

# elBenbo Press.

Email Player

elBenbo Press

Ben Settle

# elBenbo Press.

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... to access the hundreds of pages of free email, copywriting, and marketing content. Hurry over there today, and you can also claim a free digital copy of my prestigious *Email Players* newsletter (as a pdf — my gift to you) that's sure to help you publish more profitable content, especially with the info inside this book.

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# Publisher's Backstory.

Since 2002 Ben Settle has collectively published tens of thousands of pages of written content & hundreds of hours of audio & video content that have created millions of dollars of income for his businesses — including promotional email campaigns, sales letters & ads, non-fiction books, eBooks, newsletters, novels & short stories, blog posts, articles, video & audio scripts, podcasts, video trainings, and public speaking content. He has also cooked up marketing strategies for clients and his own business that have collectively earned tens of millions of dollars in sales in hyper competitive, “cut throat” markets such as golf, weight loss, biz opp, self-defense, home business, dating, prostate problems, internet marketing, and more. Ben has taught methods he’s pioneered to some of the world’s most prestigious direct marketing companies — such as **Agora Financial... AWAI’s Web Copywriting Intensive & Copywriting Bootcamp** events & also their **Wealthy Web Writer** series... **professional radio producers at Entercom** (one of the largest radio broadcasting companies in the United States)... **Brian Kurtz’s Titans Masterclasses... Real Dose’s** (one of the world’s biggest and most respected health supplement companies) **Health Profits Summit...** the late **Clayton Makepeace’s private mastermind...** various seminars & events where people pay up to \$10k just for a seat... and the annual **Oceans 4 Mastermind** — where 7, 8, and 9 figure businesses paid him and his partners to put their emails and marketing on the “hot seat” — transforming their sales overnight. In addition, Ben publishes the prestigious *Email Players* newsletter read by several hundred business owners in some 50 countries — including by A-list copywriters, publishers at prestigious direct marketing companies like Agora Financial, New York Times best-selling authors... and more.

To get on his daily email list go to:

**[www.BenSettle.com](http://www.BenSettle.com)**

# Fan Mail To The Editor.

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- **Gary Bencivenga**

**www.MarketingBullets.com**

“I think Ben is the light heavyweight champion of email copywriting. I ass-lo think we’d make Mayweather money in a unification title bout!”

- **Matt Furey**

**www.MattFurey.com**

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- **Mark Ford aka Michael Masterson**

**Cofounder of AWAI**

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- **Joseph Schriefer, Agora Financial Copy Chief**

**www.AgoraFinancial.com**



“I wake up to READ YOUR WORDS. I learn from you and study exactly how you combine words + feelings together. Like no other. YOU go DEEP and HARD.”

- **Lori Haller**

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“I love your emails. Your e-mail style is stunningly effective.”

- **Bob Bly**

**Bestselling author of over 75 books**

**[www.Bly.com](http://www.Bly.com)**

“I’ve been a big admirer of Ben’s writing, he’s the only copywriter I’ve hired and been satisfied with”

- **Ken McCarthy**

**Founding father of online marketing**

**[www.KenMcCarthy.com](http://www.KenMcCarthy.com)**

“...you have some of the best hooks. You really know how to work the hook and the angles.”

- **Brian Clark**

**[www.CopyBlogger.com](http://www.CopyBlogger.com)**

“Of all the people I follow there’s so much stuff that comes into my inbox...your stuff is as good as it gets.”

- **Brian Kurtz,**

**[www.BrianKurtz.me](http://www.BrianKurtz.me)**

“The f’in’ hottest email copywriter on the web.”

- **David Garfinkel**

**The World’s Greatest Copywriting Coach**

**[www.CopywritersPodcast.com](http://www.CopywritersPodcast.com)**

“Ben Settle is my email marketing mentor.”

- **Tom Woods**

**www.TomWoods.com**

“Ben writes some of the most compelling subject lines I’ve ever seen, and implements a very unique style in his blog. I can’t help but look when I get an email, or see a new post from him.”

- **Dr. Glenn Livingston**

**www.GlennLivingston.com**

“The only copywriter I endorse (no affiliate) is Ben Settle.”

- **Mike Cernovich**

**www.Cernovich.com**

“Your emails are one of the very few I read and study. And your laid back style... is just perfect!”

- **Ryan Lee**

**www.RyanLee.com**

“I’m so busy but there’s some guys like Ben Settle w/incredible daily emails that I always read.”

- **Russell Brunson**

**www.RussellBrunson.com**

“Ben’s emails are perfect examples of how to sell with email and how to create a persona that draws people to you like controversy to Donald Trump”

- **David Deutsch**

**www.DavidLDeutsch.com**



“Ben is the dude to study if you want to write powerful emails that make a bunch of money.”

- **Doberman Dan Gallapoo**  
**www.DobermanDan.com**

“I start my day with reading from the Holy Bible and Ben Settle’s email, not necessarily in that order.”

- **Richard Armstrong**  
**www.FreeSampleBook.com**

“There’s been a recent flood of copy writing ‘gurus’ lately and I only trust ONE! And that’s @BenSettle”

- **Bryan Sharpe**  
**AKA Hotep Jesus**  
**www.BooksByBryan.com**

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# Letter From The Publisher.

“Your actions must seem natural and executed with ease. All the toil and practice that go into them, and also all the clever tricks, must be concealed.

When you act, act effortlessly, as if you could do much more. Avoid the temptation of revealing how hard you work — it only raises questions. Teach no one your tricks or they will be used against you.”

— Robert Greene  
*The 48 Laws of Power*

I once got this email from one of the internet marketing industry’s biggest players Russell Brunson:

**hey man - had a question for you. Have you ever done a presentation on your business model? By that, I mean not just daily emails a day, but your full model.**

**1st) how you get leads**

**2nd) how you have your print newsletter**

**3rd) how you email everyday to push newsletter subscribers**

**4th) how you repurpose past newsletters into higher ticket books...**

**One of my problems with how I teach is that I’m so obsessed with funnels and building a mass movement etc... that it turns off some**



people who want more simple, predictable lifestyle business, and your model is so cool. Whenever I explain your business to other people, pretty much everyone would rather have your business than mine.. ha ha...

**Anyway - just brainstorming over here on some ideas that could help our community and hopefully help you a ton too :)**

Shortly after that, Russell graciously invited me to speak at his *Funnel Hacking Live* event about the topic. And while I ended up turning the opportunity down, that was probably best for his audience anyway. And the reason why is my business model can't even begin to be done justice in a single talk. To give an analogy: At the time of this writing, I recently invested nearly half a million dollars into a software as a service venture. And the one thing that became obvious soon after dipping into that business is, the simpler software looks and the more user-friendly software legitimately is...

**The More Expensive, Complex,  
& Time-Consuming It Is To Create.**

So it is with the elBenbo Press publishing model.

It might look simple. It might look easy. It might even look like something that is conveniently “reverse engineered” and modeled.

It's not.

And the dozens and dozens of people who have admittedly tried over the years — only to come crawling to your Humble Correspondent asking how to do it right — prove it. There are many moving parts in the elBenbo Press publishing machine. But, once you get them up and running on all cylinders, it can make for a very fun, very simplified, and very profitable business.

No, I won't say my way is the only way.

Nor is it the “best” way.

In fact, there are many people who should shy away from it.

For example, it is a primarily print-based (i.e., paper & ink) business. Print means meeting strict printer-imposed schedules. It means paying for postage, fulfillment, and printing. And it means requiring a lot of patience, the ability to meet deadlines, and understanding the fickle nature of pricing — as well as...

**Being Able To Feel & Interpret  
What Your Market Wants To Buy  
Before They Even Do!**

This last part is especially important.

You don't casually write, print, and mail a physical book or newsletter. It costs money to print minimum quantities, fulfill them, and pay for the cover and other design & production costs. You have to make decisions like determining what kind of binding (perfect bound, spiral bound, comb bound, saddle-stitched, etc) to use, and coordinate it with a designer to make sure it's all done on a time table for both your launch schedule and the printer's schedule. That means doing things early. It means being extremely comfortable with making deadlines. **And, of course, it means enjoying the act of writing.** Not just trying to convince yourself you like to write, do things early, and live & die by deadlines. You have to *really* be that way. I've seen more people choke in this print & ink business than I can remember. They all looked at what I do, or what they saw someone else who does print offers does. They get inspired, and declare “I am selling a newsletter!” They then proceed to try to copy exactly what we do (even down to the pricing — “I am selling a \$97 print newsletter like Ben LOL!!!” — which is quite frankly stupid on so many levels it defies belief). And they last a grand total of 2 miserable months with little or no sales to speak of.

With an eBook or digital offer, this is all much less risky and expensive. Digital publishing is very much an amateur's playground, that is both



affordable and “forgiving.” But the print info-publishing business is for the grownups, can be extremely expensive, and...

**Is Not At  
All Forgiving!**

Especially if you aren’t prepared.

Which brings me to you, Chuckles.

Since you spent the considerable amount of money I charge to get your hands on this tome, I can only assume you are ready — or, at least, believe you are ready. And to do right by you and your investment, I will do my level best to teach you everything I know about my publishing model. Including the inner-game necessary, the principles that guide my business model, how to set everything up logistically, and how to execute it all.

Nothing is held back.

This book leaves nothing to the imagination.

And I will reveal all my ideas, insights, applications, and even the tricks I use to sell gobs of books and newsletter subscriptions each year. Including...

**Tricks I Use  
“On You.”**

But to be clear:

This book will NOT teach you the “how to’s” of anything but my publishing model. It does not show you how to write emails (that is what my *Email Players* newsletter is for). Or how to write & put together a launch sequence (*Affiliate Launch Copynomicon*). Or how to generate leads & traffic (*Email Players List Swell* — although I will touch upon the subject a bit later on in this book). Or how to write copy (*Copy Slacker*), build a brand (*Brand Barbarian*),



create content (*Breakneck Content*), use entertainment to become a celebrity-like presence in your market (*Infotainment Jackpot*), or any other how-to info other than building, executing, and maintaining a publishing business using my exact model. I will, however, give you discounts on all the above books throughout the following pages to an almost obnoxious degree — along with all the printer and other services I outsource to myself in strict accordance with the late Gary Halbert's teaching about:

**“Operation Money Suck”**

i.e., your only job is to bring in the money.

With everything else being outsourced or delegated.

All right, enough of this build up. To begin, turn the page and carefully read my words...

## Section A:

# elBenbo Press

# Business Layout.

“On the day he unveiled the Macintosh, a reporter from *Popular Science* asked Jobs what type of market research he had done. Jobs responded by scoffing, ‘Did Alexander Graham Bell do any market research before he invented the telephone?’”

— Walter Isaacson  
Steve Jobs

I want to kick off this first — and most important — section of *elBenbo Press* with a quote from an email I once sent my list about the folly of blindly depending on tracking, testing, and other “metrics” to run & grow a business. Read it carefully. It is the proverbial “nucleus” of this book:

**Subject line: The folly of blindly depending on tracking, testing, and metrics**

**Behold a quote from director Martin Scorsese, about acting legend Kirk Douglas:**

**“Some actually believe that these qualities [commitment and dedication to the art form] that I’m talking about can be replaced by algorithms and formulas and business calculations, but please remember it’s all an illusion...”**

Maybe this isn't directly related to marketing & business.

But, it is related enough to serve as a reminder of the dangers of being enslaved to, 100% dependent upon, and making all your decisions based on “metrics” — and how doing so may make you a million, but can also prevent you from making hundreds of millions.

Example:

The late, great Stan Lee and Marvel Comics.

The publisher Martin Goodman in the early 60's was a slave to metrics and sales stats and trends. His whole business model was “see what kind of comicbooks are selling, flood the market with similar titles until it no longer works, rinse and repeat.”

And he became a very “rich” man doing that.

But, it wasn't until Stan Lee went completely against all that when Martin Goodman became a truly \*wealthy\* man when, in one last act of defiance in working for a soul-less company dependent on metrics, stats, and trends... Stan Lee wrote the Fantastic Four, followed by Spider-Man, the Incredible Hulk, X-Men, etc — none of which were created out of anything even remotely related to metrics or trends whatsoever. Today those brands are collectively worth multiple billions of dollars.

George Lucas did the same with Star Wars.

Sci-fi was not "in" when he made the first movie. And almost none of the Hollywood testing, tracking, metrics, and audience analytics of the time thought it would be all that fruitful.

A more down-to-earth example:



**I've never had my biggest breakthroughs due to metrics or testing.**

**Not one single blessed time.**

**It's always been by having a dialogue (via daily emails) with my list & audience, and interpreting what they want to buy — without them ever having to tell me, or ever looking at a spreadsheet — by being in consistent & persistent contact with them, observing what they say & do, and combining that with my own interests, brand, positioning, and personal intellectual & creative pursuits.**

**Here are offers I'd never have created if I relied on “metrics”:**

- \* The Email Players newsletter**
- \* Copy Troll**
- \* Copy Slacker**
- \* Brand Barbarian**
- \* Infotainment Jackpot**
- \* All 3 of my “Villains” Books**
- \* Email Client Horde**
- \* Breakneck Content**
- \* Email Players List Swell**
- \* Affiliate Launch Copynomicon**

**In other words:**

**Every single book & newsletter issue I publish...**

**Not to mention my 10-Minute Workday program.**

**In fact, about the only offer that is based on metrics I have anything to do with is the two tech companies I recently bought into with Troy creating mobile Apps. And don't even get me started on the book I got frying up teaching my publishing model next year. No test or metric has told me to write it. Nor has anyone outright asked for it. Nor is there anything like it being sold anywhere as precedent, because there is no other "me" anywhere. But, I suspect it will be the biggest selling and most profitable offer I ever sell to my list - even though it'll be priced into the stratosphere, and even though there is a very long list of people I will not allow to buy it when it launches, or who will even be qualified to buy it.**

**We shall see...**

**Anyway, am I saying metrics aren't important?**

**Or to ignore them?**

**Or that you shouldn't bother with life time value, sales figures, stick rates (if you sell continuity), and other important metrics?**

**No!**

**You do need to know this intel ultimately.**

**Especially if you are using paid advertising, where you must.**

**Plus, there is truth to the ol what isn't tracked can't be measured shtick.**

**But the point is this:**

**There are forces at work far more important than metrics.**

**Forces you can't control or direct via tech & spreadsheets & analytics alone.**

**I am referring to a “sensitivity” to your list & audience... combined with your unique brand, marketplace positioning, attributes, appeal, strengths, and other peculiarities you can only effectively use by having constant — and I would argue daily — contact with your market, your audience, and your list.**

**Something email lets you play like a fiddle.**

That email was in response to an old school, presumably very successful, and clearly very knowledgeable, print newsletter publisher in the finance/investing market who had inquired about subscribing to *Email Players*. In his case, he kept trying to subscribe, but my shopping cart kept rejecting him. Eventually, he asked what was going on, and why it wouldn't let him subscribe. So I did a few seconds of investigative work. And it turns out he had subscribed a couple years earlier, then cancelled his subscription. When I told him my policy of not letting people back who cancel (i.e., I don't bring garbage back in after it's taken itself out), he sent me a long email about what a mistake my policy is, and that he didn't even know he was subscribed before, and it must have been someone else at his company who enrolled him.

Short story long:

He certainly was not a “bad” guy. But, he was all about doling out the unsolicited advice — none of which applied to my business model or long-term plans, or even short-term plans, or product line, or branding goals, or customer curation strategy, or anything else I do with my elBenbo Press publishing



model whatsoever. Not once did he ask a single question. It was all “ratchety-ratchety” talk about what his metrics say.

**And Boy Did He  
Know His Metrics!**

Down to the smallest integer.

Which amused me for two reasons:

1. Mr. Metrics Guy knew every nook & cranny of his business’s metrics... probably down to what each customer wears each day of the week and what time they go to the bathroom... but didn’t even know who was using his identity to order \$100/month newsletters.
2. It never occurred to him it ain’t just about metrics anymore.

It mostly was and still is offline in a purely direct response marketing-driven business. And, this is especially true when it comes to paid media. But, I stopped using paid media a long time ago and I am 100% referral based (i.e., it does not cost me — in terms of dollars — to generate my leads). I am also very much a 4 quarters vs 100 pennies kinda guy, preferring low numbers of high quality vs high numbers of low quality in all areas of my life (customers, friends, whatever). And, most importantly, what all these “testing!” guys always miss is...

**How Much More Longterm Profitable & Sustainable  
The Non-Tangible & Non-Testable Parts  
Of A Business & Marketing Plan Can Be.**

Which brings me to the rub:

elBenbo Press is NOT and never has been based on a series of tactics and parroting marketing gurus (many of which, I will add, do NOT necessarily do as they preach when it comes to this, and are far more in line with what you will

read here) about asking, taking surveys, running PPC ads to find out what people want, etc.

There is absolutely nothing wrong with doing any of that.

But it won't build a culture or a brand anyone cares about, much less gets excited about, or looks forward to buying from, with people buying not just because of your products — but because of YOU. Think Apple vs Microsoft or Disney World vs Six Flags. Apple & Disney were built very differently, marketed very differently, and created customers very differently than Microsoft or Six Flags. If you want to know the difference, simply look at Disneyland's multi-generational customer base. Or read the neurological studies on how Apple customers' brains literally "light up" when seeing new Apple products much the same way a religious person's brain lights up when thinking about the deity they worship. That ain't no accident. Just like it ain't no accident that Apple and Disney zoomed right past all their competitors to currently being two of the biggest companies in the world.

**All Of Which Had  
Absolutely Nothing To Do With  
Any "Marketing Guru Approved"  
Tactics Or Theories.**

Which brings us back to elBenbo Press.

I have never claimed my way is the "best" way, or even necessarily a smart way of doing business for everyone. A lot of it depends on you, your goals, your work ethic, your tolerance for being "on call" during your every waking hour, your comfort level with having your entire business rest upon "you" (i.e., if something happens to you, your entire company goes down), and so on, and so forth. What I will say though is, this publishing model has allowed me to create a 7-figure per year business, working completely on my own terms, with no debt or crushing overhead, and be able to live a very fun & interesting life doing what I love each day. And I figured out many years ago that in order to do this, I had to ignore a lot of what even some of my marketing "heroes" insist on



people doing. I also realized, again, that many of those heroes don't exactly practice what they preach. In fact, I had to ignore a lot of what they say about business building, and...

**Observe What  
They Do Instead.**

More:

I also spent many years developing, cultivating, curating, testing, and then aggressively implementing several immutable & unbending marketing, business-building, and inner-game principles that have become the foundational “beams” holding up the integrity and structure of my business. Remove even one beam and the whole thing eventually crashes. Half-ass apply even one cog in the machine, and sales start to nose dive. Give even an *ink smudge* less respect & time to one principle over the others... and you will have a lopsided business that may awkwardly fumble forward for a while, but will ultimately die on the vine. One that becomes a victim of a combination of withering churn, ever decreasing sales, and having a soul-less & culture-less business that barely grows (if at all), and merely “exists”...

**Like A Starfish  
Or An Amoeba.**

Thus, I'm going to spend a lot of time on this section.

It may not be the “fun” stuff you are most looking forward to learning. But without having a strong grasp of the foundational rules, nothing else I tell you counts or works properly. Running the elBenbo Press publishing model without these principles is like trying to chop down a tree with a blunt axe that barely even chips away at the bark. You might do the deed eventually. But it's going to take a helluva lot more time, sweat, and back-breaking work — leaving you too exhausted to do much with that tree, much less build anything out of it. Abraham Lincoln was on to something when he said if he had six hours to chop down a tree, he'd spend four of those hours sharpening the axe.

On that note, following are what I call the official:

**“9 elBenbo Press  
Unbendable Rules Of Order”**

And yes, these are rules.

You might read one of them and be tempted to think, “oh, well, I don’t *really* need to do that...” And I can just tell you, the whole thing will not work nearly as well — if at all. This has been worked out over nearly two decades of trial & error and experimentation. Think of it like a sack of flour. If you pull it across the top correctly, nothing spills out of the sack, and it all pours out cleanly and evenly. But if you don’t follow the instructions, and pull it wrong, and the string rips down the side of the bag... that flour spills all over the place, is impossible to cleanly put back in, and you have...

**Complete &  
Utter Chaos!**

So don’t futz around with these rules.

Read them carefully, think about them intently, and then apply them aggressively & as quickly as you can. You might even have to read them multiple times to really “get” some of these rules. And you should prepare to spend several hours, days, weeks, months, years, and even *decades* fully implementing them. This will be an ongoing process that lasts the rest of your book & newsletter publishing career. They are also (mostly) listed in order of complexity & importance. The software business analogy earlier about what’s easiest for the end user is most complex for the developer applies to these rules. The more comprehensive and time-consuming any particular elBenbo Press Rule Of Order below is for you to implement, the easier and more “buyer friendly” it will be for your customers.

In other words:



**This Ain't For The Weak Of Mind  
Or Impatient Of Heart.**

I can show you all the “how to’s” you want. I can walk you through (and I will later in this book) all the steps I do to publish books & newsletters. I can even sit next to you while you do it. But none of it will amount to a hill of beans if you don’t do it within the confines of these rules.

All right, enough of this clacking.

Let’s begin with the first, and most important, rule:

***elBenbo Press Rule Of Order #1:  
Don’t Build A Business, Build A World.***

This is what separates the men from the boys. It’s what will also separate you from anyone else you compete against. In fact, I daresay you will not even have any real “competition” once you start doing business by this rule.

What do I mean by “build a World?”

To explain this, I have no choice but to tell you a story about when the CEO of a New York firm that helps authors create a book and then connects them with sought-after editors in the industry sent me some feedback.

Specifically, she said two things:

1. She’s NOT the biggest fan of my emails
2. But, she said she read my *Zombie Cop* novel (the first book in the seven book *Enoch Wars* series), said it was good, and that the book had a great sense of pacing and World-Building. Then she graciously offered to connect me with an agent (not what her company does, so nothing in it for her)

Anyway, here's what's important about this:

She got me thinking about something hardly any other marketers think about. And that is, the idea of World-Building. I had been doing it for years in my business, without really thinking about it. And the reason why is, to me it's very natural after mindlessly spending my youth in cahoots with my friends playing *Dungeons & Dragons* and other RPG's. Building worlds, characters, adventures, narratives, story arcs, and that sort of thing comes very easily due to that. And it was just as easy to bring that to my marketing, to my brand, and to my business as a whole.

For example:

I once ran an insanely addictive — according to many of its members, at least — Facebook group called *elBenbo's Lair*. I built a "World" full of surprises, rules, laws, languages, customs, characters, storylines, plot twists, and other such hijinx that made it so it wasn't unusual to have someone call it "real life" with everything outside the group being ignored. Sometimes there were so many Thread-holes and discussions, debates, and arguments going on concurrently that people would post stuff on their main timeline they'd rather not the public see, thinking they were safely in my group...

