

**THE TRUTH: Simple is better.**

Launches don't need to be anywhere near that complicated. When we were first starting out, we basically just used a tool to send emails, YouTube to host our videos and a membership area for our courses.

That was more than enough to generate our first million dollars online. And no matter what any so-called "guru" tries to tell you that's really all you need to get started too.

**THE MYTH: You need lots of courses/offers.**

Some "gurus" come out with a new course every few months.

If you study them, it appears that a secret to their success is having an endless stream of products.

To anyone who's new to creating and selling digital products, this can be quite intimidating.

"Do I have to constantly have new ideas for courses?"

**THE TRUTH: One course is all it takes.**

We started with 1 course, and that 1 course alone did over \$10M in sales last year.

If you come up with a really strong offer, you don't need more than 1 course to crush it.

**THE MYTH: Tools and the software you use are the secret to success**

Some people think that the key to a course's success is using the right software.

**THE TRUTH: Finding the right audience is everything**

But the real key is in finding an audience to serve. If you're into Fortnite and want to teach people how to get better at the game, do you really think they care what software you use to sell your course?

Of course not! It's all about finding audiences that are hungry to learn from you.

Here's why we know these truths. We've been building online businesses since 2011.

Have we failed along the way? Absolutely. But it was through all that failure that we learned secrets that only the top 1% of entrepreneurs know.

It's what allowed us to grow to over 15,000 paying students from 81 countries around the world and build multiple businesses to multi-millions in revenue...

And we want to share it with you.

As you've seen this week, I think the combination of YouTube and digital products is arguably the quickest, easiest way to turn your channel into real, profitable business.

The team and I got to talking and we decided to do something special for you this week.

**Here's the deal:**

Because you've shown me that you're serious about growing your channels this year...

And because you've told me how much you enjoy this behind the scenes content....

I'm doing something we've *never* done before...

I'm open up our course on exactly how we sell digital products for 250 fast-action takers.

Why only 250 people?

As you know, the only time you can join our courses is when they're open for enrollment.

(If you've ever tried to click an old link in an email, you know there's no way to get in).

But I'm making an exception for those who are ready to take action.

For those who are ready to make a change...

For those who refuse to settle for another year of not hitting their goals...

Today -- right now -- is the best day to take the leap.

But if you're interested, take five minutes to review this page and decide whether creating and selling digital products is right for you. As with all my programs, if you don't love it, just shoot us an email at [support@jumpcut.com](mailto:support@jumpcut.com) for a prompt and full refund.

If now's not the right time, no sweat.

Your Viral Academy course has all the strategies and techniques you need to build your channel right now.

But I wanted to give my best Viral Academy students this opportunity because I know how important this could be for your business's growth.

To your success!

-Kong



## Email 5 - January 22th

SUBJ: [VIP] 4 persuasion principles we use every launch

Hey NAME,

Kong here.

Before we get into today's launch update, I wanted to let you know there are still **xx** spots left for fast-action takers to join The Automated Income Machine.

If you've ever wondered how we built two online businesses to multi-millions in revenue and want our exact playbook for doing it for yourself, this course was built for you.

Yes, it's expensive. And yes, applying the information takes hard work.

If those two things give you trouble, just ignore it.

For everyone else?

Here's the link:

But only for **xx** more people to join.

Okay, back to the launch update...

Yesterday, we generated \$XXX,XXX, bringing our total sales to XXX,XXX.

The goal for the week is to break \$XXX,XXX and I think we'll get there.

But rather than just share these numbers with you, I thought it would be cool to share 4 of the persuasion principles we leverage every launch to make these kind of results possible.

These aren't cheap marketing gimmicks. These are powerful persuasion principles rooted in psychology and neuroscience.

And they can make huge difference in the way you create content and sell things online.

### **Persuasion Principle #1: Engineer ah-has**

Have you ever wondered why Facebook and Instagram are so addictive?

One reason is because people are wired to seek out new experiences and ideas.

Why? You get a massive dopamine hit every time you open up the app and see something new ... or see that little notification bell lit up in the corner.

The same principle applies to launching courses. You can make your followers addicted to opening your emails and watching your videos by always putting something new and novel inside them.

So you'll notice that every email we send and every video we release usually has a couple ideas in them that completely blow people's minds.

For example, when we show people how they only need 1,000 true fans to make living from their channel for life, it's a huge wake up call for people.

Light bulbs go off in their head. They thought they needed millions of subscribers to do anything meaningful...

