

"When you're up to your neck in alligators"

...it's hard to drain the swamp"

If you find what I'm about to suggest pathetically obvious, I'm sorry. Many of the things I'll put to you are.

And the reason is simple. Although we may know things, far too often we don't do them.

Anyhow, let me tell you something one of my clients used to do. They banged out the same (not very brilliant) e-mail week after week after week.

Let me guess what you're thinking. Is it something like this?

Isn't that far too often? And anyhow, if they sent out a variety of imaginative ones they'd do better.

Well, they do it for two reasons.

1. Because it works. And it works because you never know when prospects will buy, so you have to keep plugging away.
2. Because it's better than nothing. And they're so busy fighting alligators that they'd probably send out nothing if they weren't careful.

I constantly see clients who squander priceless days and weeks - even months - over small details that will make little or no difference - when they should just get on with it.

As the French writer Voltaire, put it over 250 years ago, The best is the enemy of the good.

Five years ago my partner and I went to see two firms in the same city on the same day.

One spent six months having meetings about the copy we suggested - in fact I have no idea if it ever went out.

The other got the mailing we proposed out within a week, and were our biggest client within three months. Today they are the leading firm in their field.

This has little to do with us. But it has everything to do with two things.

1. They communicate more than their competitors. Once they have a prospect they keep everlastingly at that prospect. I once asked their marketing director how long they keep mailing and e-mailing people. "Until they give in," he replied.

2. They don't sit around wasting hot air on whether something will work or not. They get on with it.

The American expert Richard V. Benson said,

"There are two answers to every problem:

Answer #1 - Test everything.

Answer #2 - Refer to answer #1."

People test to find out whether one message will work better than another.

But there is another, even simpler reason. It is to eliminate useless discussion. Why waste time? Let the customers decide for you!

I'll wager that if you communicate more often than your competitors, you will outdo them.

Keep at it till it doesn't pay... then give it a rest and try again.

There is a direct relationship between profit and communication. The more you tell the more you sell.

If you spend 5 minutes a day thinking of reasons to talk to your prospects and customers - things that might benefit or interest them (not you) - you will find it the best ROI you ever had.

Best,

Drayton

PS - [More no-nonsense advice here.](#)

PPS - [You can download your free copy of Scientific Advertising here.](#)

TikTok style lead boosts conversions by 22% (here's how it works)

True story... My friend Peter Tzemis recently had the crazy idea to swipe a viral TikTok video and use it as the lead for his VSL in the dog niche.

And guess what happened?

He got a 22% boost in conversions!

Think about that...

He got a 22% increase in conversions, and he didn't have to struggle to come up with a new idea...

And he didn't spend weeks writing a new lead...

He simply swiped what was working on TikTok and plopped it on the front of his VSL...

And he got a 22% boost in conversions.

Which is pretty brilliant.

Cause when you boil it down, he's essentially letting TikTok to do his split testing *for him*.

How?

Well basically the only way a video gets popular on TikTok is if it resonates with a lot of people...

So all the videos at the top of the "dog" category on TikTok are resonating with dog owners...

And if it's resonating with them on TikTok...

Then it'll probably resonate with dog owners watching a VSL as well...

Pretty cool huh?

And what's even cooler is I bet you can use this strategy for pretty much any niche out there like...

- Investing
- Fitness
- Golf
- Anti-Aging
- Side Hustles
- Dating & Relationships
- Crypto
- Health
- Personal Development

All those niches have super viral Tik Tok videos.

So you could easily swipe the best ones...

And use 'em to get a nice lift on your VSL.

It's such a smart strategy...

And Peter has proven that it works.

Now you can take the info I've given you here and try to figure it out on your own.

Or...

You can get all the details on how Peter did this TikTok style lead inside the Steal Our Winners member's area.

If you're not familiar with Steal Our Winners, it's a digital mastermind that brings you the newest marketing strategies from experts like me, Alen Sultanic, Stefan Georgi, Alex Cattoni, Jon Benson and many, many more...

The cool thing is unlike a regular mastermind that costs \$25k or \$100k a year, Steal Our Winners is a hell of a lot more affordable.

It's only \$149 a month.

And at that price it's a bargain for what you get.

But if you're not ready to pony-up \$149, I actually have a special \$1 trial code that lets you test-drive Steal Our Winners for a full 30 days.

That way you can see if you like it.

And if you want to stay on as a member.

I personally love it...

And I'm a member myself.

I truly believe it's the best bang-for-your-buck mastermind out there.

So if it piques your interest...

And you want to see what it's all about...

I suggest taking advantage of the \$1 trial while you can.

You'll get instant access to the Tik Tok style lead training from Peter that I told you about...

And 273 other trainings from peeps like me, Jon Benson, Chris Haddad, Anik Singal, Evaldo Albuquerque, Anthony Morrison, Aleric Heck, Mike Filsaime, Cole Gordon, Neil Patel, Kim Krause Schwalm and many, many more...

So it's well worth it.

All the details on the \$1 trial can be found on this page [right here](#).

I sincerely hope you take advantage of this...

Cause Steal Our Winners is that damn good.

Here's the link again...

-> [Try the best bang-for-your-buck mastermind for just \\$1](#)

- Justin

4 words and 10 minutes = \$\$\$ sales letters?

What if you could write a sales letter in 10 minutes...

...writing only 4 words...

...using cut/paste and AI?

Just lay aside any skepticism for a second.

I get it. I was more resistant to AI than a boomer to the internet in 1990...until recently.

But just picture it as 100% fact for a moment...

Imagine how much faster you could create and sell a sales letter in any niche.

For yourself or for your clients...to test ideas...to get products to market...or just to sell for thousands of bucks.

Could you do 1 a day? Even 2? More? Even 1 a week would be amazing.

It reminds me of email marketing.

When email first came out, people didn't buy into it. Marketers said, "This will never replace direct mail!"

The majority of those marketers are now either unemployed or worse. Or they now have email lists...

They missed the biggest rainmaking tool in the past 40 years...

...that is, until THIS:

[>>> Click here to See the "Trio" AI process that creates killer copy in minutes\)](#)

THIS puts it all to shame.

And if you miss this, it's no different than those old-school guys who couldn't see email for what it was:

A faster, easier way to get the same result.

That's all this is: a far faster way to get sales pages that convert.

Sure, you'll put your touches on it. Yeah, you'll want to edit here and there (AI isn't perfect.)

But imagine starting with 70...80...even 90% of a letter "done". What does that look like?

Could you take on more business? Test more for your own biz?

Absolutely.

Could you pump out new leads and full letters so fast that there's no way your competition stands a chance?

Fasho.

Come join Jon Benson and I this coming Thursday (tomorrow). He'll tell you more about it live:

[>>> Click here to register now](#)

Talk soon,
Ian "AI is cool" Stanley

P.S. Remember:

When you register you'll see a registration page that looks kinda weird...and then sales page this AI created in about 10 minutes.

[>>> Click here to create sales pages in 10 minutes](#)