**Only To Have Their  
Friends & Family  
Think They Were Nuts.**

Such was the power of building my own World.

Very few people (if any) in marketing understand how to world-build like this. And, even many of those who do, appear to do it on accident. Some examples of business people that World-Build include the late Walt Disney & the late Steve Jobs. Nintendo has at times done this quite brilliantly, too. In the direct marketing industry one of the only people I see doing this is the great Dan Kennedy. His whole "Planet Dan" world is quite brilliant. To make an apt



analogy inspired by a truly great World-Builder (C.S. Lewis), in my own case I look at my own business as a sort of Narnia.

In other words:

You find your way into my World through any number of “doorways” peppered throughout the internet and also offline. (Referrals, word-of-mouth, physical books I sell, when mentioned on stage from people speaking, being plugged as a useful resource on coaching calls, when I am interviewed on podcasts, via one of my “list swinging” campaigns, etc). For the sake of this analogy, let’s say you found the wardrobe doorway into my World. You come inside and it looks a lot different than anywhere else you’ve seen in my niche. From the way I write & sell with emails, the kinds of offers I promote, the way my books look & feel, the personality I project, the expectations I have of my customers, and a hundred other little peculiarities that set my business & my brand apart from everything else you’ve seen. My goal is for it to be almost sort of “magical” in the sense that it’s not like anything else out there. Especially compared to the myriad number of loser copycats who try to ape everything I do...

**Only To Look Like  
A Fax Of A Xerox Copy  
Of A Scan Of A Piece Of Reproduced Art  
Created By Someone Else.**

That’s the contrast I go for.

But now you’re inside my World reading my emails, clicking to my sites, checking out my free mobile apps, consuming my content, and wandering around. It’s a bit *nippy* in my World, though. My World also has its own strangely unique laws, customs, rules, and even its own language, too. I have multiple storylines about my life and/or different ways of doing things running through my daily emails. I give people options for thinking differently, rather than just confirming their existing biases to challenge their assumptions and shake them out of their goo-roo casino ways. I’m very blunt and don’t mince



words or try to hide what I think of certain types of people. I gleefully mock laziness, bad ideas, and dangerous teachings floating around my industry. I call out bull shyt when I see it — including my own bull shyt, at times, as I'm certainly not perfect, and am even noticeably flawed. And I am quick to eject trolls (and also gratefully use their comments to make sales with via email), complainers, and those who need hand-holding for the slightest of offenses. Plus, I immediately block people who subscribe and then cancel my paid newsletter, and basically freeze them out by never communicating with them again, or easily letting them buy my other offers in the cases where I can control that process.

So yes, it's a bit wintery in elBenbo's Lair — in his "World."

So you best grab one of those coats from the wardrobe.

And when you venture further inside my World, you start seeing even more things that set me & my business & my brand apart from everyone else's. Especially the ones that all mimic and copy each other, as well as copying the same people teaching the same nonsense, to the same "gene pool" of leads, who do business in a very drab and boring fashion like everyone else. What you see next is going to depend on you and your preferences and what your curiosity wants to look more closely at. Again, it's not unlike the Narnian experience. You see odd things that don't "belong" and thus instantly stick out. You see the equivalent of a burning lamp post in the middle of the forest. You see a faun nervously running around in the snow carrying parcels. The animals are talking and trying to keep you away from a witch chasing them, with Father Christmas right behind. You can choose which part you want to explore. Do you have tea with the faun? Go to the White Witch's castle? Eat fish and have a conversation with the talking Beavers? Whatever the case, you know there's a lot more to this World than what you are used to.

You see offers for products and services that seem different, too. They aren't being pitched at you by desperate, needy marketers.

If anything...

**The Offers Are Saying  
You Probably Should NOT Buy,  
Along With Legitimate Reasons Why.**

In other words, you are never “sold.”

**You are merely given the opportunity to buy.**

And you are given this opportunity not via fancy whiz-bang technology, Facebook & mobile text bots, or prettied-up graphics riddled with advanced tracking links. It happens almost exclusively via plain text emails with a strong pitch to buy something — and never by a series of weak “nurturing” emails sent by amateurs who have no clue how to sell, and think just giving away freebies is the way to some kind of prosperity. These emails in my World give you the opportunity to keep traveling to castle Cair Paravel on the eastern shores with a throne made just for you, that will teach you (due to the nature of what I sell) how to rule your own kingdom and have your own World. Sometimes you will even see Father Christmas popping up with a sale for my offers, at steep discounts — gifts for you, that you did not expect, and are hard to refuse. And this goes on for however long it takes you to travel through my World and buy one of my offers where you ultimately get to see me — the “Aslan” of my World — waiting for you, guiding you, and wanting to help you.

**But Only If You  
Faithfully Do The Work  
And Make It There  
On Your Own Accord.**

Yes, my friend, there is no hand-holding or “nurturing.”

And when you reach your destination, when you are crowned a king or queen of your own domain, I may leave you be for a while, as I have other Worlds/Businesses — mobile app companies, novels/comicbook line, etc — to attend. But I will always be back with more adventures to send you on.



Again, there are many doorways into my World.

Frankly, there are more doorways than I can keep track of anymore built up from 20 years in the business, making connections, building a network, circulating content, selling offers, and sending daily emails in the way I teach in my *Email Players* newsletter. I don't worry so much about which doorway someone finds me with. And there are many doorways I deliberately have not built (paid traffic), too, that I could build should I choose to.

Plus, not everyone stays in my World.

Some do, many don't. In fact, most don't. Like Susan in the Narnia books, she loved it when she was there, was told she couldn't come back when she was sent back home, and bitterly lost all memory of the place, even mocking it later to her siblings & friends who still loved the place and yearned to return. So it is with people I blacklist or those who simply don't resonate with my World, my way of doing things, and my philosophies & methods.

My World is a small World.

A World meant for a very specific kind of customer.

A World that, quite frankly...

**Is Rife With Obstacles  
And Reasons To Leave!**

And like Aslan, elBenbo is not a "tame" lion.

I don't react to my list's every demand.

And I don't believe the customer is always right, either. If anything, it's the opposite. And instead of being polite and nice and blowing sunshine up your bum to hopefully get you to like me... to hopefully get you to buy from me... and to hopefully get your approval...



**I Am More Likely To  
Aggressively Seek  
Your Disapproval.**

As well as look for any excuse to eject you out of my World.

I also am prone to bouts of frustration and contempt for those I despise (new product junkies, those with no character to stick with anything, quitters, and the list goes on). I cannot be bought or paid for. I refuse to sell to anyone after a deadline, and am quick to drop entire businesses (like a wildly successful podcast I launched, or the popular elBenbo's Lair Facebook group I mentioned) if it doesn't fit my goals and lifestyle. I also am far more likely to try to *repel* you than attract you — for reasons I will explain in a later elBenbo Press Rule Of Order about leaders vs experts. And the list goes on and on and on.

Now, the point of explaining this is not for you to copy me.

If you think that, congrats on missing the point, Maynard.

**The Point Is For You To  
Create YOUR Own World.**

With your own laws, rules, limitations, doors, and ways of doing business that go perfectly with your personality, skill sets, attributes, desires, preferences — all in a way that set you apart from anyone else's business (including MY business). That is why **World-Building is all art, and zero science**. There is no magical checklist for doing it. It's pure intuition and instinct. It's something you build over time. Just like C.S. started with nothing but an image in his head of a faun in the forest and built his world from there... you start with one offer, build onto that, then build onto that, then build onto that. It is NOT something you do overnight. I say this so you don't let this intimidate you. You start with your own internal beliefs & attitudes and your personality, and a strong desire to right a wrong you see, and build your World around that. Over time if you do it right, your World takes on a life of its own as you add, mix & match, and stack various different media platforms to get people into your World, buy your

offers, and stay in perpetual contact with those people via the aggressive use of email marketing.

**World-Building  
Is The Beating Heart  
Of elBenbo Press.**

You cannot skip this step if you want to use my ways.

You must embrace this step, work hard at it, and make it a way of life for you as you build your publishing business. It's the key to the whole game. And the best part is, you can start doing it today, and it doesn't cost you anything. All it takes is a shift in how you look at your business — as a “World” and not just a mere “business.” Once people come inside your World, making sales to them becomes easy and automatic vs a constant struggle and chore trying to gameify and manipulate. It's a place people want to be and not a place you need to desperately try to keep people inside. It's a privilege to be in your World, not a right. It's an adventure from their boring lives. And, yes, it's...

**A Platform  
Which Is 100% You.**

In essence, you become your own Platform.

A Platform that — even after your death, if you do it correctly — can never be truly cancelled, de-platformed, suppressed, manipulated, or controlled by Google or Facebook or any other big tech or government entity.

Bottom line:

This theme of World-Building will pop up over and over in this book. And I will be showing you how to intertwine it with your elBenbo Press-driven business as we go forth. So if this is still a bit murky, worry ye not. For now, I wanted to merely introduce you to this first and most important rule of the 9 elBenbo Press Rules Of Order. As for how to start your business (or work it into



your existing business) with World-Building already “baked” in, that’s where elBenbo Press Rule Of Order #2 comes in...

***elBenbo Press Rule Of Order #2:  
Build Sociologically Not Psychologically.***

When I published the milestone 100th *Email Players* issue in November 2019 — about the 6 “money bombs” I’d used to explode sales higher than ever during the first 8 years of the newsletter’s existence — I ended it with this zinger:

**Before we wrap this issue up, a confession:**

Originally when I decided to write about this topic, I had a 7th money-bomb to share. But, I am holding off on sharing it for a while. I don’t tell you this to tease or annoy you. I tell you this because I realized as I started writing about it, it’s too big for just a section of a newsletter, and deserves more space. So next year I will be writing about it in great detail, and giving it the space and time it deserves. Frankly, it may even become its own book, or a big section of a book, I want to write about my publishing model. We will see. But the gist of it is, there are two kinds of business-building. And the one you hear from direct response marketers about tracking and testing metrics, sales, LTV (lifetime value), etc, while 100% correct, is less than half the picture, in my experience. There is another “intangible” side to things. And it’s less psychological than it is sociological in the grand scheme things. And when you understand it, see examples of it, and start implementing what I am cryptically referring to... it can mean the difference between doing 5 figures and 6 figures, 6 figures and 7 figures, and probably 7 figures and 8 figures. It’s a huge topic, but extremely important. And if it interests you to know more, stay tuned.

Following is that info I cut out.



And it's not only directly related to World-Building, but it's the engine that drives business World-Building. Plus, like World-Building, I'd been doing it for years already. But it wasn't until recently I was able to verbalize it, consciously do it, and — as of this book — teach it.

A quick story to set the stage:

If you were a fan of the *Game of Thrones* TV show, chances are (if you're like most of the fans, at least) you were underwhelmed at best by the last season. And, also if you are like most fans, you were very likely outraged by it at worst. Fans of the show know of what I speak on this. The show runners demonstrated a complete lack of respect for the fans' intelligence, devotion, and years invested watching that show over its first 7 seasons. I won't go into details about it here. But if you watched the last season especially, you probably felt...

### **Something Was “Off” About It.**

Characters behaved in completely idiotic and non-consistent ways. Major, integral storylines long-built up over 7 seasons were ignored and abandoned. Virtue-Signaling to feminists and other assorted shrieking social media SJWs demanding “wokeness” was implemented at the expense of the overall story. Plot-lines were rushed, if finished at all. Beloved characters were crapped on to the point where even the actors (you could tell if you watched any of their interviews) were disappointed and horrified by it, some even admitted to outright crying about it from dedicating years of their lives building a show that has virtually zero re-watchability now. And, of course, a thick, impenetrable suit of plot armor was put around characters who should have, by all rights, been killed off from the sheer magnitude of the threat and those characters' realistically not living through it.

The reasons for this were many.

But do you know what the main reason is?

Well, it goes beyond mere convergence, with the writers wanting to force the plot and situations to virtue signal or place eye candy over substance and appease certain (small, but vocal) segments of the fanbase. Yes, those were a part of it. But what drove their decisions, the inept storytelling, and the overall miserable experience for fans (and the actors) the world over is...

**They Shifted From George R.R. Martin's  
Sociological Storytelling Structure  
To Hollywood's Typical  
Psychological Storytelling Structure.**

The tl;dr version of what this means is at:

**<https://blogs.scientificamerican.com/observations/the-real-reason-fans-hate-the-last-season-of-game-of-thrones>**

(NOTE: URLs come and go, and I have no control over it — thus, you'll have to search for it elsewhere if the above link is no longer working)

The article is very long but fascinating. But the important part as far as we are concerned here is this:

**GOT was a beast as rare as a friendly dragon in King's Landing: it was sociological and institutional storytelling in a medium dominated by the psychological and the individual. This structural storytelling era of the show lasted through the seasons when it was based on the novels by George R. R. Martin, who seemed to specialize in having characters evolve in response to the broader institutional settings, incentives and norms that surround them. After the show ran ahead of the novels, however, it was taken over by powerful Hollywood showrunners David Benioff and D. B. Weiss. Some fans and critics have been assuming that the duo changed the narrative to fit Hollywood tropes or to speed things up, but that's unlikely. In fact, they probably stuck to the narrative points that were given to them, if only in outline**



form, by the original author. What they did is something different, but in many ways more fundamental: Benioff and Weiss steer the narrative lane away from the sociological and shifted to the psychological. That's the main, and often only, way Hollywood and most television writers tell stories.

Here's the money-quote:

**“sociological and institutional storytelling in a medium dominated by the psychological and the individual.”**

This is well worth the read, if you are a GOT fan. But, it is also vital you at least understand this in order to correctly implement the elBenbo Press publishing model, too. It is also directly related to the unsolicited advice-doling Mr. Metrics Guy I mentioned earlier. Like virtually every single direct response marketing book/program/course/seminar/training/“guru” advises — he created his business and runs his business from a psychological vantage point much like the GOT writers and other Hollywood storytellers create scripts.

In other words:

Instead of creating a sociological framework for a business (like Apple, Disney, etc did) and *leading* his market... **Mr. Metric Guy's decisions, product line, and overall business goals are dominated by the psychology of the customer and the offer.** Thus, he lets all his metrics, tests, tracking data and what his market tells him to do dictate his business. If his metrics say one thing is no longer working, he switches it up to go where the metrics say to go.

Let me be very clear:

There is nothing wrong with doing this. In fact, this psychological way of building a business is a very smart and much safer way to go in my opinion, than the sociological way of building a business — and ultimately leading vs always reacting — used by Walt Disney, William Randolph Hearst, Steve Jobs, or other businesses that started off as one person's vision for wanting to right a



wrong, and grew to billions as a result. And if you study any hardcore direct marketing teachers, gurus, and “legends” of the industry, chances are...

**They All Teach & Insist On  
Psychological Business-Building Too.**

For them it's all about the numbers.

And tests.

And metrics.

And data — from all their market research, carefully crafted & analyzed surveys, split tests, swipe file observations, being a marketing spy watching what others are doing that is currently working, and so on, and so forth.

Again, there is nothing “wrong” about doing any of that. It is, frankly, what more or less has built just about all the best, most successful, and wealthiest direct response businesses in history.

Or did it?

While I cannot speak for a single one of these teachers or business owners, I have noticed if you look at what they themselves do...

**It's Sometimes The  
Exact Opposite  
Of What They Teach!**

In other words:

They engage — at least in part — in sociological, NOT psychological, business-building. Their own businesses are built upon a framework they created, and they let that framework dictate where it goes from there, rather than the data they may or may not even be tracking — even as they insist

everyone else do just that. If you don't believe me, look at virtually any legitimately smart & well-known direct response marketing teacher, "guru", or author. I am going on pure observation. But from what I can see, many of them will tell you about tracking metrics, and numbers, and lifetime value, and running endless tests (and hardly anyone they teach this stuff to has enough traffic or leads to get a statistically relevant result, which alone tells you something in the milk ain't clean...) as a way of guiding their decisions and what to do next.

But, if you look at their individual businesses, I argue you will see very little of that.

On the contrary, what I see is...

### **Hardcore Sociological Business-Building.**

There are very little true metrics involved.

And there is very little tracking of any kind — much less lifetime value data being collected or used. It's more like they created a framework first, and started with that, and not by running cold ads, generating leads via PPC or other paid advertising, calculating each person's lifetime value, etc. This is purely observational and I am leaving names out deliberately because I don't want to speak for anyone. Plus it could be I am completely wrong about them anyway (I am not privy to anyone's internal marketing or data). But I can tell you just by observation that the big name marketing teachers who I follow remind me an awful lot of what Walt Disney, or Steve Jobs, or William Randolph Hearst did after going through their biographies and examining their business structures. Almost all their decisions were ultimately based on leading their industries with a strongly-honed intuition, sharpened by knowing their markets, knowing human nature, and knowing what was coming down the pike.

They knew what offers their customers wanted to buy...

### **Before They Even Did!**

Nobody asked for Snow White (Disney's first feature length animated film) or Disneyland, or the iPod, iPad, iPhone, etc that Jobs pioneered.

Those were based on leading the market, not reacting to it.

To bring this back to the online marketing world, take a look at the great Sean D'Souza's business. I'll be talking a lot more about him later in this book. I don't know the internal data or workings of his business. But I do know he admitted at a *System Seminar* back in 2008 when explaining the eerily-sounding sociological framework for his own business:

**"We don't use analytics or any of that and I don't have any data — I started out as a cartoonist and I moved to marketing and this has allowed us to take 3 vacations per year, buy houses, travel, do all the things we really wanted to do. We earn more money than we need."**

Again, I can't speak for Sean.

But, what he said and what he teaches about business-building (focusing on consumption — and not merely attraction and conversion, which is the only thing you hear any other marketing teacher talk about) is what I consider to be a sociological built business vs a psychologically built business. It's the way I have always run my business, too. Whether it's my elBenbo Press publishing business model or the SaaS business I have ownership in that my business partner Troy Broussard created — there are no focus groups, surveys, going blind looking at tracking & click data, or any of that.

It's more a matter of starting with an overall right to wrong, or a pain to alleviate, or a desire to help people achieve, and then...



### **Letting That Dictate What Is Sold.**

Not testing & tracking.

Not surveys & following what my competitors are doing.

And certainly not asking & soliciting what my customers want.

There is wisdom in looking at what your market is already buying, and starting off with that. I have done that myself, and still would to guide me on any new business ventures. But after that it's about leading and directing your market & customers, not reacting and being directed by them. This goes back to the beginning of this section. Every word of the email I wrote explaining how not a single person ever outright asked for any of the books I sell is true. In fact, I don't think it is any accident the ones that I sold on pure gut instinct & intuition alone (my *Villains* books and *Brand Barbarian* book specifically)...

### **Are Some Of The Highest-Selling Books I Ever Launched.**

I'll show how to get this "6th sense" later (via "chi sau" with your list).

But for now, I simply want to introduce you to the idea of sociological business-building vs psychological business-building. Psychological business-building is running ads, doing customer surveys, analyzing market data, and then building your offers around that information, first. Again, it's a much safer way to do it than sociological business-building: which is the opposite — starting with an overall wrong you want to right or problem to solve, and then leading your market via building your offers around that, first. This means creating and running your business by creating a "World" and letting the "characters" (your market, customers, leads, offers, etc) organically work inside that World, rather than letting cold, hard metrics dictate what offers you create, who you sell to, etc. In my business, a lot of it is gut feeling and instinct based

on experience and what I know of the kind of customers I want to serve. It's also having a vision of what I want to do and where I want to go, and then letting my business grow organically from that. Thus, I create offers within the World I am creating, rather than around what my market is asking for. Nobody but nobody (and certainly it had nothing to do with hard data, analytics, or metrics) asked for *Copy Slacker*, *Copy Troll*, *Infotainment Jackpot*, *Affiliate Launch Copynomicon*, my *Villains books*, or even *Email Players...* or any of the successful products I sell. A case could be made for my *Email Players List Swell* book. But even that was built not to offer something anyone asked for, but because I got sick of people asking me about list building (not my strong suit)...

### **And I Wanted To Shut Them Up.**

I even admit as such in the sales letter.

My business is not built on asking anyone if they want anything. Instead, I simply built a framework, know the challenges my list and market face, and let my business grow from there. If you look closely, you'll see this is also how Howard Stern built his empire. It's even how Donald Trump got elected in 2016 against all odds — ignoring all his so-called advisors and rigged poll numbers, and instead speaking from the gut and following the exact same kind of framework he's used to build businesses vs the poll-driven politics of virtually all other politicians relying on advisors and number crunching.

Now, contrast that to just a “by the numbers business.”

Like, for example, Mr. Metrics Guy who was horrified I would not let him buy. Why I would not send out an offer to get people who have quit *Email Players* (who I want nothing to do with — based on how I want to run my business, not what the market tells me to do) to get them to re-subscribe. Why I would not have a money-back guarantee. Why I would not plaster my advertising with testimonials. Why I would not just re-use the same emails that “worked” over and over but also re-use emails that did not initially “work.” (Hint: many times emails that did not make a lot of sales the first time



they ran, do make a lot of sales the second time I use them — which is a whole other topic in and of itself...). Why I would not use Google or other testing software to measure every click, opt-in, and sale (especially lifetime value), and then parse that all via a spreadsheet that dictates what comes next... and the list goes on.

Again, I'm not saying any of that is "wrong."

In a lot of ways it's the safe way to go.

But I will also say that, in my experience...

**Building & Running Your Business Psychologically  
Is Nowhere Near As Fun, Satisfying, And Potentially Profitable  
As Building & Running Your Business Sociologically.**

A psychologically directed business doesn't care about or utilize principles like customer curation, or purposely making yourself more scarce to make yourself more valuable, fully using self-aggrandizement, being a personality-driven brand, killing off profitable products or services because it's no longer fun, selling what you know your market needs rather than only selling what they say & even have demonstrated what they want, and the list goes on. Those are all part and parcel of a sociologically built and directed business. And they are the exact opposite of building everything upon analytics, metrics, measurability, testing, only selling what they are already buying, etc. I keep saying building your business psychologically is much safer, and maybe even smarter for the majority. And you can grow a very big company doing it. So I don't bring this up to take a dump on the psychological way of building a business. I bring this up because if you want to use the elBenbo Press publishing model, you must build your business sociologically, not psychologically. Everything else you will read in this book is predicated and dependent on both this and World-Building.