And we're like, "No, just 1,000."

That's the first of many ah-ha moments we engineer in every funnel we create. And we do it because if you can get people hooked on opening up your emails and watching your videos, their dramatically more likely to enroll in your advanced programs.

### **Persuasion Principle #2: Social proof**

Social proof is the idea that there is safety in numbers.

In other words, if a lot of people are doing something, our brains often conclude it's probably safe for us to do the same.

For example, if you're buying a book on Amazon, the book with 4,000 4-star and above reviews is probably a good choice.

Whereas the book with 3 2-star reviews ... not so much.

You can leverage this in your launches by showing that OTHER people are watching your videos, opening your emails and going through the launch, too.

We do this in several ways - but one way you might recognize is how we put a comments section beneath every single video we release.

Yes, it's there for people to ask questions and share breakthroughs.

But it's also social proof to everyone following the launch that they're are lots of other people doing this with them.

When you see 1 comment beneath a video, you might feel weird.

*"Am I the only one doing this?"*

But if you see hundreds of comments, you probably feel like this is something a lot of people are doing and care about.

If you don't have tons of people watching your stuff, another strategy is to highlight a couple of your favorite responses from some of your die hard fans.

It doesn't take many replies. Just enough to show other people that they are not alone.

### **Persuasion Principle #3: Reciprocity**

Humans are wired to want return favors and pay back debts.

That's why if a friend does you a favor, you often say "I owe you one."

It's not just a phrase. It's because on a deep psychological and social level, we hate feeling indebted to other people.

But what does this have to do with launching courses?

During a launch, you can leverage this principle by giving your readers/fans/subscribers amazing, mind-blowing content for free. And it creates a reciprocity-like pull toward your products.

Here's an example.

You might remember that before you enrolled in Viral Academy we let you access a video on The Traits of Virality for free.

That video costs us over \$5,000 to produce and was normally only available to paying customers.

But by giving you access to it, we build goodwill and leveraged the principle of reciprocity.

Even if you feel like you "owed us" something, there's a good chance that us sharing those free videos with you influenced your decision to trust us later on.

We do this every single time we launch a product.

### **Persuasion Principle #4: Scarcity**

If you've ever wondered why travel companies' websites are covered with "Only 2 more left!", scarcity is the reason why they do that.

Scarcity -- or the tendency of products to become more attractive when their perceived availability is limited -- is a powerful tool for encouraging people to take action then.

We use scarcity every launch and try to do it in a tasteful way. So you'll notice we always have an enrollment period -- typically 7 days -- and then we shut things down for good.

Sometimes, people say "Why not just keep your courses open all the time?"

Well, the reason is simple: we want people to join the course and take massive action.

Without leveraging scarcity, it's easy for the course to be something you keep putting off to "someday" ... which never really comes.

These 4 Persuasion Principles have helped us run 6 and 7-figure launches consistently for years.

And they're just a few of the principles we teach inside The Automated Income Machine.

If you're interested in joining, make sure to grab one of the xxx of the fast action left by following this link.

Until the next update,

-Kong

## Email 6 - January 23

SUBJ: [VIP] 6 secrets for \$100,000+ emails

Hi NAME, Kong here, with another behind the scenes update on the launch.

Yesterday, we generated \$XXX,XXX, bringing our total sales to XXX,XXX for the launch.

Again, rather than just sharing these numbers with you, I thought it would be cool to share some tips for the channel that generates 99% of our revenue: EMAIL.

Today, I've got 6 secrets for how we write emails that consistently generate over \$100,000.

*Each.*

Save this. Print it out. Whatever you do, don't let this get lost in your inbox.

## The Anatomy of 6-figure Emails

1. **Put your best, juiciest, most compelling idea right at the beginning.** The first line is where people who opened your email decide whether or not to keep reading it. There's a reason opening paragraphs are often called "teasers" — they're meant to show just enough to make the reader want to see more. Take a look at my opening sentence: "Kong here, with another behind the scenes update on the launch." This is something I know you guys are interested in and it's likely to keep you reading.
2. **Tell stories.** There's an old saying "Words tell, stories sell." Some of my best emails — even the ones selling something — start with a compelling story. We all want to see how the story unfolds — and that's precisely why the work. Chances are you don't remember any of the emails that Apple sent you. But my guess is you can probably remember some of the stories that I -- or one of your favorite storytellers -- shared with you. I like to use the real things that happen to me in life to drive the stories that I tell and just link them up to whatever I'm working on. Try it out. I bet your followers will love it.
3. **Write subject lines that your readers MUST open.** There's an easy way to spot an inexperienced marketer: Watch what they do with subject lines when they write emails. If they treat it as a last minute thing, it's an instant tell that they do NOT know what they're doing. Subject lines are the first thing people see when your email comes into their inbox. And if you get it wrong, it doesn't matter what the body of your email says. NO ONE WILL SEE IT. But if you get it right, you have the keys to the kingdom. The key to great subject lines is to be casual and peak the reader's curiosity. You don't have to be super clever. One of our highest open rates was an email with the subject line: "I'm not proud of this." It's casual. It peaks people's interest. You're welcome to swipe it and try it