In other words:



**It's About The Leadership,  
Framework, And Relationships First,  
And The Offers, Metrics,  
And Transactions Second.**

You create a World, you fill it with characters (offers) that right a wrong in your market's life, and you lead, not react to the market. If you launch an insanely successful offer, but it doesn't go with your World, you kill it off (like I did with the wildly successful podcast & Facebook group I mentioned). For example, if you know your market will be better served giving them a way to run their business from the palms of their hands vs having to "Frankenstein" together a business with VAs, multiple Wordpress/cloud platforms/media distribution sites, etc, you offer it to them (like we did with our *Learnistic* mobile app platform). If you see a "hole" in your product line that can make all your other products more effective for your customers regardless of them asking for it or not, you create it and offer it (like I did with my *Villains books* and my *Brand Barbarian*, *Copy Troll*, and *Infotainment Jackpot* books). In sociological storytelling the characters are vital and important, they don't dictate the story, nor is the story dependent on any one of them living or not being killed off. In sociological business-building the offers are vital and important, but they don't dictate the business.

**Nor Is The Business  
Dependent On Any One Of  
The Offers Being Successful.**

It's about the framework, vision, and leadership.

This is the difference between creating a "great character" who builds a suit of armor or creating the Marvel Cinematic Universe. Or between creating a "great computer" or building a multi-media business like Apple that is also in the phone, music, and cloud business. Or the difference between creating a "great menu" or building McDonalds or In-N-Out Burger — each with their own rules, cultures, and ways of doing business that are the exact opposite of each other in many ways. If Marvel kills off Ironman (which they did), the

cinematic universe still goes on. If McDonalds decided to end the Big Mac, the franchise would still move forward. And if Apple stopped selling computers or Disney stopped making animated films (which they did for over a decade, at one time) altogether, their company would still keep growing.

And the reason why is sociological business-building.

Like World-Building, sociological business-building is a theme that will run throughout this entire book. They are also both vital for understanding and applying this next part:

***elBenbo Press Rule Of Order #3:  
Be Your Own Niche.***

Not long ago, I made an offer to my paid *Email Players* subscribers to do an hour consult for a select few with qualifying email list sizes, in exchange for them plugging my opt-in page to those email lists. The very first one I talked to had zero trouble advising her own clients on picking a niche, making themselves larger-than-life celebrities, and claiming powerful positions in their markets. But, when it came to her own business... to building her own positioning... and figuring out her own niche...

**Her Mind Went  
Completely Blank.**

This is nothing unusual, of course.

It's often easier to write other peoples' sales copy or sell other peoples' products & services versus one's own. And so she wanted my thoughts on the matter.

My advice?

**“Don't worry about finding a niche... become your OWN niche.”**

Or, as I like to call it:

**Strict Adherence To The Immutable  
*Law Of Self-Aggrandizement.***

This is mandatory if you want to use my publishing model. Even if (especially if) it makes you uncomfortable. I'll be talking about this in a lot more detail later in this book, and it is interwoven throughout its pages in one form or another. But to give an illustration of what this looks like, take a story about the late Gary Halbert I heard from Dan Kennedy's *7-Figure Academy* (highly recommended) course. Many years ago, Gary did a seminar where people paid \$7,000 to attend. This is around \$10,000 in 2020's money. And one of the things you were guaranteed was a hot seat. And one of the attendees was a guy wanting to be successful in the copywriting business, who asked Gary's advice on how to do that.

Gary's response?

He told him to go sit back down. And then Gary admitted he's the last guy in the world to ask about how to be successful in the copywriting business. Because he wasn't in the "copywriting" business. He was in the *self-aggrandizement* business.

There is a lifetime of business wisdom and value in that.

It's why guys like Gary could sell everything from his usual business-building and copywriting and direct marketing types of products & services, to how to pick stocks products and to how to age slower & have a better sex drive products...

**All To The  
Same List!**

Because they weren't buying the "thing."



They were buying Gary.

Thus, Gary was not in a particular “type” of niche — he was in the Gary Halbert niche. People were buying Gary, his persona, his personality, his experience, and his brand first before the “thing” being sold. This is, again, vital, if you want to use the elBenbo Press publishing model. You have to understand, “you” are the first sale, not anything you publish. When, for example, I launched *Copy Slacker* many years ago, I was rather disappointed. Not in the sales, which were through the roof. But in the fact so many people went out of their way to tell me they didn’t even bother reading the sales letter I wrote.

**They Just Bought  
The Dang Thing  
“Sight Unseen.”**

Because they weren’t really buying *Copy Slacker*.

They were buying me.

I am not in the copywriting product business, the newsletter business, or even the publishing business. I am in the Ben Settle Business. As I mentioned before, this “be your own niche” is a thread interwoven throughout this entire book. And it’s mandatory to understand & apply it to your business in order to successfully use the elBenbo Press publishing model.

***elBenbo Press Rule Of Order# 4:  
Create Fans Not Just Customers & Clients.***

Another “moral imperative” for using the elBenbo Press methodology is a long term view of not just creating lifelong customers or clients — but creating lifelong *fans*. Fans — literally the abbreviation for the word “fanatics” — are customers who don’t merely buy from you. They are customers who advocate for you, defend your honor when trolls or critics come out of the woodwork

attacking you, and who'd probably crawl through a field of broken glass to buy from you — no matter what the offer is.

One dramatic example of this is from Pat Buchanan.

In his autobiography *Right From The Beginning* he tells the story:

**“But, when my father was 13, and graduated from Holy Trinity, he was to be sent to McKinley Tech, a public high school. Then, one day, two Jesuits arrived at my grandmother’s house. ‘Mrs. Buchanan,’ they asked, ‘Why is young Bill not going to Gonzaga?’ ‘Because,’ my grandmother replied, ‘we don’t have the money.’ The Jesuits answered back: ‘Mrs. Buchanan, we don’t want your money; we want your son.’ My father would repay that loyalty all his life.**

In other words:

For them, it wasn’t about getting another church member or choir boy or priest in the making. **It was about having a loyal adherent devoted to the cause.** A member of the faith who would be with them for life, and not just to get baptized or throw some extra money in the plate each Sunday. This is something certain churches as a whole have done for 2,000 years. Other ancient institutions did it too (martial arts, etc).

This is also the attitude to have with your business. With an elBenbo Press-structured business, you don’t want a mere customer, or a buyer, or a client. You want a lifelong, dedicated, and devoted FAN.

When I say that, you might be wondering:

***“Well, okay Ben,  
how do I do that, then?”***

And the answer is simple:

If you follow the methodology in this book it is virtually automatic. When you create & structure your business sociologically... when you World-build & not just business-build... when you're a leader and not just a mere "expert"... when you are unwaveringly loyal to your list/audience/customers and always looking out for their best interests (even if that means saving them from *themselves*)... when you have daily contact (via email, but also other medias), and strictly follow everything else you will read in this book... it is a process that happens almost by default. For now, I am just bringing this to your awareness, so you understand what is going on in your elBenbo Press-ized business...

**All Beneath  
The Surface.**

Like the above rules, this is also interwoven throughout this book. But it is a rule that must be followed if you want to successfully build your business the elBenbo Press way.

***elBenbo Press Rule Of Order #5:  
Build Your Business To Suit Your Preferences.***

A while back, I got the following response to one of my daily emails about the print books I sell, and why I don't sell eBooks, etc:

***Record audiobooks. People like 'em.***

My response:

***Couldn't care less***

His rebuttal:

***Why bother creating content at all then?***

I did not bother answering his idiotic question. Frankly, I wasted enough



time on someone who is not a paying customer as it was. But I will talk about it here, because it ties into this very important elBenbo Press Rule:

**Build Your Business  
To Suit YOUR Preferences.**

Not someone who doesn't buy from you's preferences.

Not some random goo-roo fanboy's preferences.

And certainly not some guru in your industry's preferences.

This is one of those Dan Kennedy'isms that should almost be tattooed on the back of everyone's hands so they don't forget. While it is true this entire book is about my print publishing model, it would be insane for you to sell print if you hate dealing with print, the mail, deadlines, writing on a schedule, and the like. If you bought this book and actually read the sales letter and emails selling it, you know I tried hard to talk you out of using my print business model and not to buy this book at all.

The reason?

Because the print model is my preference. It is NOT everyone's preference. And, in fact, I would guess it is not most peoples' preference. In the vast majority of cases, in my World, people tend to simply look at what I do and say...

**"That's what Ben does,  
so that is what I have to do!"**

No.

That'd be the height of stupidity, and brings me back to the point:

When you are your own niche... when you build your business

sociologically and not psychologically... when you build a World and not just a “company” or “marketing plan”... when you create fans and not merely customers... and when you follow all the other elBenbo Press Rules Of Order that follow this one — you not only won’t care what everyone else is doing, you will very often...

### **Do The Exact Opposite!**

But, you will not do the opposite just to be a “rebel” or whatever.

(And I will talk more about this in the next Rule of Order.)

No, the reason you will usually do the opposite of what others do is because what other people do is simply not your preference. For me, my preference is, with rare exceptions, print books and a print newsletter. That does not mean I don’t sell products in other formats. I do. In fact, I have a whole slew of Kindle books, eBooks, audio & video programs (delivered via my mobile app), and, yes, have plans to do a few audiobooks for my Villains book series when it interests me enough to do so that will also be for sale via my mobile app, as well as on Amazon. Not to mention the two mobile app companies I own interests in — Learnistic and Membrandt.

But I prefer print for many reasons that go beyond the obvious.

Like, for example:

- **Readers are more likely to be leaders** — which I prefer to sell to, as they have influence (and make for incredible referrals). Plus, they have always been better, longer term, more successful customers than the latest Millennial or Zoomer who wants yet another eBook or audio book he’ll never open much less consume on his hard drive or phone.
- **Easier to quick-edit books** — text is far easier for me to edit, change, and update than video or audio. And I tend to do as such often, on the fly,

whenever I have a notion to.

- **No hassles with people downloading or recovering/forgetting passwords** — obviously not a problem with print books. Although it's as amusing as it is astonishing how people still buy into the internet business lie where everything is automated and on "autopilot", when the reality is you will always have people who need endless help with technology or logging in to a site (most often due to them buying with one email address and forgetting and then having to ask support), etc.
- **Books don't "break"** — like a lot of online delivery channels often do, creating a headache for everyone. Frankly the fundamental "technology" of direct mail and shipping books has barely changed in 100+ years, while online delivery software constantly changes & needs to be updated — for security if nothing else — regularly.
- **Omnipresence & Indoctrination** — the more of my books people buy, the more I take up space in their office/home/car... the more a presence I am in their lives. The more indoctrinated with "me" they are. The more "omnipresent" I am. And the less likely I am to be forgotten on a hard drive or phone with a thousand other digital info products.

But really, those are just the intellectual reasons.

The bigger reason — the emotional reason, as all decisions are made on emotion, regardless of how "logical" someone thinks they are — is I simply prefer print myself. The smell of the pages. The process of printing & delivery. The idea of the presses rolling to get my newsletters out on time. The "It feels like Christmas!" effect of when someone gets something valuable they are looking forward to in the mail. The act of writing, which I love and still get a thrill out of. And the list goes on.

Notice these are MY preferences.

They are not necessarily yours.



Although, it certainly won't hurt to have them to use the elBenbo Press publishing model.

***elBenbo Press Rule Of Order #6:  
Ruthlessly Defile Norms At Every Opportunity.***

Back in the April 2019 *Email Players* issue (one of the most revered AND reviled issues I've published to date — with a record number of new subscribers & testimonials for a single issue that month, as well as a record number of cancelations & complaints) I wrote the following:

One of the most valuable trainings I possess is an obscure Dan Kennedy training called *10 Million Dollar Marketing Strategies*. In this two hour talk, he discusses 10 marketing things his most successful multi-million dollar business owner clients (i.e., his “renegade millionaires”) do that nobody else is doing, nobody else has the nut sac to do, and that nobody else thinks far enough outside the box to even bother doing. My favorite of these 10 is what he called:

**“Defying Industry Norms”**

According to Mr. Kennedy...

“...not only do the most successful people I work with defy [their industry's norms], they take a perverse personal joy in doing so.”

I had to listen to this training over a dozen times to really “get” why this was the case. But, since doing what he commanded about that, I can tell you my business has grown like crazy, my sales have grown like crazy, and my brand (as well as my list of envious trolls & pissed off competitors) is growing like crazy. What does this “defying industry norms” mean, exactly? What it means is, you look at everything people are “supposed” to do in your industry,

**niche, service, and/or product category... and then you do the exact opposite. Especially the ones you are scared to defy. Incidentally, this goes hand in hand with the late, great Earl Nightingale's "if you look around at what everyone else is doing, and do the opposite, you'll probably never make another mistake for as long as you live." And while your mileage may vary (just as mine has varied from others who do it), what I believe will happen is not small, incremental changes in your business... but huge changes. Not just in higher sales, but you may find yourself radically changing your entire business. (I certainly have!)**

I then spent the rest of that issue listing off — in extreme detail — all the norms I defy, have defied, and continue to defy, even to the harrowing screams of goo-roo fanboys and other loser-minded people in my niche who love to dole out the unsolicited advice without asking for even a shred of data first. This elBenbo Press Rule of Law is yet another thread woven throughout the tapestry of this book and my elBenbo Press publishing model. Even much of what you've learned already is in complete defiance (more like defilement!) of certain industry norms. Just focusing on print is, frankly, a big defiance of virtually everyone who sells online with their eBooks, video, audio, and "downloadable" bytes products. As is building a business sociologically vs psychologically, World-Building, and everything else I've been teaching you.

**And We Aren't  
Even To  
The "Meat"  
Of This Book Yet.**

You can see a lot of this going on in my business.

Such as my aversion to risk reversals and money-back guarantees. Caring one iota about email open rates. Not being on social media. The way I title my books. How I approach pricing. And the list goes on. This is a Law you must strictly adhere too, just like all the others I have covered and will be covering next. In fact, as Dan Kennedy taught — who this book mentions a LOT — the



more norms you defy, the more you should see an increase in sales, business, influence, and engagement. And that is why practically everything in this book is almost certainly going to be a defiance of YOUR industry's norms.

Thus, it's going to take some faith to execute.

And, even more importantly, it going to take patience.

Especially with any shallow thinkers in your market and circle of peers who will also almost certainly insist you're doing everything wrong — even to the point of being outright offended by you sometimes.

Don't say you weren't warned...

***elBenbo Press Rule Of Order #7:  
Don't Bring The Garbage Back In After It Takes Itself Out.***

Speaking of defilement of industry norms:

The elBenbo Press publishing model is very heavily based on having a print newsletter. You don't have to have a print newsletter. You could probably adapt this methodology to a digitally-based continuity offer using a mobile app-based membership site, for example, or group coaching. But one of my set-in-stone laws is, when someone leaves my subscription/continuity newsletter, I do not let them back later if they try subscribing again. And over the years, some of my customers have told me they have a hard time wrapping their heads around this mindset I promote about blocking people who quit continuity programs, not letting them come back later when they think they are finally this time "READY!", and casting them back into the Friend Zone of business spectators they tried escaping from.

The reasons for this are many and beyond the count of mockery.

But, I liken letting quitters back as...



## **Bringing Trash Back Inside.**

Just like it's a bad idea to bring trash back in once it's been sitting out on the curb, it's also a bad idea in personal relationships (i.e., taking an ex back who left), too. And, yes, it's a bad idea when customers ask to return to the fold after leaving your newsletter when you use the elBenbo Press publishing model.

Following are 15 of probably 1,000 reasons I have this attitude:

- 1. People who quit are reliably & consistently and often immediately replaced by better business** — This alone makes allowing people back completely counterproductive for my business. It's interesting how, when I first saw Dan Kennedy teach this in his excellent *NO BS Time Management* book (when he said whenever he fires a toxic client or jettisons a pain-in-the-ass customer, that “void” is *immediately* filled with better clients and customers, more sales, better business relationships, etc.), I could not make sense of it. But after testing this out over a decade of selling subscription newsletters, I have come to realize he was 100% spot-on.
- 2. With very rare exceptions, if someone cites money as having left when they try to come back, they are almost certainly not telling the truth** — And it's not a good idea to do business with such people. In the case of my newsletter, even a street bum rattling a dirty coffee-stained cup full of sticky change can “afford” the few dollars per day it costs. But instead of putting the info I teach into practice to make that modest sum back in multiples so it would not “cost” anything... they cling tightly to the skirt of price (or — and this is no exaggeration — their wives' skirts, who they blame in far too many cases) to justify their inaction or avoiding admitting they are simply not ambitious enough or interested enough to apply the info. It is *work*, after all...
- 3. It makes the newsletter legitimately more exclusive** — After all, a

club that's hard to get into is automatically more valuable and prestigious — both perceptually and intrinsically.

**4. I don't cater to quitters** — And not just from a practical point of view that I have no desire to deal with anyone who is plagued with the quitting sickness of the psyche. It's also a matter of I do not want to nourish their disease. Marketing and World-Building the way you are learning here is still 100% based on serving your market. Every decision has to be for their benefit ultimately. The ancient Roman definition of a client is someone who is under your care and protection. I can't care to protect someone who is always trying to harm themselves, unless and until they get their act together on why they self sabotage, first. Something they will have to do on their own time, not mine.

**5. I don't like encouraging new product junkie-ism** — I was first introduced to this concept by the brilliant Michelle Spiva back when my pals & I did our "Oceans 4" hot seat masterminds. What happened was, one of the attendees sold in a biz-opp kind of niche. And, his biggest frustration was having a gaggle of customers who (1) were always looking for something "new!" (2) never implemented or used the things they did buy (3) and because of that, they had a huge list of one-time buyers — who were also huge pains in the arse to deal with. The kind of people who only craved yet another new offer they'd then have to keep creating to keep their business successful, while they never bought anything on the back-end — which is where the real money in direct marketing is. That's when Michelle piped up:

**"They are addicted to the dopamine drip they get whenever they buy something new."**

Yes, this is a very real phenomenon. It is not just something I use to mock people with. And when you understand it, you realize why doing business with these junkies can be just as dangerous to your business as doing business with a junkie was to Gus Fring's operation in *Breaking Bad*



— which, in some ways, led to his downfall.

**6. I prefer 4 quarters to 100 pennies** — By this I mean, I prefer dealing with fewer high-quality customers vs a ton of low-quality customers. There is an obvious purely practical reason for this. But there is also a less obvious reason based on one of the few theories in the social sciences that ever made sense to me. Specifically, I am referring to the adage of how you are the sum total of who you spend the most time with. As someone who is in daily contact with my main list, and who allows paid newsletter subscribers to ask me questions via email (at the time of this writing, at least), I spend an awful lot of time with my list, customers, and market. Less high-quality customers is far better than many low-quality time wasters, people who need their hand held, price shoppers, business hobbyists, new product junkies, etc. I run the risk of becoming more like the low-quality customers the more I deal with them.

**7. Building a professional league team, not peewee league team** — Since 2011 I have been carefully building & curating an “All Star Team” of *Email Players* subscribers that are taking over their markets. Customers I am super proud of, that honor me in the way they apply the info, conduct their businesses, and represent my brand. And letting low-quality quitters come back would dilute my team with losers, and reduce my brand to Bush League or T-ball level, like everyone else who lets the trash back in after it’s taken itself out.

**8. I prefer dealing with customers vs buyers** — For those who love marketing jargon there is a term called “lifetime value” (LTV). And it seems to me, the best way to amp up the LTV of your list is selling to customers and not merely buyers. Following is not the dictionary definition, but I like the way the great founding father of online advertising Ken McCarthy put it in his *System Club Letters* book:

**“Customers are people who make it a custom to buy from you. In other words, they come back again and again. Mere**



**buyers come and go. To build a real business not just a promotion focus on the customer building process.”**

People who quit my newsletter and want to come back later are not customers — they are buyers. I want to encourage the former, and discourage the latter. Thus, another reason for my policy.

**9. Quitters make for great Orc heads to display** — One of my favorite scenes from *The Two Towers* movie is when the Riders of Rohan slaughter an orc party, and then put one of the orc heads on display to frighten off the other orcs in the area. It was an early inspiration for what I teach in my *Copy Troll* book. But, it's also useful for warding off people who should not be buying what I offer. By displaying their antics, it scares many of these other “orc” customers off, and lets the ideal customers I want know it's safe to enter my lush safe lands. And by writing emails mocking quitters (not by name, of course, no need to slander anyone, just expose *types*) who try to come back, I am constantly putting up “orc” heads to warn away the other quitters so they don't waste their time or mine subscribing. All of which helps me curate out the low-quality buyers and demonstrate to the high-quality customers that what I have is not the same old, same old.

**10. Makes for better people** — This goes back to putting my customers under my care and protection. My “no coming back after quitting” policy forces people to take responsibility for their actions & decisions. This is something sorely lacking in today's victimhood-celebrating society. As I write this book's first draft, we are under a state (and country) wide quarantine from the Coronavirus of 2020. Over 30% of people are suddenly unemployed, and depending on a government handout. It is astonishing how many people wasted the prior several years of a roaring stock market and low jobless rate, easy credit, and customers spending like there's no tomorrow by not at least putting away a month of money (ideally 6 months to a year) for bad times. Instead, this victimhood society full of entitled people wasted money on traveling, toys, TVs, cars, and entertainment. Now they are desperate and begging the government

to prop up their bad decision-making already. Nothing will change on this. If anything, it will only get worse here on out. This is something that is showing up in the business world, too. By punishing bad behavior (quitting and not implementing what I sell) I get less of of said bad behavior in my business.

**11. Makes people far more likely to consume, implement, and succeed with what I teach** — It does nobody (not me or them) any good if they take what I teach in *Email Players* and just nod, file it away, and move on without implementing. That is what the quitters who want to come back later all do. It's a waste of my knowledge, and a waste of their money. Long term subscribers do the opposite, and it makes them money. I want more of the long term types, and less of the quitter types. Thus, another reason for the policy.

**12. Identifies the players vs the spectators** — For future would-be affiliate, JV, client, and other potential deals down the road should I ever look for such opportunities. When someone quits, they are essentially dead to me as far as business goes. I ignore their questions, block them in my cart, and generally have nothing to do with them. They are spectators. They are not serious about using what I have to teach. All of which is fine on its own merit. But going back to you being the sum of those you spend the most time with: I prefer to deal with players and not spectators.

**13. Rattles the trolls for fun & profit** — The mere existence of my policy rattles the emotionally damaged trolls, as well as other new product junkies, marketing hobbyists, and other contemptible opportunity-buyers who lack the character to stick by a decision long after the excitement of the moment when they subscribed has passed. And I have noticed some of the more mentally unstable ones take it personally, get angry with me, send me a flurry of projecting insults, profanity, and curses. All of which I use as email fodder to help sell my other offers.



**14. I can't realistically help anyone with a quitter mentality —**

Quitting is very much a habitual disease. It's like someone taking a supplement for having better workouts, not being jacked after month one, quitting while saying "this doesn't work!", then trying to come back later, with the same loser mentality. What I teach in *Email Players* is a lifetime marathon, not a sprint. Some of it works fast, some of it takes months and even years to see a payoff. But none of it works if it's not consistently applied day in, and day out over months and years.

**15. Wards off the non-forward thinking types I can't help anyway**

— The Myers-Briggs personality test has its flaws, but one thing it is spot-on with in my experience is what it describes as "S." Most people are an S. These are people who simply cannot wrap their heads around any concept, idea, or possibility in a forward-thinking way. It has nothing to do with intelligence or experience, either. They simply aren't "wired" for forward or big picture thinking. In fact, when they try to, it often backfires. That is the plight of the S: Great at "here & now" tasks & tactics — like one-one-one selling, negotiation, even martial arts (dealing with what is, not what they think an attacker may or may not do), etc. But they have almost no foresight. Or penchant for thinking ahead. Or being able to fully comprehend the future consequences of their current actions or inactions, even if they want to and intellectually know they should. Again, it's not an intelligence thing. It's simply how an S sees the world. Their mirror opposite in the Myers-Briggs is the "N." N's are the long term thinkers and planners, and strategists. But, N's have a horrible time in "here and now" (like the above selling one-on-one, etc) where they try to predict instead of dealing with what is happening in the moment right in front of their eyes. Anyway, both have their strengths and weaknesses (one is not better than the other). But for what I teach, what I advocate, and what I expect of my customers, S's get very frustrated, are more likely to quit, and are not encouraged to buy at all — much less come back later. Thus, I don't allow them back once they identify what they are by quitting and trying to return later due to lack of foresight.



There are many more reasons.

These are just off the top of my head. And many of my reasons for not letting people back may not jibe with yours or may even hurt your sales. The point here is, if you are going to use the elBenbo Press publishing model — which includes building your business to suit your preferences — you are going to have to curate. And, I strongly suggest you adopt a similar “no coming back” policy. If someone wants to leave, let ‘em go with your blessings. But once the garbage lets itself out, there is no reason to take it back in. Not only does it start to stink, but it will start to attract other critters you don’t want in your house.

***elBenbo Press Rule Of Order #8:  
Be A Leader Not Just An “Expert.”***

If using the elBenbo Press publishing model is your endgame, then listen up, listen good, and never forget these words I’ve been saying & dogmatically applying to my own businesses for years:

**People Listen To Experts,  
But They Follow Leaders.**

There’s nothing inherently wrong with being a mere expert. What that generally means is, you have more knowledge about a particular topic than most people. And Amazon is littered with eBooks from self-proclaimed experts, and specialists, and authorities on this, that or the other. All of which is fine and good and is better than not being an expert. Being an expert will get you listened to in most cases. And that is a big chunk of the battle. But being listened to is like playing the publishing game on hard mode. While being perceived as a LEADER...

**Is More Like  
Playing The Game  
On “God Mode!”**

Here’s what that means:

One of my prized possessions is an NES game genie. Someone figured out how to manipulate NES (the original Nintendo system) games by plugging them into a gold game cartridge-looking thing. And what it lets me do is cheat at games to win them faster and easier. For example: I can give my characters unlimited lives. Or invulnerability. Or 100x's the gold or experience points they would usually get to advance in levels and power. And it makes the game a lot more fun and exciting, opening up more possibilities for interesting situations, and way less frustration.

So it is when you're a leader and not an expert.

In fact, here's another thought from Ken McCarthy's magnificent *System Club Letters* book:

**Being a guru is a great thing from a marketing point of view. The reason why is simple: People overwhelmingly prefer to buy from gurus. Less than 1 person out of 100 (maybe it's less than 1 out of 10,000) will invest the time, expense and mental energy it takes to seek out and evaluate claims in the search of real expertise. In contrast, it's infinitely easier for people to press the 'Order' button to buy from 'The Big Name' even if the big name is just an empty headed poser. That's the way it is, so it makes sense for us to do everything we can to position ourselves in our niches as The Guru.**

Being a leader isn't all fun and games though.

It means a lot of responsibility. It means a greater chance of failure. And, frankly, it means being hated at least as much (if not more) than you are loved. In fact, being hated by at least a small number of people is practically a requirement. Leaders are never universally loved. Leaders are never lukewarm about opinions and decision making. And leaders are responsible for the whole show and whatever happens — good, bad, or fugly. Being a leader is also mandatory to do any kind of proper World-Building and having a sociologically-built business. It means knowing your list, audience, customers, fans, and enemies (yes your enemies, too) better than anyone else. It also



means knowing what they need before they have any inkling of what that is. In fact, with elBenbo Press, it means writing, publishing, and selling them books, newsletters, and other offers...

**They Didn't Even  
Know They Wanted  
5 Minutes Earlier!**

Sometimes it means even selling them things they don't want at all.

Take, for example, my *Brand Barbarian* book.

Over the past 20 years not a single soul on my list ever once asked me to write a book about my branding methods. If anything, my list is *hostile* to the word and the idea. But after witnessing the utter stupidity being taught about branding on the internet and especially on social media, and the idiotic things being taught by coaches on Facebook and other so-called branding “experts”, and seeing some of MY Horde falling for it and preaching it... I decided enough was enough. I sat down and thought about my entire business going back to the beginning and all the ways I used to go from broke and a complete nobody with no audience, list, influence, or fanbase to speak of... to building a million dollar brand that whips up a ferocious horde of “berserker-like” fans wanting to buy my offers oftentimes before a product is even created. And I did it without being obsessed with my “image”, without needing social media, without needing to travel & take selfies, and the list goes on.

Again, nobody asked for this knowledge.

I simply saw a serious, sales-crippling problem in my Horde. Thus, I wrote a book about it. And the result was...

**The Second Highest Selling  
Book Launch I'd Ever Done.**

That sucker just sold and sold and sold, and still sells.



It also gets more testimonials than my other books, too.

And yet, if I'd just did psychological selling, asking what they want, conducting surveys, and testing to try to figure out the demand, I never would have written it. If I'd been a mere "expert" instead of leading, it never would have happened. At the same time, my ways genuinely piss some people off, too. Especially the iPhone-addicted livestream queens and broke branding coaches (i.e., "experts") haunting Facebook and Twitter taking exception to my setting fire to their nonsense.

And that's a good thing.

If all I had was people who loved me, I'd be doing it wrong.

Being a leader instead of a mere expert means taking a "heaven and hell" approach to your business. It's not just business, it's not just sales, and it's not just "OMG changing lives!"

No, it means...

**Always Being A Revolutionary  
And Never A Moderate!**

Historically speaking, nobody has ever erected a statue to a moderate. Of course, on the other hand, it's the revolutionaries that always got hung, too. Which is probably why the best summary of what being a leader pulls out of people, is illustrated by Jared Kushner when he said (about President Trump) there are only two kinds of people in Washington D.C.:

***"Those who want to help Trump save the world,  
and those who want to save the world from Trump."***

That's what being a leader looks like vs being a mere expert.

And if you want to use the elBenbo Press publishing model, that's the kind

of effect you will be going for. An effect you can only get by leading, and never by being a mere expert.

***elBenbo Press Rule Of Order #9:  
Think Like A Publisher, Not A Writer.***

Going back to the S's & N's topic:

The good and bad thing about the elBenbo Press business model you're learning in this book is, it's horrifyingly painful & near impossible for the vast majority of writers I've known. And the reason why is because the vast majority of writers think like "writers"... and not publishers. And the reason why they do that comes back down to personality type. Which is why if you want to make elBenbo Press work for you, you must think like an "N" and not like an "S" — even if you are an S. Again, the vast majority of people on this planet are S's. In other words, they think and process information in the moment. They are NOT forward thinking. They rarely think very far into the future or execute long term plans. And, when they do...

***They Almost Always  
Screw Things Up!***

I must reiterate though:

This is NOT an intelligence or "IQ" or education problem. It applies even to very brilliant people. Take Tony Stark from the *Ironman* movies. He is a classic S. That S is why he made such stupid decisions in the movies like creating Ultron (against the wishes of Bruce Banner, who was an N) in *The Avengers: Age of Ultron*, or thinking it was a good idea for the government to control the actions of other super powered beings in *Captain America: Civil War*. Even creating the Ironman armor was an S's reaction to circumstances he got himself into by not being forward thinking. An N would have built the suit and used the technology in some other proactively-created way...

**Well Before  
It Was Needed.**

Incidentally, heroes are almost always S's.

In fact, in order to do heroic things, like rush into a burning building to save someone, risking life, limb, disfigurement, etc, you'd almost have to be an S. Hero soldiers are not only S's, but are required to be S's. They follow the orders of their General (the N), or people get killed. Bleeding heart big government bureaucrats are also almost all S's. That's why they advocate horrible policies that sound good on the news, but that end up doing nothing but causing pain from being blind to the law of unintended consequences. Take, for example, so-called "environmentalists" who shriek about people using too much water. Years ago in Florida a bunch of these well-intentioned do-gooder S politicians got their way, and various local governments started pushing for people to stop using so much water, and instituting policies that forced the issue on people.

The result?

The water utilities started losing money, and had to raise the rates on water...

**Hurting A Lot  
Of Low Income  
People In The Process!**

By the way:

I say "well intentioned" politicians, because the truly vile & evil ones are usually not S's at all. They are N's. And they use the emotions and short-sightedness of the S's to gain more power. We'll get into N's in a moment. But like I wrote earlier, this also applies to great sales people, great negotiators, and even great martial artists — they tend to be either S's or have learned how to tap into their S. Think Jordan Belfort in *The Wolf of Wall Street* movie. He is a



brilliant salesman, negotiator, and master of persuasion. But, because he is an S, trying to go against his nature and be proactive is what ultimately took him down. He would have probably gotten away with everything had he kept his job as stock broker making \$70k per month while doing blow off hooker's arses each night, instead of proactively creating Stratton Oakmont to sucker people in with blue chip stocks and then unloading the dog shy penny stocks on them... or trying to outwit the FBI against the advice of his PI... or saving his friend Donny Azoff with the "I'm wearing a wire" note that ultimately got him busted... and the list goes on. Another example is the late, great Jim Camp. If he wasn't an S, he certainly knew how to tap into his S, with his refusal to succumb to Theory Of Mind. That is a term that means thinking you know what someone will say or do, and how they will behave... without discovery and asking questions, etc — something great sales people (S's) do naturally.

So I do not bring all this up to mock S's.

I rather admire them in many cases. But, when it comes to building and profiting from a business rather than being the doer of whatever skill or speciality they possess, they know not what they are doing.

To sum S's up in a word, they are:

**Reactive.**

This is neither a good or bad thing.

It depends on the person, the circumstance, and their actions.

Conversely, you have N's:

N's — a very rare group compared to S's — are the forward thinkers and are usually proactive. N's tend to have a very hard time thinking in the moment and reacting to what is, and instead try to predict what will be. This means often missing details right in front of their noses as a result. On the other hand, N's are also more easily able to plot out (or scheme) and execute plans and

ideas. Practically every classic villain is an N. That's why they have everyone (including the S heroes) reacting to them, instead of them reacting to everyone and everything else, like S's do. In other words, an N is not likely to run into a burning building or try to be heroic. The first thing on an N's mind is the impracticality of it, the consequences of it, and the wisdom of letting the trained firemen (S's) do their jobs, with the N being the first to call 911. In martial arts, I can tell you right now, being an N will get you killed. It has taken me much longer, for example, to learn and internalize the fundamentals of Wing Chun Kung Fu for this very reason. It's not like the nonsense you see in the Sherlock Holmes movies with him trying to calculate all his fighting moves based on what he predicts the other guy will do. That looks great in movies. But in reality it is...

### **Completely Stupid!**

Same with negotiations or selling one-on-one.

Trying to predict what someone will say, what decision they will make, what they are thinking — which N's naturally do — is completely counterproductive. And it's something I always have to keep in check and be more S about. Conversely, in business this is also why N's make much better marketers & strategists than S's, while S's make much better sales people and tacticians than N's. But, just as an N can temper his N'ness, an S can also temper his or her S'ness — and must do so to effectively build a business using the elBenbo Press methodology. This is especially true when it comes to the media-stacking aspects of my business model I will show you later. To give you an idea of what I mean, take this snippet from *The Chief* which is the biography of the late media empire-builder William Randolph Hearst:

**[Hearst] built the nation's first media conglomerate by extending his newspaper empire horizontally into syndicated feature, photo, and wire services; magazines, newsreels; serial, feature, and animated films; and radio. . .The opportunities were limitless for**



**expanding his empire — and his audiences — and he capitalized on every one of them.**

**Decades before synergy become a corporate cliché, Hearst put the concept into practice. His magazine editors were directed to buy only stories which could be rewritten into screenplays to be produced by his film studio and serialized, and reviewed, and publicized in his newspapers and magazines. He broadcast the news from his papers over the radio and pictured it in his newsreels.”**

S’s simply don’t think that way naturally, any more than an N thinks in the here and now, with what is, instead of what may or may not be, naturally. To be crystal clear about this one more time: N’s are not “better” than S’s, and vice versa. They both have their strengths and they both have their weaknesses. But, if you are an S...

**You Are Going To  
Have To Think  
More Like An N.**

At least, when using the elBenbo Press business model.

The sociological business-building and World-Building alone require thinking like an N instead of an S, even if you happen to be an S. My woman (who I learned all the above from, incidentally, about profiting from personality typing — an extremely valuable skill, I am finding) Stefania’s analogy is the chef vs the restaurant owner. The chef is focused on the in-the-moment customer experience, the menu, the preparation and presentation of the food, the ambiance, the service, the minute details of the day to day. The restaurant owner is always thinking about when to launch the next restaurant, where it should go, how big it can grow, how to promote it, the consequences of each decision, and the possibilities laid out before him. When the chef tries to think like a restaurant owner, or a restaurant owner tries to think like a chef, the business tends to...



**Go Up  
In Flames!**

Bottom line:

If you are an N you will more naturally and easily grasp the info in this book. If you're an S, you will have to will yourself to think like an N when using the elBenbo Press publishing model. If you are unsure what you are, simply look back to the first two laws in this section about creating a sociologically built business and World-Building. If those made sense on the first reading then you, my fine feathered friend, are very likely an N. If you had to go back and re-read it, still struggle with understanding it, and it's hard to follow, you are almost certainly an S. That doesn't mean it's impossible for you to use the elBenbo Press business model. It simply means you are going to have to work, think, and try harder to implement it.

Nobody said this was easy...

## Section B

# Setting The Type For Your Profits.

“If you believe you can accomplish everything by ‘cramming’ at the eleventh hour, by all means, don’t lift a finger now. But you may think twice about beginning to build your ark once it has already started raining.”

— Max Brooks  
*The Zombie Survival Guide:  
Complete Protection from the Living Dead*

Now that we have the foundational principles laid out, let’s move on to prepping your business for profits by having a solid foundation & structure in place, from which you can start marketing and profiting from to your heart’s content. In this section, we’ll walk through the floor plan of what you’ll need — from the tools... to building a “World”... to how to think about pricing and practically apply it... to the inner game of content creation & offer selection... and how to get everything ready to start selling and making money with.

On that note, turn the page, and we shall begin with...

# elBenbo Press

## "Tools Of The Trade."

The good news is, despite all my insistences on following some very strict rules of order, the elBenbo Press publishing business model structure is based on extreme simplicity. And, chances are, you already have most — possibly even all — of what you require.

Here's what you will need:

### ***Computer.***

This is probably the most redundantly obvious thing. But you will require a computer — desktop or laptop, possibly only a notepad with a keyboard — to write your emails, sales pages, more easily do customer service, etc. Again, it is obvious. But, always dotting your "i's" and crossing your "t's" is part of the elBenbo Press publishing business plan. Thus it is included here.

### ***Smart phone.***

I was a late adopter to smart phone technology. And, frankly, at the time of this writing, you don't technically "need" one to at least get things rolling. I ran the first couple years of my newsletter business without having one, and did not start really using it for business purposes for at least another year after that. But, it's an astonishingly valuable tool to have for on-the-fly customer service, idea capturing, content creation, customer service, accessing & using mobile app technology, and the list goes on. Like a computer, this is totally redundant, as I find it highly unlikely anyone reading this book would be without a smart phone. Although I know a few outliers who stubbornly have resisted doing so. And because of that, I mention it here.



### ***Website.***

Mostly to collect opt-ins. The only purpose of a website using the elBenbo Press publishing model is to build an email list. Even better, is to use mobile app technology to get both their email & phone number. About the only purpose of my site is to put most of my emails up as posts to attract search engines and demonstrate why people should opt-in.

### ***Email broadcasting/autoresponder service.***

Since the elBenbo Press publishing model is heavily email-driven, and to keep compliant with spam laws, you'll also require an account with a reputable email broadcasting/autoresponder company. By "reputable" I don't just mean as far as professionally reputable. I am also talking about reputable with the spam blacklists and ISPs. Some companies have better delivery and relationships with the various ISPs than others. But overall, the main ones all get about the same delivery rates — a few percentage points variance here and there notwithstanding. I refer you to the internet to do your own research on this. Just realize, most of the good ones allow a free trial. And it's never a bad idea to take advantage of them to see which platform you like best and are most comfortable using. After all, if you are not comfortable using it, then you'll be less likely to want to use it, which means you'll very likely make less sales. To see the one I am using (or will be using, we are building it as of the time of this writing in mid 2020) that is specifically designed for my *Email Players* subscribers especially, check out [www.EmailPlayers.com/learnistic](http://www.EmailPlayers.com/learnistic).

### ***Shopping cart/checkout system.***

You'll also need a checkout service. You do not need to get fancy with this. I ran my own publishing business into the low 7-figures using what is considered to be one of the more "archaic" services (Ishoppingcart) out there — to the point I'd even get laughed at about it at masterminds. The joke was "*Ben uses an ACTUAL shopping cart he pushes around...*" which was more true than it wasn't. Still, it's worked great for me, and is simple to use. I'm not saying to use them or any specific service. You should look at all the reputable ones.

Again, I refer you to the internet to do research. I am simply saying this so you know you do not need super expensive and fancy. If anything, the more complex and bright-shiny-object a service is, probably the more a pain in the arse it'll be to use unless you have a dedicated person to work it for you. Like with email, I own & use my own checkout system (which may or may not be ready for sale, depending on when you are reading this). Like the email platform, you can check that out at [www.EmailPlayers.com/learnistic](http://www.EmailPlayers.com/learnistic).

### ***Mobile app.***

Just like with having and using a smart phone for business, I was also late to the mobile app game. And while you don't technically "need" it just yet (at the time of this writing, again, in mid 2020), you will eventually, in my opinion. In the next 10 years desktop computers will be almost completely replaced by mobile app technology — or what I call "Web 3.0." Like it or not, it is inevitable. But even from a practical point of view, having a mobile app for your business can make a huge difference in terms of engagement, content-creation & distribution (audio or video), World-Building, omnipresence, and overall prestige. If you want more on this check out [www.EmailPlayers.com/learnistic](http://www.EmailPlayers.com/learnistic) yet again that will eventually include (if it does not already as you read this) the above email & checkout platforms bundled in all together with email, a mobile app, and a bunch of other features that can help you make a lot more money with the information inside this book.

### ***Operation Money-suck team.***

"Operation Money-suck" is a term I first heard Gary Halbert and John Carlton talk about. It means your *only* job is to bring in the money. For me, and probably for most reading this book, that will be writing daily emails, creating content, and doing the marketing. i.e., the activities that bring in the money. That does not mean you can't outsource those things if you have someone who is better than you at that. But either way, I suggest outsourcing — as your income and resources allow — everything else that is not bringing in the money. In my case, for example, that means outsourcing book & newsletter printing, shipping, & fulfillment, web design/programming, bookkeeping,



accounting, payroll (even as a one-man band I use a payroll service), legal work, and the list goes on. Building & curating a team of people you outsource to is extremely important if you want peace of mind, and do right by your customers. I list the exact businesses/services I outsource to — or have in the past, but no longer use for whatever reason now — in the Back Page section of this book.

### ***Merchant account(s) & gateway.***

One of the most hair-raising things I learned about a year or so after implementing what is now my elBenbo Press publishing model was when my pal Doberman Dan Gallapoo told me about how he once almost had his entire business shut down in the matter of a week. He was running a health supplement business at the time. And what happened was, he woke up one day to find a bunch of failed recurring orders. When he checked with his merchant account, he found out they shut him down for no reason other than his business was deemed too “risky” by a banker, and that was that. They did not even tell him. Luckily, he had a back up merchant account and simply turned that on in his shopping cart and all was well. Until, the next week, that one shut him down, too! This despite the fact he had hardly any chargebacks, and his history was hounds tooth clean. Luckily for him, he had a back up of his back up, turned that on, and was good to go. But it was a blatant lesson in the importance of having multiple merchant accounts. One of the worst things you can do is have just one merchant account. You have to be what I call a “merchant account polygamist” — and have multiple. Even worse than that is to 100% rely on PayPal, Stripe, or any trendy services internet marketers love to use, that have instant approval. I once heard someone at a mastermind say something very wise about this:

**“You can never have too  
many merchant accounts.”**

This is especially true if you are in a riskier business category like health, finance, biz opp, or any other industries full of lots of fraud and illegal



practices. But even in so-called “safe” industries (like info publishing) you ain’t 100% safe.

For example:

I once had a merchant account shut me down out of the blue by breaking a rule I didn’t even know existed. What happened was, I was engaging in what the merchant accounts call “transaction laundering.” What this means is, when you set up a merchant account under your domain, you can only sell your products with that merchant account on that domain. And I was selling my *Copy Slacker* book on a page at CopySlacker.com, but my merchant account was signed up under EmailPlayers.com. That, I found out, is against the rules, and they shut my arse down. And there was no arguing, pleading, or mind-changing. That was that and they were not going to hear anything more about it, even though virtually everyone does it without realizing it’s a problem. I just happened to have been on someone’s radar in the risk department. Luckily for me, I had two other merchant accounts so it wasn’t a problem. However, it’d have royally sucked if that had been my only merchant account for obvious reasons. This happens a lot with PayPal and even certain banks who are now de-platforming customers simply for having the “wrong” political views. I suspect this is only going to get worse, too, as U.S. banks and tech companies continue to sabotage themselves and lose billions per year just to virtue signal. If you don’t believe me, look at YouTube (which lost a billion dollars last year — at the time of this writing) that de-platforms people like it’s a sport. Chase Bank has de-platformed political conservatives. And Facebook and Twitter are getting especially aggressive with this. But it’s the merchant accounts that can literally put you out of business for simply...

### **Daring To Think The Wrong Thoughts.**

The solution?