out for yourself. why does this work? Nobody likes to be sold to. When's the last time you willingly and excitedly watched a commercial selling you something? But when's the last time you opened a text or an email from a friend? Exactly. Try approaching your emails this way and tell me what happens. Even just by spending a little more time on it can make an enormous difference.

4. **Address your readers by name.** My goal is for every email to feel like I'm writing to one person. And one of the best ways to make an email feel personal is to include someone's name in the opening line. I mean if I saw you in real life, wouldn't I say — "Hey, NAME — how are you?" Emails is no different. With today's email service providers, it's easy to include. And it makes a world of a difference for the emails you send.
5. **Use crystal clear calls to action.** When you've said your piece in your email, you need a strong call to action. Whether it be to simply engage, click or to buy — you need to direct your audience to some sort of action with your emails. Look at the emails we write. You'll see there's almost always a call to action at the end. Click the link. Write me back. We don't mince words in emails. We say exactly what we want people to do and often make it bold.
6. **Leverage your P.S.** Do you know one of the most valuable pieces of real estate for your emails is at the very bottom? Yes, the P.S. is one of the most read places in an email Turns out sometimes skip straight to the bottom to look for the pay off. So if you have something really important you should stick it there. Sometimes, we'll stick a tiny sales link in the P.S. of an email. And that one link in the P.S. has been worth hundreds of thousands of dollars to our business. So don't just treat this as a toss in.

How do you know this stuff works?

BECAUSE YOU'RE READING THIS EMAIL RIGHT NOW!

Who else gets you to read 5-page-long emails on a Wednesday afternoon?

Try them out and let me know how it goes.

Oh ...

And before I sign off today, I wanted to let you know there are still xx spots left for fast-action takers to join The Automated Income Machine.

If you've ever wondered how we built two online businesses to multi-millions in revenue and want our exact playbook for doing it for yourself, spend a few minutes checking this out

xx spots are already gone. Claim yours here:

LINK

-Kong

## Email 7 - January 25

SUBJ: [VIP] The predictable “J” curve (Plus, last chance)

Happy Friday {{contact.first\_name}}. Kong here.

Before we get into today’s launch update, I wanted to let you know that VIP-only enrollment closes tonight at 11:59pm (or when we hit the 250 person cap).

Is this for all Viral Academy students?

Of course not.

It’s only for those serious about selling digital products in 2019. Only for those who want our exact blueprint for selling over \$20 million of online courses.

If that’s you, hurry. There aren’t many spots left and I fully expect to us to sell out before midnight.

[Here’s the special link \(It will self-destruct at 11:59 pm\).](#)

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### VIP LAUNCH UPDATE

Alright, as of 9am this morning, we were at xxx,xxx and expect to do another xxx,xxx today *alone*.