Again, have as many merchant accounts as you can get. Including at least one outside the U.S. Especially since, non U.S. companies, from what I am

hearing at least, are happy to take your business because they aren't insane like U.S. companies who have no problem sabotaging themselves for an almighty virtue signal. As I write this, I have 4 merchant accounts — in addition to PayPal — and one of my next ones will be from an off-shore bank for the above reasons. My goal is to get at least 1 or 2 new merchant accounts each year, all automatically rotating with each sale (the technical jargon for that is either “load balancing” or “transaction routing” at the moment) so no one merchant account gets all the sales. This is important since merchant accounts are infamous for getting very nervous if you commit the sin of...

### **Making Too Many Sales Too Fast.**

Especially during a launch or just because you hit a nerve.

Some merchant accounts are less nutty about this than others. But you can never go wrong having multiple merchant accounts rotating. The key is to find a merchant account gateway that supports transaction routing (not all do). I list the gateway I use in the Back Page section. But if you are really paranoid (like I am), don't just stop at multiple merchant accounts. Go for multiple payment gateways, too, all rotating with each sale, with each gateway rotating all your merchant accounts. In Learnistic not only are we going to roll that out, but we also are only using gateways that let us access the customer credit card data in our own PCI-compliant vaults. That way, even if all the gateways shut us down — which I have yet to even hear of happening, but in today's cancel culture you never know — we can build our own damn systems and not lose a beat. That is very advanced tech though. And I don't pretend to know or understand it. Nor will you probably ever have to worry about that. For now, just focus on multiple merchant accounts. Start with getting one. It can be a time consuming process, so be patient and add one at a time after that.

Whatever the case, once you have all the above tools laid out in front of you, it's time to start focusing on the next part:

World-Building.



# The Gloriously Profitable Art Of World-Building.

This is going to be a long, and detailed section.

I've written about it before in a chapter of my *Brand Barbarian* book, which I am going to reprint below in its entirety to give the full context of everything. But first I am going to go into far more detail about it that transcends mere "branding."

And so, to kick things off, I want to quote Stephen King, who once described how to look at World-Building for business in an interview he once did for NPR.org:

**Twenty hours a day, I live in the same reality that everybody else lives in. But for four hours a day, things change. And if you ever asked me how that happens or why it happens, I'd have to tell you it's as much a mystery to me as it is to anybody else...And in all the years that I've been doing this — since I discovered the talent when I was 7 or 8 years old — I still feel much the same as I did in the early days, which is I'm going to leave the ordinary world for my own world. And it's a wonderful, exhilarating experience. I'm very grateful to be able to have it.**

That is the goal of World-Building in a paragraph.

You want them to leave a reality of the real world's creation...



**And Be In  
A Reality Of Your  
Creation Instead.**

But, not just for a few hours per day.

Or, worse, like most businesses, a few minutes per day, at best.

I am talking about having them in your World 8, 16, or more hours per day (where they maybe even *dream* about your business) — as close to 24/7 as possible. I did this in that Facebook group I mentioned earlier in this book, for example. And, to say them being in my World made selling as easy as falling off a log would be a massive understatement.

There was nowhere else they even wanted to buy in many cases.

In fact, when I did a joint venture event called *Wine Villains*, we sold the event out, standing room only, with just a handful of emails to my list. But even those were probably not necessary. Especially since in my World other “citizens” (i.e., other members of my group, people on my email list, etc who had all interacted with each other, and began to know each other) wanted to meet and rub shoulders and drink wine with one another as well as with me.

**Those tickets were sold months in advance in a sense.**

And the reason why is because...

**World-Building Means  
Making Sales Before  
Your Offers Are Even Created.**

It also means having customers who can't wait to buy from you.

(Even look forward to it.)

And, most of all... it means putting your business in a position where you are not being pushy or selling as much as you are giving customers the opportunity to buy. World-Building can give you the kind of super tight bond with your fans, customers, clients, and audience inside your sociologically-built business no other “marketer” diddling around building their business psychologically can ever hope to have. Especially as they reactively spank out their silly little offers and discounts desperately trying to stay relevant, and lucky to get...

**Even A Fraction Of  
The Engagement,  
Response, And Sales You Do.**

In a word, World-Building equals:

**“Omnipresence.”**

This (admittedly creepy) concept means getting your list thinking about you, your business, and your offers during almost their every waking hour. And one the best ways to be Omnipresent (I will show you another, later, during the “media stacking” section of this book), so they are constantly in your World, is to simply build a World they want to be in 24/7 — or as often as they can during their waking hours. I’ll give you an example of this below. Then, I’ll show you some more ways — including what I write about this in *Brand Barbarian* — for getting this power as a publishing business. Let’s start with probably the best current example of this: The Marvel Cinematic Universe movies. At the time of this writing, I think they have hit their peak and will start to descend due to reasons I’ve written about in my free mobile app. If that interests you, see the audio called “How To Kill A Brand” — describing how they basically are already succumbing to the same insidious forces that killed the comics and even a billion dollar brand like *Star Wars*, which Disney managed to nuke in the course of 3 movies over 5 years.

As I mentioned before, it’s mid 2020 as I write this, so we shall see how well this chapter ages...



Anyway, back to the Marvel Cinematic Universe:

The way they ran the first ten years of those movies is sheer World-Building brilliance. Not just the story-line build-up aspects... but even the pre-launching strategy. Which, incidentally, I based some of my *Affiliate Launch Copynomicon* launch strategy on way back in the first couple years of the Marvel movies being released, after observing what they were doing to promote *Thor*. It was a shining example of sociological business-building. It is why people lined up around the block to see a “Marvel” movie about characters most people — even probably a lot of comicbook fans — had never heard, of much less cared about (like *Guardians of the Galaxy*, *Ant-Man*, and *Captain Marvel* — this last title of which had been cancelled half a dozen times due to low sales over the years in the comics), while nobody gets excited to see a “DC” movie. Yes, fans and movie-goers will get excited to see a “Batman” movie, or a “Superman” movie, or a “Wonder Woman” movie or even an “Aquaman” movie. But a DC movie? No. And this is despite DC being a much older company & brand.

On the other hand, everyone gets excited to see a Marvel movie —

**Regardless Of The Plot,  
Actors, Storyline,  
Or Characters’ Popularity.**

That is the power of World-Building.

A power you can give your own elBenbo Press-ized business.

Following are some additional ways for doing just that. To get the most out of these ideas, I recommend spending some serious time studying them, thinking about how to use them in your World-Building endeavors, and then *applying* them as rapidly and as aggressively as possible.

The first (and most important) step in World-Building is...



- ***Realize you are not a mere “publisher” of books and newsletters.***

Instead, you are the creator & administrator of your own Marketing Universe. This means you make the laws your market must adhere to and which you can bend to your will. It means defiling the norms of your industry is easily accomplished if it is your will to do so. It also means laying down rules & expectations your customers must adhere to in order to have the privilege of buying from you at all — with your own guidelines, requirements, and codes of doing business with you. This allows you tremendous freedom & opportunity to create and declare your own methodologies, building a following of fans that love reading & consuming your books, and not having to take even a speck of disrespect from anyone.

This is not so much a tactic or “how to” thing.

No, it is purely...

### **A State Of Mind.**

And it's mandatory to properly use World-Building. If it helps, think of your business like a game, and you are the game designer. Now, design the game you want, as you see fit, filling it with offers and events and goals for the players. Then let them play.

- ***Strictly adhere to the law of self-aggrandizement.***

Going back to that Gary Halbert “I’m not in the copywriting business, I’m in the self-aggrandizement business” story from earlier:

Hearing that story was a pivotal moment for my publishing business because it not only explained why my World-Building was so successful, it also explained why it was so hard to “copy” me — with people getting called out and even...

## **Outright Shamed When They Tried.**

If not immediately, then certainly over time.

Plus, I realized something else:

While I'd already been doing a lot of extreme World-Building in my business, I knew — and was never really that comfortable with, especially when building a World inside my Facebook group — a certain degree of self-aggrandizement was necessary. But it wasn't until after that when I started to systemize and codify just how to use that attribute and amp it up in all my other marketing (including jettisoning the Facebook group altogether, since it was no longer needed). Instead of using this attribute randomly and chaotically — purely based on my gut feeling — I started to rationalize how to do it, and note my findings. I wrote these findings in the September 2019 *Email Players* issue, which was easily one of the most popular and business-altering issues to date at the time, according to several subscribers.

Below is that issue reprinted in (almost) its entirety.

Read it carefully — yes, especially if you already have that issue, as it will have more significance and relevance now — and then think of how to apply the info **in the context of what you've been learning in this book about Sociological vs psychological business-building, and the idea of World-Building.**

One of my longest business-related business friendships is with a marketer, copywriter, and public speaker I've personally learned much from over the years. He has built an extremely successful business, has probably the biggest list of "Who's Who" clients in the entire internet marketing industry and is, overall, one of the best people I know, and someone I strive to be more like myself in many ways. And, to pay Your Pal and Humble Narrator homage a few months ago, he blatantly used one of my most popular and longest-running subject lines — that I often use as an example in talks many of my Horde have seen — in



an email to promote his podcast. Being on his list, I received this email the day he sent it. And, my first thought was: "Uh-oh..." Not because he used my subject line. I have enough respect and knowledge of him to know what he was trying to do (he wanted to promote and honor me, not steal from me). But because I knew — the second I saw it — the fallout would not be pleasant for him, since our lists overlap to the tune of several thousands email subscribers. And, right on cue, I got a handful of people forwarding his email to me essentially asking, "WTF! He is stealing your subject line!" — along with how they lost a lot of respect for him, and some other things that did not bode well for my friend. And what made it even worse for him, is he was promoting an episode of his podcast in that email which paid lots of homage to me about that subject line. That's why he used it. Not to steal from me, but to promote me. So again, his intentions were noble, and he did nothing "wrong" at all. He was trying to lift me up, and promote me, as friends do for each other at times (and as I have done for him, and will continue to when it is relevant). But, he did not mention me or anything about the subject line not being his anywhere in his email. Thus, he was subject to the reactions, whims, and assumptions of potentially hundreds — if not thousands — of people who would never know how he was actually trying to promote me in his podcast, because they would never listen to the episode anyway. And even if they were normally going to listen to his show, they decided on the spot not to, on the strength of that one goof-up, which prompted them to lose respect for him.

Anyway, short story long?

He felt terrible about it. I emailed him immediately and said to essentially brace for impact. And he did the best damage-control job he could, by sending another email out immediately clarifying what he was doing. Which, ironically, only prompted more people to forward that email to me, and make comments like, "I used to like his stuff, but now I wonder..." and other assorted comments, despite me telling them what was going on. Plus, the reality of the internet is, for every one person you hear from about any particular matter (good or bad), there are often 5, 10, 15, 50, 100, or more people thinking the same thing but who never mention it. And lest you think this is relegated to just this one instance, think again. Just recently, another one of my



biggest fans got nailed for doing the same thing, and for far less of a swipe. In fact, he didn't even "swipe" at all. It's simply that he sounded too much like me (still finding his voice, probably) and suffered the same fate. With my friend, who has been established for almost two decades, it was not much of a big deal in the grand scheme of things. But for these newer young un's who think trying to "sound" like me or anyone else is a good idea? They are destroying their businesses before they even begin. All of which brings me to two "truisms" about business – especially online – that will serve you well the rest of your days:

1. People don't buy your product or service, they buy "you"
2. As the late, great movie director Frank Capra once said: "Self-aggrandizement will get you a lot farther a lot faster than modesty"

This is why in all your marketing... in all your emails... in all your sales copy... in all your social media posts... in all your customer service... in all your content (video, audio, text, skywriting, whatever)...

**Be A "You" Supremacist!**

Your personality. Your colloquialisms. Your ideas. Your theories. Your brain. Your mannerisms. Your thoughts. Your experiences. Your goals. Your business. Your subject lines. Your sales copy & writing "voice." And the list goes on... This does not mean you can't pay homage to people and give credit where credit is due – and fast – when applicable. In fact, you **MUST** do so, as my friend found out. But this idea of trying to be "like" someone else, trying to "sound" like someone else, trying to "write" like someone else, trying to "look" like someone else, etc... and especially trying to "swipe" someone else was mildly self-sabotaging 100 years ago, but is colossally self-sabotaging now. There is no reason to be a copy of a scan of a fax of someone else when you can be an original you. Because, as I must mentioned, they are not buying your product or service, they are really buying YOU, first. It's like when the great A-list copywriter Doug D'Anna told me, "I'm buying a new car today. But I'm not shopping for a car. I'm shopping for a salesman." We all

do this. And the more options people have, the more likely this is going to be the case with your customers and would-be clients.

I don't say all this simply to warn any seedy people who snuck into my EPOTH about the consequences of lifting my content and stealing my sales copy. There is a far more important force at work and lesson in your midst from this. And that is the power of Self-Aggrandizing marketing. Because I have – for almost two decades – ran a business where I was first and foremost in the business of being Ben Settle. Not the business of copywriting or the business of email or the business of marketing or the business of publishing. No, I have been in the business of being Ben Settle. And, I tripled down on this even more – not realizing how much even I had been holding back on doing it – when I formally learned it a few years ago while listening to Dan Kennedy's incredible "7-Figure Academy" course, where he talked in depth about this. And because I am in the business of being Ben Settle, and not whatever the "thing" is I do or teach... my fans, customers, Horde, casual readers, trolls, and sometimes even my outright haters know a Ben Settle piece of content, email, sales letter, etc when they see it, quickly rat out those who try to copy me, and lose all respect for those who do. This is whether the perps do it from a purely low class jackass point of view, or completely on accident like my friend above. Which brings me to this important lesson I learned from the great Dan Kennedy, who said he learned it from the late, great Gary Halbert, who probably figured it out for himself (being one of the few original minds in direct response marketing of his time, when everyone was preaching "Copy and steal!"). And that lesson is this:

**"Be Ye Not In ANY 'Kind' Of Business,  
Be ONLY In The Business Of Being You!"**

Thus, the Law Of Self-Aggrandizement.

And when you embrace it, get as comfortable as you can with it, and implement it in your business, your emails, your products, your sales copy, your podcasts, your videos, your social media posts, your public talks, your customer service, and in every and any other point of contact you have with your



market... you become all but impervious to being knocked off. In my experience, your sales start to rise in direct proportion to just how strongly and wisely you do it. And, you build a relationship – the #1 most important thing you can do in your marketing, even more important than making the sale – with your list, your audience, and your people that is so strong they tend to only buy from you, only listen to you, and only trust you over and above all others... especially those they see who even seem like they are trying to copy you. In fact, even in my friend's case, he and I are about as polar opposite as you can get in our email "voices", and the way we conduct business. And yet, right after the fiasco above, I got emails like this one from people who now automatically assume he is copying me, even though he isn't:

Ah just his subject lines, seems Ben-ish to me 😊 For example, "...hanging by your bloody fingertips" It's not him and feels forced for some reason. Feels more like a subject line from you. After the 'Phantom poop' incident he had. All I think of is BEN when I see his emails 😊 Good lesson for him.

This has far-reaching implications not one in a thousand online marketers – including most of those who think they know it and think they are doing it (hells, especially them...) – have any clue of. Or just how important this is not only now, but will become in the not-too-distance future. Especially as the incessant de-platforming, reputation-smearing, and troll-empowering antics of the media and big tech companies gain more power as they continue to double down out of desperation. If you want to watch a real-life example of this, follow the upcoming 2020 US Presidential campaign closely. Anyone of any significance whatsoever who shows even the slightest inclination they support Trump – or simply won't be voting for the Democrat – will be maliciously and ruthless marginalized, trolled, and probably de-platformed from YouTube & social media, and possibly even de-published from Amazon. Just watch. The more desperate the anti-Trump people get, the more this will happen. And, I believe, this will happen even with email delivery to people who are deemed the enemy, as well as banks, PayPal, and the list goes on. It's already happening to anyone who steps too far

outside the Narrative. One of my Email Players subscribers (who chooses to wisely be on the down low) is helping an author who has been not only de-platformed from Amazon, YouTube, Apple, Facebook, Twitter, Instagram, etc for merely thinking the wrong thoughts about vaccines and publishing some scientific facts on the subject... but even Yahoo deleted her free email account of 20+ years! Thus, even if you are as left-winged and Trump-hating as the day is long, if you are small-thinking enough to think this won't effect you (especially if you sell to anyone who is even moderately right of center or goes against any of the big companies that fund your favorite cable news and media outlets) or can't possibly happen to you, then you could be in for a rude awakening. One reason I am investing heavily in a payment cart/email broadcasting company/app is precisely because of this. The solution to all this is not only owning your own media (a topic I will be writing about in more detail in the crisp pages of this newsletter soon) but embracing the Law of Self-Aggrandizement long before any of this becomes a danger to you.

Anyway, I don't want to get too in to the political side of this. That will come later, when it's more relevant and what I am saying is more obvious. I can already see a couple tender foot marketers shaking their heads at this. So for now, what is important is, if building a bigger, more stable, and more profitable business is your goal, then it is vital you start – whether you like it or not, are comfortable with it or not, think it fair you have to do it or not – TODAY, to be in the Business Of Being You. Which means you must – no exceptions – strictly & almost religiously adhere to the Law Of Self-Aggrandizement. And you can do that via the aggressive and rapid implementation of these 15-steps:

**1. Selfishly Only Plug You On The Front End** – Especially email, forget nice guy reciprocity or promoting anyone else because you want everyone to know about them, etc. That does not mean you can't mention other people (I do all the time, and many of them get Googled by interested parties, which is always great). But sending people to anyone else's cash register via linking to them and not something of your own is folly. And yes, I am well aware all your friends on Twitter and Facebook and Instagram will vehemently disagree with this. But, if you want to be in the Business Of Being You and adhere to the Law Of Self-



Aggrandizement... then plug your website, your products, your services, and your business you must, at every opportunity. Sending your audience and list to someone else's cash register is a very selfless act of charity. And if you are in the charity business, all the power to you. Otherwise, if you're a business, plug only you and your offers on the front end. On the back end, you can safely break away with this a bit, to your customers. But on the front end? Be In The Business Of Being You.

**2. Use Your Name In All Your Marketing – This is Personal Branding 101...** but while you can name your products and services whatever you want, ideally your business should be your name. Ford. Disney. Ogilvy & Mather. Warner Bros. Trump. Rush Limbaugh. Howard Stern. Forbes. Bloomberg. Even Oscorp, Stark Industries, Wayne Enterprises, and LuthorCorp... and the list goes on. Many (not all, obviously, i.e. Apple, Microsoft, Rich Dad, McDonalds, etc) big business moguls and entrepreneurs with top-of-mind-status, name their companies after themselves in strict accordance with the Law Of Self-Aggrandizement. Their name is on the door, and that name reflects a philosophy and point of view people will instantly recognize, bond with or be repelled by, and not feel indifference to. My company is Settle, LLC but I am seriously thinking of changing it to Ben Settle, LLC, but it's a huge pain in the ass changing these things, I have found. The only website I promote on podcasts or anywhere else is BenSettle.com, not EmailPlayers.com. I sign each email with my first and last name (hat tip to the great Matt Furey for that). And The "brand" I want people to remember is my name, which is the umbrella under which all my other businesses, books, products, etc rest. You can't be in the Business of Being You if people think first of your company name that is not you...

**3. Inject Your Unique Personality Into Everything You Do –** I've talked about this the point of obnoxiousness in several of my other products – like my Super Villains Of Persuasion book (under the "Don The Mask of Authority" chapter), Infotainment Jackpot, and in the Email Players Skhēma Book. So I won't spend a lot of time on this now. Just remember to let your personality – not mine or anyone else you are influenced by, either consciously or unconsciously – shine in every point of contact you have with your market. Back when I did my podcast, it was common for people to meet me in person when speaking or at

masterminds, etc to say, "Ben you sound just like you do in your emails and podcast!" This was a surprise to people. Which I always took to mean most people they are hearing are NOT the same across all the media they market in. You do the math...

**4. Mission First** – This is another topic I've talked myself purple in the face about... but it bears mentioning. In a lot of cases, before being attracted to you, many people in your market will be attracted to your personal Mission, first. Notice I said personal. Not someone else's Mission, YOUR Mission. In many cases, if you have a strong, clearly-defined Mission, people will define you by your Mission and vice versa, and that's not a bad thing if your Mission is worthwhile. And don't worry if this idea of having a Mission is murky. It's not something that can be summed up in a book or newsletter issue. I am toying with holding a small, closely-held mastermind at my house on elBenbo's Bluff with some people I personally know next year who have very strongly-defined Missions that transcend themselves or their businesses. People like this are extremely rare. And if/when I do this, I'll be personally flying these friends in on my dime to have a roundtable discussion on it, free-flowing, without any agenda other than to talk about each others' Missions, sharpening each other's Missions, and growing our individual Missions. And before anyone asks, no, you can't come, so don't waste your time pitching yourself to me. I curate who I do these things with. And, frankly, of the 3 or 4 people I have in mind only one is even an "Email Players" subscriber, and not all are even in business. This is about something much bigger than mere "business." Anyway, if it does happen, it will be taped (audio) and each person involved can do whatever they want with it. I'd say, "stay tuned" but my aversion to people or having visitors in my house is so great, I likely will never get around to it. I merely am brain-farting here...

**5. Figure Out What Your "Cape" Is** – This is right out of the David Ogilvy playbook for being in the Business Of Being You. I did not realize this until I heard Dan Kennedy bring it up. But when David Ogilvy first started out, before anyone knew who he was in the advertising business, he would attend business meetings with clients... wearing a cape!

Imagine this:



You own a multi-million dollar business enterprise. A start-up ad agency you've never heard of, headed by a man you've never heard of, with no track record or experience... shows up at your first meeting. And he's wearing a cape. That was Ogilvy being in the Business of Being You. Gary Halbert did the same with his "Clients Suck" shirt at seminars. There's a chick in the MLM niche named Katrina (I forget her last name?) I met a few years back when speaking, who calls herself Chef Katrina, she wears a chef getup and owns that. It's being in the business of being her and it's brilliant. In my own business, it's my crotchety personality and anti-social insistence (not an act, but it looks like it, to some) on never hanging with anyone but my woman when I go to events and being the master of the "Irish Goodbye" (slipping away when nobody is noticing, and usually right before people want me to go somewhere with them). In fact, at a mastermind I attended last year, the organizer even said, after I told her their social outing idea they were doing sounded gay, "You're like a crotchety old man in a young man's body!" Dan Kennedy has his NO BS image of him sitting on a bull. Movie director Sam Raimi wears a suit and tie on set when directing. Even Fonzy's leather jacket, Fred's (from Scooby-Doo) ascot, Mr. Furley's (from 3's Company) outlandish "macho man" attire, and the list goes on. What's your "cape?" It can't be what anyone else is doing, and it must be in 100% congruence with your character and personality. This is important. I don't care if you are in a different market and niche as someone else, if you copy someone on this, it will be fraudulent and your market will know it eventually. But find that unique quirk about you, your style, your personality, your interests, your lifestyle, whatever it is, and bring it front and center. Revel in it. Show it. And do it without apology or pause. Only then, in the Business Of Being You will you be...

**6. Show Your Lifestyle** – Notice I said "lifestyle", not your bank account. Personally, I hate this aspect of the Law Of Aggrandizement. But as the great Dan Kennedy (who I first heard this from) said about it, you can't get around it. This is not about publicly counting your money. But showing your lifestyle (assuming it's genuine, don't do the lame renting a mansion and cars in a hotel in Bali like the 3rd world gringos do – yes, the proles on Flakebook will eat it up, but the high-quality play

will laugh at you) taps into one very important quirk about humanity: people like to give their money to people who have money. Most people don't want to shop at an empty store. Would-be patients with money don't trust doctors and dentists who have an empty parking lot. And hot women don't tend to find even good-looking and handsome 40-year old virgins who can't get a date sexy. Call it pre-selection or whatever you want. But this is why I like to shoot videos on the beach across the street from where I live (which "says" far more than me publicly counting money). Why I encourage my woman to do livestreams from the airport enroute to events. And why the great Dan Kennedy always insists his new clients who are doctors, dentists, etc pay in-laws, friends, and rental car companies to fill their parking lots before they get any clients. This has almost nothing to do with talent or skill or deserve. Deserve's got nothin' to do with it. It's human psychology. I'm not saying it makes sense. But showing your lifestyle, your successes indirectly (without bragging, do that and you're dead in the water), and doing it in a way that is oozing your personality. I hate to give any of these so-called social media "influencers" any credit, as I have nothing but contempt for most of them. But their solipsistic selfies at exotic destinations is in line with the Law Of Self-Aggrandizement and works to their benefit. Except, of course, for when they fall off cliffs, shit in public parks, and leave heaps of trash wherever they roam..

**7. Defile Norms At Every Opportunity** – I've talked about this at length in both the April 2019 and last month's Email Players issues. But the tl;dr of this is to, at every opportunity where it makes sense, not just defy, but **DEFILE** the norms of your industry. Not only can this jack your sales and profits and brand power through the roof, but it goes perfectly with Being In The Business Of Being You when you own doing this as a way of life.

**8. Superior Confidence** – I write in detail about this in the first chapter of my *Super Villains Of Persuasion* book, but here's a snippet that lays it all out and why it's so important:

Perhaps the greatest PUA (pick up artist) who ever lived – the mysterious Roissy of Chateau Heartiste – uses this same principle of Superior Confidence to seduce, persuade, and



influence the world's most beautiful women. In his infamous 16 Commandments of Poon (under section XI "Be irrationally self-confident") he reveals the simple secret to gaining that kind of charisma:

"No matter what your station in life, stride through the world without apology or excuse."

To be irrationally self-confident is to have Superior Confidence.

And to have Superior Confidence is to possess powers of persuasion most men can't even imagine. This is why, whatever you do, go forth and do it boldly, with Superior Confidence, and you will be instantly more persuasive.

In time, people who ordinarily would ignore you, will hang on your every word.

Dames who ordinarily would spurn you, will find themselves irresistibly submitting to you.

And people who ordinarily wouldn't pay you any attention or respect, will want to hire you, work for you, fight for you, bleed for you, and even, in some cases...

Die For You!

There are few things that will demonstrate your level of Self-Aggrandizement and Being In The Business Of Being You than your acquiring, growing, and always expanding your own sense of Superior Confidence. It's much like having a Mission – where people naturally gravitate towards the businessman, the marketer, the politician, etc who has the most Superior Confidence. You cannot, in my opinion, even display Superior Confidence without being at least a little bit Self-Aggrandizing. And probably the best way to get yourself to this level – whether you are new or a seasoned pro – is specialization and mastery of a skill. Could be copywriting, could be negotiation, could be networking, traffic generation, emails, social media marketing, video, podcasting, acquiring funding, customer service (don't think this isn't an extremely

profitable and practically "lost" skill – I'm going to be sending "Email Players" an especially powerful gift for acquiring this skill soon...) or anything, really. People love a specialist. They trust a specialist. And they remember, give money to, and even brag about buying from specialists. And if you combine this asset with Self-Aggrandizement... the sky is truly the limit.

**9. Shamelessly Promote** – For whatever reason, I've always had a special attraction to Latinas. Maybe it's because I could never land one in high school or college. I don't know – but when I started dating my woman, a Latina, of course, it did not take long for her to notice my sometimes roaming eye whenever an attractive Latina walks by. And she has joked with me many times about me growing a "tolerance" to Latinas, needing more Latinas... anyhow, I bring this up because the last thing you want is for people to get a "tolerance" to your sales pitches self-promoting, and self-Aggrandizing. Which means, not pulling back and coasting in your daily emails, daily self-promoting, and marketing... but ratcheting it up more and more. For my list, one email per day doesn't really cut it. They have a tolerance to it. To me. To my antics. Thus, to appease them, I have to double down, and give them more to give them the same level of excitement they used to get when I sent only 5 per week, then 7 per week, and now often two times per day (when promoting an upcoming "Email Players" issue or a special offer, affiliate deal, etc). Yes, your audience will get a tolerance for you and your antics. Which is why you can never rest on your laurels. Being in the Business Of Being You and adhering to the Law Of Self-Aggrandizement means pouring on more over time, not pulling back. Will people get sick of you? The non-buyers certainly will. But your hardcore fans, new fans, and fans who leave and come back will want more because, as I mentioned before, they are not buying your product or service...

**They Are Buying You!**

Give them what they want – more of YOU – and don't selfishly hold back. And your market, niche, audience, and list will reward you handsomely for the rest of your days.

**12. Don't Be A Contemptible Copycat** – Even if you are intending



to do right by doing so (such as my friend I mentioned earlier), copy-cattng will bite you in the ass, especially if you are copying someone who IS in the Self-Aggrandizement Business as I am insisting you be henceforth. If you are even minutely tempted to knock off someone else's idea, business, personality, product, words, phrases, titles, or anything else then heed ye the words of "Email Players" subscriber Ken McCarthy who wrote in his magnificent book "The System Club Letters" (my overall favorite business book):

"Copycats don't get far in jazz. In fact they don't exist. Unless you can figure out how to bring something new to the table, there's no seat for you. Business is a little more tolerant of 'knock off' artists, but in the long run the prize goes to businesses that develop a unique personality. The 'me too' business makes for slim pickings."

Understand something about Ken: He is perhaps the single most forward-thinking person I have ever met in this business. Back in the early 1990's he was one of about 4 people (that is not as much of an exaggeration as you may think) who saw the commercial potential of the internet in the first place when Steve Jobs and Bill Gates were poo-poo'ing the idea. And, even back then, he saw what video would become – and was predicting things like YouTube, webinars, and livestreams before Google was still second fiddle to Excite.com. He wrote the above about jazz probably over 15 years ago, and what he said is exactly why so many otherwise smart businesses are falling like flies, taking huge hits to their brands and reputations, and making a pittance compared to what they should be, while being bypassed by less talented, less skilled, and less experienced newbies who are in the business of being themselves. Unless, of course, you really think Kim Kardashian is the world's best Twitter copywriter, and not simply the best at being her, this should be obvious via simple observation. This also goes back to last month's issue and the April issue and what I mentioned earlier about defying your industry's norms. Right now, it is an utter and flagrant defiance of your industry's norms if you sell anywhere online to not follow the "swipe & deploy lol" mindset of everyone else. The irony of it all is, the late, great Earl Nightingale warned of this years ago in his Strangest Secret video when he said trying to be "like" someone else is completely impossible

anyway. Which brings me to the next way of being in the Business Of Being You and following the Law Of Self-Aggrandizement:

**13. Always Bring Something New To The Table** – What that means is, every time you write, record, or even conceptualize a new piece of content – whether it's an email, a product, a livestream on Facebook, even a subject line or new product title – always ask:

**"Am I bringing something new to the table?"**

That could mean an entirely new concept, a blatant violation of your industry's norms, or putting a new twist, augmentation, or spin (while giving credit where credit's due, very important) on something someone else has invented/said/taught/talked about. Kind of like this issue, which is doing this in spades in a variety of ways. But notice how credit is given, unlike these dorks on social media always trying to pretend they invented something they didn't. Be paranoid about this. But, also, learn from your mistakes when you do it. Even I screw this up from time to time. For example, I did not invent the idea of having a "Mission" as taught in my Villains books. It's a concept that has been around for thousands of years. But, I could have done a better job (and will rectify when I eventually edit them again) of talking about some of the places I first learned of the idea. Like, for example, the de-platformed Chateau Heartiste blog (who will be just fine, because he has always been in the business of being himself, and has probably hundreds of thousands of followers who will find him wherever he re-emerges as a result – just one of many ways Self-Aggrandizement and being in the Business Of Being You inoculates you from forces outside of your control...) who did a great teaching on Mission in his "16 Commandments of Poon" article.

**14. Make Relationship-Building Your One & Only True Goal** – No matter what you sell, who you sell to, or what market/niche/industry you are in... make building, strengthening, and augmenting the Relationship with your fans/list/audience/market the #1 focus. Do not put that focus on sales... or on transactions... or even on testing & tracking, etc... put it on the Relationship. That is key. Any idiot can "swipe & deploy lol."



And many idiots do. Just look at social media. It's nothing but me-too'ism, copy-cattin', quoting, and building up the brands of their favorite gurus instead of their own. Including the trolls. For example, I don't know if he's still on Twitter or what he is doing anymore since I left... but there is a gaggle of copywriters on there who basically copy everything I say and do. And, there is one guy who was countering that by trying to show – and telling everyone – how he is not me, disagrees with me, etc. The problem with this is twofold:

1. He's clearly an amateur and doesn't even know what he's disagreeing about and...
2. He is simply building my brand at the expense of his own.

He's in the business of not being someone else, which is the exact opposite of Being In The Business Of Being You. This 14th point could, frankly, be its own full-fledged information product. And it may very well be one next time I get the bug to write another book. But, for now, I want to focus just on the email aspect of this. That way, you can walk away from reading this issue with perhaps the single most valuable email "technique" ever invented: which is how to use email to strengthen the bond and relationship you have with your list each time you push that "send" button... whether or not they buy from you now or later, or even whether they decide to opt-out.

So listen up, and listen good my golden pigeon:

The best way to make all the sales you want, build your business as big as you want, and have a rock-solid brand is to treat each email as merely a negotiation to build your relationship with the reader. When I write an email, my mindset is not: "I must make this sale!" or "How can I get them to buy from me?" It's simply to build the relationship a little stronger than it was yesterday. That means, I write my emails in a way where they know – without me having to verbalize it in any way – they can reject me, they can accept me, they can decide they still need more time, they can buy, they can decide to never buy, and they can even even opt-out. It's not peace in the Middle East, it's just a negotiation. That is why – and this is

vitally important to understand – I don't "sell" anything to anybody... instead, I do what I recommend you do, and that is to...

**15. Never "Sell", Instead Give People The Opportunity To Buy –**  
This is a very powerful – yet probably very subtle – thing. But if you read any of my emails or sales copy, you will see this in action. This intention and posture is embedded in all my calls to action, especially. It never looks like I am begging, pleading, or reaching for their wallet because I'm not. I'm simply showing them there is an alternative to how they are doing things now, and where to learn more. That's it. The goal is not to make the sale, or even to get the click. It's to build the relationship, give them another option to how they are doing things now, and give them the right to say No as the late, great master of negotiation Jim Camp used to insist on doing. That is why, no matter what they do with my emails... the relationship is stronger with each contact. It could be a long-distance relationship where they merely read my emails and never buy. It can be a personal relationship where they do buy. It can even be a long-distance relationship, where they leave via opting-out. But even then, by never being pushy, never using high pressure, and never not giving them the right to say No, there is a chance they will come back, which would definitely NOT happen if all I did was do things that destroy relationships rather than build them. Even my haters sometimes come back. If you don't believe me, ask the great Russell Brunson. During the Oceans 4 Mastermind I used to do with my pals, Russell was one of our clients. And at dinner during one of the days, he even said (paraphrased), "Ben I used to hate you! But then I kept reading and started liking what you said and now meeting you is the main reason I came to this."

Bottom line:

Following the Law of Self-aggrandizement is mandatory for proper World-Building simply because World-Building is about YOU. You are the creator of your world, as well as its king and administrator. Apply the above to your "World", your marketing, and your publishing business... and watch your sales, engagement, and overall enjoyment in business soar.



- ***Don't create "offers"... create a cast of unique characters.***

Just as you must not think of yourself or conduct your business as if you are a mere "publisher" of books and newsletters, you must not think of your books, newsletter, or other products as mere "offers", either.

No, they are characters.

Look at a company like Disney's cast of characters (Mickey, Donald, Pluto, etc). Or Nintendo's cast of characters (Zelda, Link, Mario, etc). Or Hanna-Barbara's cast of characters (Flintstones, Jetsons, Yogi Bear, etc). Or Marvel's cast of characters (Spiderman, Hulk, Captain America, etc). The strongest characters/titles live & stand on their own, and can exist apart from any of the others, and are not reliant on all the others. But when used in conjunction with all the others... and when they all exist in the same "World"...

**The Entire Brand  
Can Be Amplified  
A Thousand Fold!**

But they aren't mere "characters."

No, they are citizens of their respective worlds.

Each complete with his or her own unique personality, peculiarities, design, goals, and agendas. This is how to think about your products if you want to use the elBenbo Press publishing model to its fullest. I am not only referring to your products each being distinct-looking covers, fonts, colors, and design. I am also talking about the "voice" they project, the goals & agendas they have, the names (titles) you give them, the way you describe chapters, how you word your intros, and even how you lay out your books.

All of it **MUST** be original, unique, and...

**Completely Different  
From Anything Else,  
Anywhere Else,  
Even If Nobody Else  
Will Ever Notice!**

Take that elBenbo's Lair Facebook group, that was basically an extension of my daily emails, with its own very distinct flavor.

My woman Stefania very accurately described it at the time as a...

**"Vikings Den"**

Why?

Because everyone was constantly in there debating, fighting, and passionately arguing. Not trolling or mindlessly hating, though. There was an air of intelligence inside as I built it to, as one member said, "plumb the depths of human psychology." When they weren't fighting and engaging with each other, I'd send them out into the rest of Facebook or other sites by mentioning something stupid I saw being said or taught, or when someone was hating on me or one of the other members (or "citizens" as I called 'em), or just wanted to give people options for thinking differently. And when they weren't fighting inside or outside the group with my enemies, they were sitting around figuratively sharpening their swords, drinking mead, and...

**Gearing Up For  
The Next Battle.**

Thus, a Vikings Den.

Contrast that to another group on Facebook run by my friend Dan Meredith called "Coffee With Dan." His group — his World, which he has done a fantastic job building, in my opinion — was more like a friendly pub. People were in there chatting, exchanging ideas, having more of a fun time, and not so



much battling each other or going out and battling enemies. There was also another group at the time made up of a lot of sales people. They were always talking about selling & marketing, sharing tips & ideas, and were a typical business Facebook group. In that group's case it was more of a sales convention. And as boring as I found it, it was still its own unique World, run by a marketer and businessman who has built a tremendous following.

Point is this there is no way you'd confuse my group with those groups.

Or any other groups.

And when a few idiots tried copying what I was doing — as my members, my “berserkers”, were constantly out there and reporting back to me and the elBenbo's Lair group — they not only failed, but...

**They Failed  
Miserably!**

And, of course, they were relentlessly mocked.

Which brings me back to the rub:

Everything must be as unique as possible when World-Building.

If all you do is look at what I do, for example, and think:

**“I'll just swipe what Ben does! lolololol!”**

... you are not only a moron of unimaginable heights after reading this far into this book... but you will always be a wannabe. It will show in all your marketing, your offers, and your brand. People will never respect or take you seriously, even if you think you are “getting away” with something.

But you're not getting away with anything, because...

**People Smell Fakes,  
Frauds, & Phonies  
Like Crap On A Shoe.**

They intuitively know when someone is not genuine. Fakes are incapable of being genuine, and it comes off in everything they say, do, write, and communicate. People know when a book doesn't feel right or is not congruent with the author's beliefs & attitude. One reason I price this book you are reading now so high is to weed out the losers who cannot think for themselves. Trying to build a World that looks or feels or sounds or smells or tastes like anyone else's — in any market, even if nobody in your market will ever see it — is as stupid and futile as someone trying to build a World that starts to look, feel, sound, smell, or taste like Narnia, Middle Earth, Hyrule, or any other fictional World — along with their characters, landmarks, maps, languages, and nuances. I don't know how to be more clear about this. But I have to keep mentioning it, as no matter how much I say this, there is always someone who wants to copy & paste, mimic, and not think.

**There's no room for that here.**

Not if you want to use elBenbo Press publishing model, at least. Everything you say, do, create, write, or record has to be uniquely YOU — and cannot be a copy or even a traced copy of something else. What I am teaching you in this book is how to structure your business and make money with it. I'm giving you a list of the tools you will need, the materials required, and how to find your own plot of land to build it upon. But the interior, walls, floors, room contents, paint, additions, driveway, garage, basement... all of it...

**Must Be  
Unique!**

Otherwise, you have a business with no real soul.

With no unique culture.



And, with no solid reason to stick around and follow you for life.

To be blunt:

Do **NOT** be stupid and look at this book — or any of my books, or anyone else's books, for that matter — and copy the layout, flow of information, and wording... the titles, the design, the exact kind of information... or the personality, brand, or “flavor” of anything that does not come out of your own brain. People are not buying that — they are buying YOU, first and foremost. Swipers are, by their nature, marketing morons because of this fact alone. Thus, I can tell you already, you must resist copying... you must resist wanting to emulate... and you must resist trying to “be” someone or something you're not in your publishing business...

**Or Else You  
Will Fail.**

I've seen it time, and time, and time again.

Some copycats get away with it for a little while. But it's never long term. And it often makes them laughing stocks, and used as examples of what not to do. I know some skeezy “internet marketer” might read this some day and think this does not apply to them or they will get away with it because they live in some country that's new to direct marketing. I had a copycat in France try this shyt (and blamed his assistant, when I caught & banned him for doing so). And I not only blocked him from buying anything else from me, but mocked him to all my French customers who asked about him, as he still tries to position himself as the “Ben Settle of France.”

**All Of Which Is Pure  
Psychological Business-Building  
Stupidity.**

Needless to say:

His copycatting did not help him with those customers and there is no doubt those customers are spreading the word about him and his hackery. As I mentioned earlier, the vast majority of internet marketers are, by and large, S's who lack the ability to see the longterm consequences of their actions.

If you are an S, keep this in mind as you proceed through this book.

- ***Create multiple “genres” of offers.***

Here is another lesson from the late Stan Lee and the early Marvel Comics universe. One of the things a lot of fanboys don't realize — because they never bothered to read their history — is Marvel Comics was originally just another “Me too!” comics company. By that I mean its owner, Martin Goodman, built the entire business to simply chase trends: See what genre of comics is selling, flood the market with titles like that, then wait for the winds to change and do whatever is trendy next. In other words, it was pure psychological business-building. And he made a lot of money doing that. But when Stan Lee started taking over the direction of the titles, that all changed. He mostly focused on one genre: superheroes. But, unlike other superhero comic lines of the time, Stan made his superhuman characters & their titles...

**All “Superhumanly”  
Distinct From One Another.**

In other words:

He did not create a bunch of Superman or Batman clones. Instead, he created a line of completely different and individual titles & characters... each of which was like an island, but that all were in the same sea. They were all 100% unique, but still 100% “Marvel” (or, rather, 100% Stan Lee). So for example, he created a superhuman family (Fantastic Four) that did not conceal their identities, with their own group dynamics and villains. He created a teenager who had the powers of a spider (Spider-Man — who Martin Goodman said would never sell because nobody likes spiders and because teenagers were only “sidekicks”... remember ye the lessons about DEFILING industry norms...)



He created a character from Norse mythology (Thor). He created a sorcerer (Dr. Strange). He created a group of misfits born with powers and shunned by society for being different (X-Men). He created a misunderstood monster (Hulk). He created a blind superhero who fought crime. And the list goes on.

Point is this:

He created each title around a different “genre” within the same universe. You had sci-fi, horror, magic, myth, tech, crime, and the list goes on. Each title was completely distinguishable from the others. And it made buying fun, exciting, and something fans...

**Couldn't Help  
Wanting To Buy!**

So it is with the elBenbo Press publishing model.

When you follow this model, each of your offers **MUST** be completely different from each other. There can be “crossovers” of your ideas and teachings like in the comics (i.e., Spider-Man guest starring in Fantastic Four) where some of your information overlaps if it is going to enhance the information & experience. Like, for example, in this book, I have reprinted content from other books and newsletter issues. That information is “guest-starring” in this book, while adding more weight and context to both’s information. I have similar crossovers in my other books when it makes sense and is going to enhance & accentuate the information and experience for the reader by it being there — and not just for cheap filler content. If, for example, you have the September 2019 *Email Players* issue about the Law of Self Aggrandizement, the info in THIS book (it is guest-starring in) has completely...

**Amped That Info Up In Ways  
Just Reading That Issue Alone  
Never Would Have Done.**

If my comicbook analogies seem murky, don't worry.

I'll be clarifying this a lot more — as I learned a lot about the publishing business from studying that industry in minute detail since my teen years.

For now, realize this:

Like Stan Lee did with the Marvel titles, create distinct “genres” of titles for your products. If you look at my suite of books, you will quickly notice they are each their own island of information, that can stand on their own, but are still all in the same “Email Players” Universe. You don't need to buy all the books to get the full story on what each book is about. But, if you want the complete experience of the Email Players Marketing Universe...

**You Will Want To Collect  
& Read Them All.**

That won't always be the case for every customer, of course.

But the idea is to make your books and newsletters so compellingly unique & interesting & valuable that people will have a much harder time not wanting all the titles. Yes, just like early Marvel (before they started forcing consumption via marketing gimmicks, which ultimately bit them — and the entire industry — in the arse, but that's a story for another time) did with their titles. If you read Spider-Man, and loved Stan's stories and Steve Ditko's art, there was a good chance you'd pick up their work in Dr. Strange. Or Stan and Jack Kirby's books. Or Stan's work in the other titles he wrote.

It was very clever in its simplicity.

But the reason it all worked so well is because the #1 goal was always:

**To Serve  
The Fans.**

That was the main motivation.