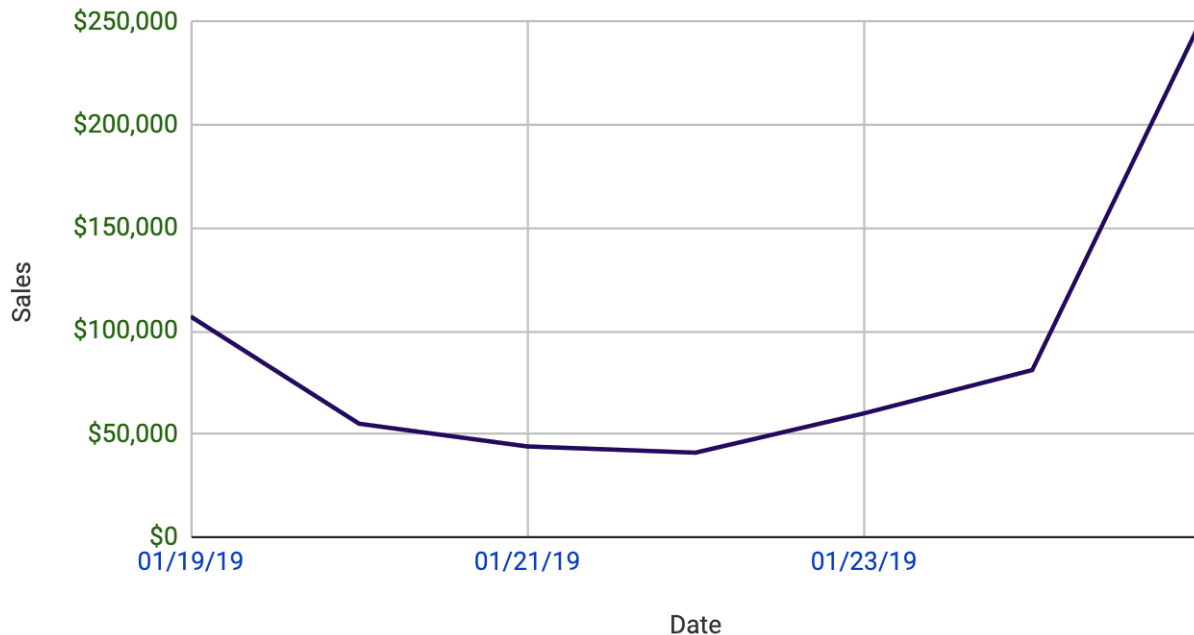
How’s that possible?

Well, something interesting happens every time we enter the last day of a launch.

It’s what we call **The Predictable “J” Curve**.

We call it that because if you look at at graph of the sales each day during a launch, it forms a shape like this:

## Sales During A Launch



*Do you see the “J”?*

The “J” comes from a HUGE spike in sales on the last day. Sometimes as much as 70% of the sales can come from the last day of a launch -- with a lot of those sales coming in the final minutes before the cart closes.

Now you might be thinking, “That’s cool Kong, but what does that do for me? And how can I do this when I sell something?”

Well, the reason we’re able to get see such a huge spike of sales on the last day of a launch specifically is because we do something a lot of businesses are afraid to do: We tell people it’s time to make a decision.

We would rather them tell us an outright “No, I don’t want to do this” then have people keep thinking “Maybe, this could work for me.”

Look at the copy we used in the final email today:

*“If you don’t make the decision to start your business today...*

*Then where will you be in 6 months? Or a year from now? Or even ten years?*

*Frankly, this has nothing to do with Viral Academy. You could choose to enroll or not.  
(The course isn’t for everyone.)*



*But the key here is that you need to do SOMETHING... ANYTHING!*

*Just make a choice. Businesses are launched on 1 small decision. Just one.*

*Now it's your turn to make a decision.*

*It's so easy to claim we want more income...we want to help people...we want to live a life where we can take more than 2 weeks of vacation. Anyone can SAY that.*

*What are you going to do about it?"*

Some people say this copy is pushy. *And it is.*

**But we push people for a reason.** Because without someone to motivate us to take action and make a decision so many of us would just keep putting it off to someday...which never really comes.

My advice to you is don't be afraid to sell your products. If you know they can help people, it's your obligation to do everything in your power to get it into their hands.

I'll let you know how things shake out today. But I know we've got something that can really help people inside Viral Academy and I'll be pushing hard for people to join until midnight tonight.

Speaking of which ...

I'm here to push *you* to take action as well NAME.

If you've wanted to create and launch your own digital product so you can grow your channel to another level of success and passive income, remember these 3 things before the doors close tonight:

- **We can show you how to find a profitable course idea and get it ready to sell in a matter weeks.** If you keep "waiting for the right time," get ready to wait for another 5 years. While some people wait and wait, it turns out there's a process to find a course idea, "test" it for profitability and get it up and making sales in no time. We teach this in The Automated Income Machine.
- **If you were going to create a course on your own, wouldn't you have already done it already?**
- **Somebody's going to do it. Why not you?** As a Viral Academy student, you're in a unique position to build a digital product business on YouTube. While so many people struggle to get traffic to their offers, you already know YouTube is powerful FREE traffic source you can leverage. If you haven't gotten your channel running yet, perhaps it was because you didn't see a clear path to monetizing it. This is your path. You can do this.

There are still 41 spots left for fast-action takers to join ***The Automated Income Machine***.

Click here to claim one of the remaining seats before we close up shop.

<http://join.jumpcutacademy.com/vip-only-aim>

-Kong