Not “we have to make our sales projections!” or to please stock holders (that did not come until the 1980’s) or any other reason than to please, serve, and entertain the fanbase. If that meant dropping a title, that title was dropped. If that meant spending more on top talent, top talent was hired. If that meant Stan creating various ways to interact with and turn on the fanbase (his Soapbox column, fan clubs, No-Prizes, putting each issue’s creator “credits” in the books, answering letters with a one-on-one voice, pursuing Hollywood, whatever it was) then that is what they did. It was exactly what Jim Camp used to teach about Mission & Purpose for winning negotiations: finding out what the other side wanted and creating a plan to help them achieve it, thereby helping you get what you want out of the deal — whether that was a higher price, better terms, excellent conditions, saved money, a dropped lawsuit, terrorists not sawing someone’s head off (when he consulted the FBI), etc.

Contrast that to the average “internet marketer.”

**Most of them do the complete opposite.**

Especially the ones that essentially sell the exact same info to the exact same market cleverly “repackaged” and re-titled to make it seem new. I won’t say that doesn’t work. Because for some of the more sneakier ones it does. In their cases yes, it “works”...

**Until It  
Doesn’t Work.**

Example:

I once had a copywriting client who used to sell to affiliate marketers who seems to have dropped off the map since. I will never forget his instructions to me. He had sold an extremely successful eBook to affiliate marketers that, from what I remember, made him millions. So instead of finding new ways to serve his market, he decided to re-package essentially the same information in a new eBook but with a different gimmick.

And he told me flat out:

***“I need you to make this sound different enough from my other eBook so it does not cannibalize its sales.”***

It’s insane.

And this was a “name” internet marketing guru at the time.

It’s okay to have information and books “crossover.” But only if there is a reason for it, it’s transparent, and it enhances and accentuates the learning experience for whatever you are teaching. But this idea of teaching the same horse shyt and exact same info you *already* sold to the same market — repackaged with a new gimmick — is typical psychological business-building tomfoolery that will never make you an early “Marvel” of your market. It will never help you build a World & culture your market and customers can’t bear not being inside of (and buying within), either. Not in the long term, at least. So create multiple “genres” (distinctly different topics) of products within the same market. Find ways to service your list and that market. And do it in a way that is designed to protect them and their interests. Do that, and in my experience your interests (financial and otherwise) will be served ten fold.

- ***Daily contact using as many medias as you can muster.***

There are 2 primary (and many additional) reasons for doing this:

The first is the most obvious — sales. The elBenbo Press publishing model is heavily email-based. In fact, email is the “engine” that makes the vehicle drive. And the more you mail (assuming you are using my *Email Players* methods in conjunction with selling attractive offers to a receptive list of leads) the more money you can make. Yes, despite what all these dorks running around saying “less is better” and “ONLY mail once per week” because they are too stupid or too lazy to write an email each day believe — daily emails work. Even better is multiple daily emails. And even better than that is multiple daily



emails combined with contacting your market via other medias — including mobile app technology (via push messages right to their phones directing them to audio or video content inside your app), podcasting, direct mail/offline methods, and, yes, even social media if'n that's your thing. In my experience, and in strict accordance with the elBenbo Press Law of Self-Aggrandizement...

**“The More Of You Your Fans See,  
The More Successful You'll Be!”**

Thus, daily contact with multiple medias.

Yes, I need to be better at this myself. Almost everyone does. Because at the very least, this puts the law of averages squarely in your favor as far as being Omnipresent and in front of your fans at the right time, with the right message, when they are ready to buy. This should be common sense. But, as that saying goes... common sense ain't common. And I'd say this goes triple for purely “online” businesses who simply have never been trained in the fundamentals of direct response marketing, business building, or World-Building.

Another reason to mail daily is...

**Leadership.**

We covered this earlier, but I want to add something the great “King of Email” Matt Furey said about this in his incredible *Furey Method For Making A Fortune With Email* course. Something that radically changed the way I look at marketing. And that is so obvious I suspect 99% of people who hear it miss it in its simplicity.

What he said was (paraphrased — this is the gist of it):

**“If you are going to call yourself an expert and you can't even write an email each day, are you really the expert you claim to be?”**

This goes hand in hand with the whole idea of not only World-Building,

but creating a sociologically vs psychologically built business. The psychological business-builder decides what to sell their market via surveys, pouring over metrics, asking them, and (admittedly, the best way to do it when starting out, regardless of how you build your business) looking at what they are already buying... and then selling them that. The sociological business-builder, on the other hand, doesn't ask what they want...

### **He Tells Them What They Can Buy.**

The best example of this is probably Steve Jobs.

He never asked his market or customers what they wanted. He gave them what he knew they would want before they even knew. This is abundantly obvious if you read the biography *Steve Jobs* (by Walter Isaacson — mandatory reading if you want to truly understand the elBenbo Press business model). Whether it was the Macintosh computer... the iPod/iPhone/iPad... or even selling computers sans a disk drive... it didn't matter. Nobody “asked” for these life & industry-changing products & features that revolutionized the world and how business is now conducted. There was no human cry for them in any way, shape, or form. It was purely a result of Jobs' intuitive knowledge of the market, the industry, how low quality his competition was, and knowing what would “wow” people.

This quote from the book sums it up best:

**“On the day he unveiled the Macintosh, a reporter from Popular Science asked Jobs what type of market research he had done. Jobs responded by scoffing, ‘Did Alexander Graham Bell do any market research before he invented the telephone?’”**

It's not first about what people ask for, it's about leading.

The elBenbo Press publishing model is built around this concept — and it is absolutely mandatory if you want to engage in World-Building like Apple did



so magnificently to the point where, as we discussed earlier in this book, when Apple customers' brains were scanned many years ago, researchers discovered their brains reacted to Apple products in the same way a religious person's brain reacts to the deity they worship.

**That's A Direct Result  
Of World-Building.**

And of building a sociologically-constructed business.

And, yes, of leading, and not following — whether it be their customers, their competitors, or what anyone else is saying or doing. **This kind of intuition can only be gained via daily and consistent contact with your market, your list, and your fanbase.**

If this is still a bit unclear, worry not.

I will soon be reprinting a section of my best-selling *Brand Barbarian* book which goes more into the power of using “chi sau” on your list & audiences with daily & consistent contact.

- ***Support your local berserkers.***

Going back to something I mentioned earlier:

The “World” I have built has created what I refer to as a Vikings Den of customers, fans, and even haters. It was built that way deliberately and I continue to go in that direction. Your World will be different. And anyone else's will be different from yours. And that is how it should be. But I also mentioned having my “berserkers” — the hardcore fans & customers who want to buy everything and go out there on my behalf, defending me, fighting for me, **and in some cases even picking fights with my enemies and haters.** This was more prevalent when I was on social media, where I purposely stoked that fire. But even now, off social media, as I build my own medias, it happens as well. Whatever the case, there was never any shortage of mush cookies and sob

sisters insisting I reign certain people in. Or that I have a “talk” with some of them. Or in some cases that I outright *condemn* some of them altogether.

No.

**Never Betray  
Your Berserkers!**

They are trying to make you successful, after all. And it'd be foolish to reign them in just to appease non-buyers.

More:

You may or may not experience any kind of drama or trolling or aggression as you build your World, or even want to. You can have a perfectly friendly customer base that gets along with everyone, if that is what you prefer. It completely depends on you and your personality and your preferences. But you will still have your extremist types if you do World-Building correctly. These are your most passionate fans, followers, customers, clients, and other associates who love you, want to help you build up your business and Mission, and eagerly spread the “gospel” of you and your World/business. These are your berserkers — your *extremists* — so to speak. And I suggest doing whatever you can to encourage them, support them, and reward them when applicable, in whatever way that makes sense. These particular people can potentially be worth more money and influence and power to your business over the long run than anything else. Vox Day — whose writings I learned a lot about this from — once put it this way on his blog:

**There is an intrinsic conflict between the moderates and the extremists of any movement or organization. The moderates are inward-focused, conservative, defensive, and believe that public relations is the ultimate determinant of victory or defeat. The extremists are outward-focused, creative, offensive, and believe that material conditions are the ultimate determinant of victory or defeat. These two rival perspectives tend to hold true**



**regardless of whatever the issue might be, from politics and cultural war to sports and business affairs.**

Incidentally, for World-Building I highly suggest reading Vox Day's site and listening to his Darkstreams at Unauthorized.tv. He is one of the best I've ever seen at World-Building — and is especially effective at feeding, stoking, and deploying his own band of extremists — his berserkers — for achieving his Mission. It's a lesson I learned studying his work and apply to World-Building every day.

One more thing about your berserkers:

**Give Them A  
Name/Title.**

Smart organizations/leaders do this all the time, whether it was figureheads like Stan Lee calling Marvel's fans True Believers, or direct marketers like Matt Furey calling his people The Furey Faithful, or Vox Day calling his followers The Dread Ilk, Rush Limbaugh calling his fans Ditto Heads, or even Jordan Belfort (in the movie *The Wolf Of Wall Street*) calling his salesmen "Strattonites", and the list goes on. In my business, I call my *Email Players* subscribers my Email Players of the Horde. None of this is on accident. It's all deliberate. And if you are having trouble thinking of names, don't worry. When you do it correctly, your fans will start naming themselves (a couple of my fans call themselves "Settle Heads", for example).

Whatever the case, name your berserkers, name your customers & fans, and, yes...

**Even Name Your  
Enemies & Trolls,  
If You Want.**

I'll talk more about the benefits of having enemies next.

But for now, realize these little touches can go a long way towards building a World of your own that has depth, and not just width. That people want to associate with and be a part of. And that pays you over time in ways you cannot even begin to fathom until you do it and experience it for yourself.

- ***Be a warmonger.***

Trump, Jobs, Hearst, Marvel (Stan Lee)... one thing these men do/did that is essential to building a World your market and audience, fans and customers, clients and mailing list want to be a part of, populate, and engage in on a weekly/daily/even hourly basis is...

### **Find & Attack Enemies!**

The more enemies the merrier.

And the more you wage war against these enemies the merrier. This doesn't mean having to get nasty with anyone, or slander anyone, or even that you can't be friends with said enemies. But ideally you want to have some kind of monster... some kind of injustice you see in the market... some kind of fiend you can target, play against, and — most importantly...

### **Contrast With.**

Contrast is supremely powerful in business.

Contrast is what sticks out from all the noise, commands attention from all parties (whether they want to ignore you or not), and makes it very easy for a customer to ante up and either buy or go away. The best part is, there are ample examples of the power of picking fights and warmongering with your enemies. Look up any Steve Jobs keynote speech, and you'll see him do it practically the whole time against IBM, Microsoft computers, competing smart phones, etc. Look at President Trump's tweets from his time in office (as I write this, he's about to run for a second term) against his enemies — including



giving them names: Crooked Hillary, Sleepy (Creepy?) Joe Biden, Cryin' Chuck Schumer, Crazy Bernie, and the list goes on. Examine any William Randolph Hearst editorial as he railed against the Roosevelts (both Teddy — who was especially irked by Hearst — and later Franklin), “the trusts”, and politicians during WW1 eager to send American soldiers to die on foreign battlefields. For a less hair-raising example, check out Stan Lee’s less abrasive (but no less effective) way of doing battle with DC Comics in his famous Soap Box columns — giving them names like “Brand Ecch!”, publicly mocking how they always pathetically tried to copy whatever Marvel was doing, and even bragging about poaching their best talent. If you want to see this in more depth, I highly suggest reading the books *The Presentation Secrets of Steve Jobs* by Carmine Gallo, *The Chief* by David Nasaw, *Think Big & Kick Ass* by Donald Trump (or look at just about any of his Tweets — he uses this constantly, it’s like fight picking poetry...), and *Slugfest* by Reed Tucker, which is all about the rivalry between Marvel and DC Comics.

You cannot be afraid to war with your enemies.

You must embrace it. And, in fact, if you want to World-build in business...

**You Have  
No Choice!**

Railing against an enemy is not only what makes for better direct marketing, but makes for better fans, too.

Your enemies can be tangible — like other businesses, organizations, entities, and people (like politicians), or intangible — like ideologies, ideas, shady tactics, corruption, bad laws, stupid advice, even false information (i.e., Trump’s making an enemy of “fake news”). It doesn’t really matter what the enemy is, as long as you have a sincere and passionate reason to fight them that is not contrived and that people can rally around.

Example:

In my own business, I constantly attack stupid advice being dispensed on social media or from so-called “experts.” I usually call ‘em *ex-spurts* to mock them, a word I invented, which I’ll talk more about in a moment. To me, there is no greater pool of idiotic opinions, examples, and demonstrations of bad — even outright deadly to businesses — advice about marketing, copywriting, branding, etc... than what empty-headed posers on social media teach. When someone trolls me, I immediately write an email, or even an entire email campaign, to use that troll to help me both sell something as well as rally my fans together. (See my **Copy Troll** book for how to do this, if’n you want to possess this rare skill — [www.EmailPlayers.com/troll](http://www.EmailPlayers.com/troll) — use code **PRESS** at the checkout for a special elBenbo Press reader discount). For instance, when the rapper Talib Kweli attacked me as a nazi, white supremacist, bad man, after my woman said she didn’t like his music and I defended a couple of my *Email Players* subscribers from him attacking them... I publicly thanked him. Then I wrote a week of emails promoting my “Write Supremacist Sale” for my *Copy Slacker* product. When a jealous copywriter flamed me on YouTube, I simply posted it in my Facebook group and within hours his video was downvoted to the point where he ended up taking it down. And on and on it went. When someone made themselves my enemy or I saw a new enemy to attack...

**Those Enemies Became  
Glorious Sacrificial Lambs  
To My Cause.**

And on it goes to this day.

When I get attacked or see something stupid and harmful being taught, some poser goo-roo trying to fool people, or just something I disagree with ideologically/politically... I talk about it to my fans via email, or via video or audio in my mobile app, and exploit that opportunity. And each time I make sales, draw lines in the sand, repel those I don’t want buying, attract more of those I do want buying, and grow my business — on a big or small scale — as a result.

Immoral of the story?



Having enemies is not something to avoid.

**It's Something  
To Celebrate!**

It just has to be genuine.

In other words, don't go picking fights or whistleblowing about something or someone you don't legitimately and passionately disagree with. It's got to be genuine.

Everything you do MUST be genuine.

It MUST come from a genuine place.

And it MUST be something that is a genuine enemy.

The goal of all this — as far as World-Building goes — goes back to that Jared Kushner quote I mentioned earlier about Trump and the two kinds of staffers: those who want to help Trump save the world, and those who want to save the world from Trump. The only way you can truly create this kind of effect for your business — where people are either with you or against you, and there is no lukewarm or indifference to you or your business — is by...

**Going To War  
Against The Enemy.**

Do it right and that's the kind of "heaven and hell" choice you will give your fanbase that is like red meat. People are starving for someone who will rise up, take a stand, and say, "this is wrong!" and war against it on their behalf, as well as your own.

The world is starved for passion.

And most businesses lack any kind of soul.

That's why having enemies to rail against and war against automatically helps you build a World that has said soul, and that your core passionate followers will want to populate, evangelize about, and be a member of.

- ***Give your fans the chance to progress through levels.***

If you look at big institutions like certain martial arts schools or religions or institutions that have lasted for centuries, you will see a lot of similarities. From a World-Building perspective, one thing they do is give you “levels” to advance through. There are many profitable reasons to do this. But, it goes beyond just money, in as much as it **psychologically & emotionally tethering customers to your business — constantly wanting to strive for, work for, and pay for almost everything you sell.**

Think the multi-colored belt systems in martial arts. They are designed not only to signal knowledge and achievement, but give you something to constantly strive for, work for, and, yes...

### **Pay For!**

Smart businesses do it, too.

That's why everything from MLM companies to coaching programs to info publishing businesses have the (often overused descriptions, in my opinion) “Silver, Gold, Platinum” model. Customers at the Silver level are always being encouraged to upgrade (pay more for) to Gold which gives them more value, recognition, prestige, and access to the guru. And customers in Gold are then encouraged to progress (pay even more for) to Platinum with even more prestige, recognition, and access to the guru than Gold.

And on and on it goes.

This is not just smart marketing.



**This Is Smart  
Indoctrination.**

It brings people into your World.

Keeps people spending money in your World.

And, keeps people spreading the “gospel” of your World, feeling as if they belong in your World, and in many cases becoming life-long customers in your World — spending money with you for the rest of their lives, and possibly even passing this dedication to you, your World, and your brand down to their children. Disney’s World-Building, for example, is especially good at leveling like this, with customers spanning multiple generations.

Again, I think the whole “Silver, Gold, Platinum” shtick is a bit overdone.

Nothing inherently wrong with it, it’s simply that everyone else uses it. And that means it’s not unique to you and your World, business, and brand. So I would just say if you want to use levels, and also use the elBenbo Press publishing model correctly... then as much as is humanly possible...

**Nothing You Do Should  
Look, Feel, Sound, Taste, Or Smell  
Like Anything Else In Your Market, Niche, Industry,  
Product Category, Or Advertising Environment.**

This is the main lesson of my *Brand Barbarian* book.

And it is, frankly, why so few people in direct marketing are compatible with anything I teach on the subject. The tendency and urge to swipe & copy what others do is like a disease amongst direct marketers. But to follow the elBenbo Press model requires ambition and the ability to think creatively and have an original spin on things. The downside to that is eventually some idiot will copy you and water whatever you are doing down for everyone. Which is all the more reason to stay ahead and be ready to make changes on the fly, lest

you drown in a sea of sameness brought on by demonstrably stupid & shallow-thinking businessmen incessantly copying you for short term gains.

Bottom line?

The idea is to constantly be adding new cogs to the machine that is your business's World. You add one at a time, over time. And then these cogs begin to make up a machine that is constantly growing, learning, adapting, and getting to the point where your business's World become "self aware" and eventually...

**Takes On A  
Life Of Its Own!**

Again, think Disney.

Or Apple.

Or Marvel.

Or any other sociologically-built company that lives & breathes with or without the founder(s) of those companies needing to be alive — with their brand and Worlds so tightly intertwined it takes a huge & monumental effort to weaken that bond.

All right, enough.

Entire volumes of books can be done on this subject. And I talk about it from time to time in my *Email Players* newsletter. The above is just a very small crack in the doorway into the realm of World-Building. What's important to realize is World-Building is the lynchpin that makes elBenbo Press work.

Master it and constantly think about it.

If you do it correctly and consistently, and take it seriously, then over time



you can realistically be...

**The Master Of  
Your Market.**

To make this training even more complete:

I am reprinting the entire chapter about World-Building from *Brand Barbarian* on the next page. That chapter has even more ideas, thoughts, and strategies on the subject. If you already possess that book, and this isn't "new" to you, be patient and read it again in the context of what you've learned in this book about sociological business-building vs psychological business-building.

It'll be a good refresher to read it again anyway.

Especially in context of what you've just read here in this book, which takes it far beyond mere "branding", and applies it to your entire business as a whole.

## **Brand Barbarian Lesson #8**

### **World-Building For**

### **World-Domination!**

Once upon a time, I had what I believe was one of the most rabidly-engaged and addictive Facebook groups (called elBenbo's Lair) in my niche. And I mean that literally – as people would complain about it being so addictive to the point where they had so many posts inside showing up on their main feed, they often would post things publicly (including things they didn't want to be seen by friends & family) thinking they were posting in the group. It was a group that had been mocked, laughed at, awed at, angered at, loved on, and, yes, a huge profit source for certain people within its walls. My group (or, Society, as I called it, it was way more than just a mere group) broke nearly every rule a Facebook group is supposed to follow. Especially according to the Facebook fluffpreneurs always prattling on about "engagement" and "authority" and "value" and whatever other trendy buzz words they spew out when making videos in their cars or in a hotel in Bali. Many tried to copy elBenbo's Lair, but quickly found it could not be duplicated. And, it did more for my brand than almost any other thing (including my daily emails, which it worked hand-in-hand with) I was doing at the time. The only reason I closed it was because it was getting too rabid for me to keep up with, and a huge distraction of internet drama, and stopped being fun.

Whatever the case, there were many reasons for its success. But, the first and most important reason – especially when it comes to branding – was I engaged in the mysterious and exciting craft of:

#### **World-Building!**

This is an admittedly weird branding technique. And virtually nobody does it, much less understands it. But the inspiration for this is the late, great Gary Gygax who went from being a small town cobbler to inventing Dungeons & Dragons in his basement. And he was responsible in many ways for the entire billion dollar RPG (role playing game) industry. His work also became the template & inspiration for everything from computer RPGs to popular hit shows



like Game Of Thrones. Anyway, all those hours of mindlessly playing Dungeons & Dragons growing up were put to good and profitable use. Turns out, I had spent years of my life learning World-Building via "osmosis" and without even realizing it. And, later, when I started writing my novels I continued to learn and feel my way through building my own worlds. In fact, shortly before creating my group, a chick from a big New York company that match-makes writers with editors and big publishers emailed me saying she loved the World-Building in my Enoch Wars novels and would like to help me out. But, since I was strictly self-published I declined. Still, she was the one that got me thinking even more about World-Building. And so, with elBenbo's Lair I very deliberately built a "world" out of it – a society – and not a typical group for people to come and share value, articles, or tips. In fact, a couple years before even founding elBenbo's Lair I was inspired to build my own "world" in the business community after reading some Kick Ass comics, and noticing the writer Mark Millar has done just that with his brand. I even do some periodic inserts (inspired by him) where I tell my Email Players subscribers what is going on in my world besides the stuff they see in my daily emails, products, newsletter, etc.

Anyway, back to world building:

Each time I built a Thread-hole (a thread of comments and rabid back-and-forth interaction, debate, etc) I treated it like its own Dungeons & Dragons module – complete with unexpected twists, turns, and even character deaths (like when someone would get so offended or fed up with my antics they'd leave elBenbo's Lair or I'd blacklist them for breaking my No-Value rule). This was all planned and worked out over time. elBenbo's Lair had its own language (we even had a Lexicon), culture, customs, borders, trade with other groups (I often plugged other peoples' groups – and vice versa). In that world, I picked fights (more like gave people options for thinking differently, I rarely ever debated or argued, although I did if I see saw injustice going on inside its borders – like any leader of society would). I built a harem of women (there was a very 90210 and soap opera-like sub culture going on I did deliberately, being inspired by the late producer Aaron Spelling's World-Building). I had a cast of characters, a Main Chick, a Concubine, a Side Chick, a Booty Call, A Grim Reaper, and some Minions, as well as an "Inner Circle" (the only ones who were allowed to give value), and a HBIC (Head Bitch In Charge) – all satire and infotainment, of

course. I also even had a "Scribe" who kept track of all the Thread-holes and summarized them each night. And the list goes on.

Anyway, here's the point:

This was a very carefully built world. Others had tried to duplicate it but they simply couldn't. And the reason why they couldn't was because I combined World-Building with my unique Personality to create a Brand of its own. It's something I had been doing already to my email list, and applied it to Facebook, and nowadays I do it even more deliberately.

You can, too, and without doing all the zany things I did.

Here's how:

**1. Curate With Extreme Prejudice** – including your time, your friends, your fans, your customers, your JV/business partners, your clients, and everything else in your business. By "curate" I mean be extremely selective about who you allow to buy from you, who you allow to be on your email list, who you follow on social media (and who you allow to follow you on social media), who you listen to, who you ignore, what emails you answer or don't answer, who you will take calls from, and the list goes on. Call it hate & prejudice if you want against those I know make terrible customers or who annoy, frustrate, or waste my time, but it is what it is. I have contempt for them as customers (not as people, necessarily, context...), thus I curate them out. And if you want a rock-solid brand, then create a business where only the best, cream-of-the-crop customers are around you, referring to you, and associating with you. I am absolutely ruthless about this. And the more ruthless I get about this, the stronger my brand gets, the better my customer base gets, and the bigger my profits get. In some ways, it creates a brand that has almost no choice but to attract hordes of new business over time... even when I might screw other things up sometimes in my marketing. In my own case – and your curation will differ – I only answer non-customer service questions from Email Players subscribers. I am quick to jettison subscribers who ask stupid questions they could find on Google or who waste my time, try to create drama (who I especially loathe), or require too much handholding. I only cater to people who are not price shoppers, who have real businesses, and who are deeper, long-term, and investment-minded people, as opposed to



new product junkies (i.e. people who are addicted to the dopamine drip they get when they buy something new – they are horrible customers who do nothing with what I teach them, and have very little discipline or financial self control, I want nothing to do with them) and do-nothings just playing business.

**All Of Which Cultivates  
A Very Distinct, And Clearly-Defined Brand.**

A brand that is not easily copied or ripped off.

It horrifies those who hate being rejected, and turns them into trolls sometimes (which I happily add to my Narrative). But when it comes to business I am exclusive due to my curation. And the more exclusive I get, the stronger my brand gets, the bigger my business gets, and the more abundant my joy at doing business gets. And no, you don't have to do any of the above exactly as I do. In fact, if your personality is not like mine and your goals are different than mine, doing so would be dishonest and inauthentic, inconsistent, and you'd come off as extremely needy the harder you try to posture otherwise. I want to be very clear here: When I am talking about curation, it has to be in 100% congruence with "you", and not based on me or anyone else. In other words, curate, don't duplicate.

**2. Create your own lexicon** – This is also Matt Furey 101, where you invent your own words, over time, that people start to associate with you and your brand. But it's also got a much deeper history to it starting with the late J.R.R. Tolkien. The main genius behind his Lord of the Rings books – still the #1 books in the epic fantasy genre, and always probably will be – is because he invented his own languages, using his education in linguistics. That gave the world, characters, and stories he created far more depth, and created a far more passionate fanbase than other authors.

But, notice I said invent your own language. You don't have to be a professor of languages to tap into this powerful branding technique. It's way too easy – which is why so many people who can't think for themselves do it – to just lift words you see invented by someone else and then try to pass them off as your own. The more you sound like someone else, the weaker your brand is. But invent doesn't mean whole cloth. You can take unique words from pop culture and apply them to your business. I sometimes take words from obscure

movies or books, for example. Or just change the way common words are spelled. Thus, in my business, back in 2009 I invented words like goo-roo, bewbs, ex-spurt, gluteus assimus, etc. You can not only start using this info as soon as you learn it, but you can potentially profit from it very quickly, too. Start creating words & your own "language" immediately and use them.

**3. Make rules for doing business with you** – this goes back to curation, but the more rules and barriers you erect for being able to buy from you, sell to you, and do business with you at all, the stronger your brand will likely be if you do it right.

I did this especially aggressively in my old Facebook group.

Like, for example, a No-Value rule (nobody but me and my Inner Circle were allowed to give value). Or my stringent Immigration policy (if someone was in too many other groups, I banned them from mine). Or my no troll rule, and the list goes on. In my business now, I have rules like I don't allow anyone with the word "swipe" in their email address to subscribe to my list. I don't do business with anyone who asks about a refund policy (not that I have a refund policy, but I already know the mentality someone who asks has – as they are telling you exactly what they intend to do). I don't let trolls or people who ask questions based on their own emotional baggage buy from me. And I don't allow people who cancel their Email Players subscriptions come back later.

And the list goes on and on and on.

Again, you don't have to do any of these things – and probably you shouldn't, depending on your personality and business goals.

The point here is to have a very specific and deliberately-created set of rules for doing business with you and buying from you. Not only does this strengthen your brand and curate your customers so you only deal with the ones you want, but it gives you more peace of mind, a more solid business, and builds credibility – since the more barriers you put up, the more credibility you have. (A down-n-dirty & low tech tip for building rock-solid credibility to tuck away in your mind, that I first heard from the great Dan Kennedy.) And the more you draw lines, have standards, and enforce



rules in your business, the bigger, stronger, and more profitable your brand should become over time.

4. Always look out for your audience's best interests via "sticking hands" – even if, and especially if, it comes at your own financial expense. This means don't skimp on service. Do the little things that will make their experience not just good, but great. And, constantly be in contact with your market (daily email is best for this, in my opinion) so you get a sense for what they want before they even do. This is one of the single most profitable things you can ever do for your business, and one of the single most effective things you can ever do for your brand.

The analogy I like to use is from Wing Chun kung fu:

In Wing Chun, you are constantly learning how to feel and interpret force. Your physical attributes (size, strength, speed, eyesight, etc) are not nearly as important as being able to feel what someone is going to do before they even do it. This is what lets ancient kung fu masters who are old, slow, weak, and not nearly as powerful as they were in their youth still trounce younger, stronger, faster, and more powerful opponents – because they can feel what someone is going to do before they do it. They use their eyes, yes. But, they don't trust them. The eyes are very slow compared to touch and tactile feel – which is instant, and always accurate. In Wing Chun you train how to interpret force like this via what's called Chi Sau, or:

#### "Sticking Hands"

This is where you and your partner train in a way where you are constantly in contact and trying to get the upper hand by focusing on feeling what the other person is going to do. Very fascinating stuff, and very profitable, too, if you know how to apply it to business.

Take surveys, for example.

I remember reading in Ken McCarthy's magnificent tome The System Club Letters how The GAP made a huge blunder a few years back by relying on surveys to make their decisions (asking people what they want) instead of going by the instinct (i.e. interpretation of

force) created by all their knowledge of their customers, buying trends, sales figures, and overall observations about their market honed from years of selling to them.

The result?

### Sales Plummeted!

And their brand naturally took a big hit. All because they trusted their surveys (i.e. their eyes which are slow and deceptive). When, what they should have been trusting is their knowledge of what their customers and market like to buy. (i.e. their tactile interpretation of force).

Here are some more examples:

When I created my Copy Slacker book, not a single person asked me to create it. There was no human cry for it or demand for it from my list. Nobody said, "Ben please create a comprehensive copywriting methodology I can learn in just a few hours, that covers everything I need to know, and that is great for slackers!" In fact, I don't think a single person ever asked me to create a copywriting product at all.

But, I knew they wanted one.

How?

Because of constant daily email contact with my list. Every time I mail my list I get feedback in the form of comments, questions, what they are buying from me (and what they are not buying), and so on, and so forth. This information lets me know what they want, without them ever outright telling me. And many people have asked questions, for example, about other peoples' courses, have told me what they struggle with, and ranted about all the things that frustrate them about copywriting. All this comes from their gut, and out of honesty. No survey could have given me this info without skewed & biased results. But I never need one anyway, because I am in constant contact with my list. Every day of the year. Thus, when I launched it, hardly anyone even read the sales letter. Maybe a few people did. But, going by the responses I got by email, on flakebook, etc, I am convinced well over 70% of the people who



bought (and it was the biggest launch I'd ever done to my own list at the time) did it...

**Sight Unseen!**

They knew they wanted it.

And, in many cases I found out, they wanted it before they even knew they did. That's the power of building your own world and creating a brand via daily emails (i.e. sticking hands). You can do the same on social media with daily interaction. But it's not nearly as effective, in my experience, as doing it via email.

Another example:

Not one single bloke ever asked me to write a book about the persuasion secrets of the world's most influential and charismatic villains. Yet, my Villains books have been some of the biggest book launches I've ever created – and without any drama queening, affiliates, social media hype, or joint ventures. And even now, all three volumes sell whenever I merely mention it, with tons of word-of-mouth about it due to the brand I've curated and cultivated and created via mailing daily, interpreting what my market wants via their feedback, reading between the lines of what they say, and noting their questions/comments/complaints/praise.

One final example:

The folks at AWAI.com told me my 10-Minute Workday program was the single biggest launch they ever did at that time. (And that's saying something!) And the irony is: One of their biggest draws is showing copywriters how to get freelance clients. Yet my program with them, and the sales letter, and theme of the promotion, is client-less copywriting: how to create your own copywriting business so you don't need clients. To my knowledge, nobody asked them to create a program about this. But they knew, because they are in constant contact with their file, and knew exactly what they wanted without having to ask them. There have been many other products created like this, too (all of my books, in fact) – each based on my unique list's desires. And what amuses me most is, these product ideas don't work for my copycats who try to create their own versions, because they have not taken the time to find out not only

what their meager audiences will buy before they even know... but don't have the brand that makes it "safe" to buy experimental products like the kind I create in my "world", that I keep building upon.

This is why strictly adhering to the 3 Brand Barbarian rules are vital. And it's also why...

**All Those "Me Too!"  
Copycat Brands Are So Weak.**

Moral of the story: Constant, consistent, and relentless contact with your list, your market, and your customers can build you a powerful brand people buy from, and often sight-unseen, simply because you have such a strong sense of what they want before they even do. It not only builds a unique brand and world of your own, but can add many thousands, hundreds of thousands, even potentially millions of dollars to your hog nasty piggy bank over the lifespan of your business.

**5. Recruit within your fan base** – there are many advantages to this and very few (if any) disadvantages. By recruit from your fan base I am talking about, whenever possible, hire employees, assistants, designers, coders, writers, lawyers, etc who are not just good at what they do... and who are not just customers... but fans. I do this whenever possible. And each time, I am amazed at how much more loyal those fans are, how much more they refer, and how much more seriously they take assignments and jobs than those who are not fans. There are many reasons for this, like, for example, fans have your back, and are on your side. They are usually familiar with your personality and ways of doing things. They obviously like you or they wouldn't be fans. They also tend to be far more loyal, and...

**Have Far More Respect For What You Are Doing,  
And For Your Mission, Than Some Random Service  
You Pick Or Are Referred To.**

More: Doing this also can add tremendously to your brand, as their other clients and customers start to associate you with them and vice versa, strengthening and enhancing both of your brands and bringing more buyers into both your worlds – effectively letting you "siphon" hundreds of new customers from each other over time. I have



found this with my web master, my graphic designer, my editor, my transcriptionist, and the list goes on. I have even applied this to my romantic relationships – yes recruiting from your fanbase can save you a lot of time, and does what PUA's call "pre-selects" women for you if you are a man. (No idea how that works for chicks.) i.e. just like customers feel safe doing business with people other businesses and people they like and trust do business with, many times women like to know a man is wanted by other women first before dating them.

There are many more things you can do to build a powerful brand via World-Building. But the above should give you plenty to work on. And if you did nothing but master these, your brand will have almost no choice but to become not just good, but truly great. And, quite literally, in a world all its own...

Incidentally, if you want a special elBenbo Press customer discount on ***Brand Barbarian*** go to **[www.EmailPlayers.com/brand](http://www.EmailPlayers.com/brand)** and use code **PRESS** at the checkout.

# The One Sentence Business Plan.

After you've started thinking about and plotting out your World-Building, the next step in the elBenbo Press publishing model is to create a business plan.

Specifically, what I call:

***“The One Sentence Business Plan.”***

If the World you build for your business is your “Narnia”, then this is the “Aslan” of your business’s world — i.e., the entity that controls, guides, and leads where your business is going.

What is a one sentence business plan?

Well, hardly anyone thinks about business plans anymore, even though they have always been mandatory for offline businesses to get bank or investor funding. So to simplify the process for direct marketing purposes I created the following to help some leads and customers for a program I created that AWAI sells called ***The 10-Minute Workday*** (you can learn more about this program by opting in to the waiting/notification list at [www.EmailPlayers.com/awai](http://www.EmailPlayers.com/awai)). The purpose of it was to help writers wanting to start their own online direct marketing-based businesses from scratch. And it works by answering — in just one sentence — these 4 questions:

1. What market do you want to serve?
2. What product/service do you want to sell that market?



3. What will you sell to people who buy that product/service?

4. How will you reach that market?

Here are some examples:

**“I want to sell men with prostate problems an eBook about solving those problems, offer those buyers supplements on the backend, and reach them using Facebook and Google ads.”**

**“I want to sell freelance copywriters a subscription to a low-ticket membership site that shows them how to close more clients, offer them high-ticket consulting and workshops on the backend, and reach them by networking in Facebook groups.”**

**“I want to sell a video teaching single mothers where to find expensive name-brand clothing cheap and then resell it at a profit, offer them one-on-one coaching on the backend, and reach them using paid ads on websites like reddit and in Facebook groups and other forums where they hang out.”**

**“I want to sell divorced men a book about how to get dates with women, offer them testosterone supplements, style advice, and high-ticket personal coaching on the backend, and reach them using offline space ads, Google AdWords, and via joint ventures with businesses in the same industry.”**

**“I want to sell women plagued with acne, eczema, and other horrible skin conditions a line of natural beauty products via an online eCommerce store, offer them high-ticket coaching with trained estheticians on the backend, and reach them using Facebook & Google Adwords, as well as referral and content marketing.**

**“I want to sell women a monthly membership to a live-streamed virtual spin class, offer them high ticket supplements and branded health-related products on the backend, and reach them via Instagram, Facebook, and content marketing.”**

**“I want to sell an investment advice newsletter to business executives who earn at least \$500k per year, offer them informational products about investing on the backend, and reach them via renting the customer lists of other financial newsletter publishers.”**

**“I want to sell 60+ year old golfers a video about how to play well into their 90’s without debilitating pain, offer them health products about pain management on the backend, and reach them with pay-per-click ads, banner ads, and through joint ventures.”**

Those are just a few ideas, and it’s as simple as:

- Determining who you want to serve and where to find them
- Selling that market what they want
- Selling those buyers something else

**Don’t Let The Simplicity  
Of This Fool You.**

Every single 7-, 8-, and 9-figure direct marketing-based business online I’ve ever studied started with this kind of structure, first. As far as World-Building, this is the first step, despite it being more along the lines of psychological business-building vs sociological business-building.

All of which brings us to the next step:



To complete your own One Sentence Business Plan. After you do that, it's time to find a business model you can "plug" it into — which, in this case, would be the elBenbo Press publishing business model you are reading about in this book. To make this as seamless as possible use the space below to write your own One Sentence Business Plan:

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# Media Stacking.

Even though I usually describe elBenbo Press as a “publishing” model, it’s not so much the publishing business you will be in, but the...

## **Media Business.**

For context, here’s a snippet from the 100th *Email Players* issue:

When I first got started in this biz-niz I thought I was in the business of “copywriting!” That is what I billed myself as back in 2002. And, my website was just about that. And for a few years, that was the “business” I was in, what my blog was teaching, and what my services were. Then, after that, I decided to be in the business of sales & marketing to expand my reach, and not just limit myself to copywriting. I changed my product-focus and blog to fit that and all was mildly profitable. Then, I started to Specialize in just email and, specifically, to be in the business of teaching email. And, my business became much more profitable, but still nothing to write home about. Then, I listened to the great Dan Kennedy talk about this idea of knowing what business you are REALLY in, and it hit me like an atom bomb to the gut. I am not in the copywriting business. Or the marketing business. Or even the email business. No I realized I was in the publishing business. Specifically, the book & newsletter publishing business – as that is primarily what I sell and, probably some time next year, will be allowing others to sell (my book line, not newsletter). But, even that was a short-lived thought, as I started realizing with the growing number of videos, my ambitions to eventually buy & own a TV station (not a mere podcast or YouTube/Vimeo operation... but a local brick & mortar TV station and probably a local radio station, too), a newspaper, and a local business center... as well as having [40% ownership in a mobile app platform/SaaS (software as a service) business with *Email Players* subscriber Troy Broussard...] I am not merely in the “publishing” business. No, my Pet, I am in the righteous...

**Multi-Media Publishing & Software Business!**



This newsletter is not even close to being just my main "thing" anymore. If I was merely in the email business, I would be borderline criminally handicapping my business's potential & sales. But when I started looking at it as being in the MEDIA business, that all changed. It changed the way I sell and the types of products I sell. It changed the kind of education I wanted to give myself (i.e. studying great publishers & media moguls – like William Randolph Hearst, Marvel Comics, Stan Lee, Walt Disney, etc vs merely great marketers, copywriters, and business business people as a whole), it changed the kind of businesses I want to invest more time and resources in, and the list goes on. Frankly, it even changed the kind of information I teach in this newsletter, which is all still applicable to email... but I don't just talk about email for the most part anymore. In other words, I don't just focus on writing, and open rates, and deliverability, and formats, and clicks, and story-telling, and other purely email-centric and copywriting-centric ideas, I am talking about something quite different, delivering benefits that are quite different, and building a brand and a business that are quite different. For example: I am not only building the "how to do business" book & newsletter side of my operation, but also the fictional book side of my operation – with clearly-laid out plans to expand my fiction books into different media, including comicbooks, and, ultimately, movies and/or TV. Thus, the multi-media publishing business and, if all goes well, the licensing business (with my characters), too. That's not to say what I was doing before was "wrong" – it wasn't. But I was in a business quite different than I am in now. I am building a multi-media & publishing (and, now, SaaS) business, not a mere "email" or "marketing" training business. That's why the things I have coming down the pike over the coming weeks, the coming months, and the coming years – many I have not mentioned here yet – are going to be a whole different animal than any other email and/or copywriting people you or I know.

It's important to start thinking bigger and more dramatically.

That's why I wanted to start you out with the World-Building side, and not just jump right into the One Sentence Business Plan, which I would have if I was teaching psychological business-building and not sociological business-building.

You are not to think of yourself as merely a publisher. Henceforth...

**You Are Also A  
“Stacker Of Medias.”**

The more medias you own, control, and “stack”, the bigger your business consistently grows, the more secure your business becomes, and the more influence your business has. The goal is always Omnipresence. And to have that, you must become comfortable with thinking about and using multiple medias.

On that note:

Starting on the next page I am going to reprint — almost in its entirety — the media stacking info inside the May 2020 *Email Players* issue. I do not sell it as a back issue to paid *Email Players* subscribers. Which means, the only way to possess the following info is to have been subscribed to get it originally, or to possess this book. If you already possess that issue, re-read it again in the context of what you’ve been learning in this book about World-Building and sociological business-building, as well as all the other Laws I’ve been telling you about. There is much more to it than merely reading it on its own without this book.

And don’t just read it one time.

Make sure you go back and re-read it over and over.

And each time, think about how all the media options available (and there will always be new ones popping up) fit into the World you want to build, and the kind of products you want to sell. Having your media strategy in place before you create your offers, or doing any kind of marketing (the next section of this book), can help put you lightyears ahead of anyone else you are competing against.

Here goes:



###

**Other Peoples' Medias (i.e., OPM) & Your Own Media (i.e., YOM).**

You'll need the former to build the latter, so we'll start with that. To paraphrase Mark Hanna in *The Wolf Of Wall Street*: "Name of the game is to move audiences from other peoples' media into your own media." And there are all kinds of ways to do this. We'll start with the tried-and-true and obvious OPM, and work our way to some of the ones that are less talked about:

**List Swinging** – this is where you find someone else with an email list, make a deal with them to mail your list about joining their list, in exchange for them mailing their list about joining your list. And similar to list swinging: you can also go to your clients and offer to do some kind of work for them (consulting, coaching, copywriting, whatever), in exchange for them telling the people on their email list to go check out your email list or other media platform you own.

**Podcast or virtual summit interviews/trainings** – podcast interviews are an extremely reliable way to get someone else's media over onto your list/media platform you own.

**Speaking at events** – if you know what you are doing, you will also have the "podium effect" on your side, where people give instant respect and attention to what you say simply because you are the authority at the podium... including listening to where you tell them to go afterwards i.e., to come to whatever media platform you own you want them on.

**Social media** – I'm not the world's biggest fan of social media (in case this wasn't abundantly obvious). But people have built giant businesses and brands off the backs of YouTube, Facebook, Twitter, and Instagram especially. But, those are very shaky foundations to build businesses off of as many are finding. The key is to realize you cannot tame the social media platform. You have to abide by their rules, and it might not always be to your advantage. But, that doesn't mean you can't use these social media sites to build your own media platforms, simply by always sending people from those media platforms to your media platform(s).

**Buying access to other media platforms** – there is always someone with their own media platform willing to take your money to promote your media platform for a certain price. Like buying Facebook, Adwords, and PPC ads; airtime on broadcast, cable, and public access; podcasts, solo emails, and paid print publication (newspaper, magazine, newsletters, etc) articles/ads; attending and/or renting a booth at a conference/seminar, professional organization, or trade show; and even bill boards (see *Email Players* subscriber Lauren Hazel, I hear-tell she sells billboard space in New York), in-app ads, PPV ads, eBay listings, etc.

**Be a forum moderator** – being a moderator of a group or forum gives you instant gravitas amongst the members. You get instant respect, too. And, you have a voice & platform, without having had to have built anything. When I had a moderator for my group, she benefited like gangbusters to the tune of all kinds of clients, people joining her list, my Horde wanting to hang out with her, hire her to write copy, be coached by her, and associate with her. If you do all of your other marketing right, and are great at networking, this can single handedly build your business. My woman does this in the reseller space. One of her businesses is she buys and resells high end clothing online. And she is a moderator of at least one Facebook group (OPM) which she is building a relationship with, and will be doing trainings for, etc, who will end up on her media platform. Point is, being a group or forum moderator can be the single fastest way to access OPM, build your own media, and create your own media empire.

**Politicians & Celebrities** – if you have the connections, you can use the power of the government's platform. Take, for example, what happened to Laura Loomer. Laura Loomer is the self-described 'most banned' woman by social media. She was banned from Twitter, Facebook, Instagram, Medium, GoFundMe, Venmo, MGM Resorts, PayPal, Lyft, Uber, and even Uber Eats! That's a lot of media options gone. So she went and found a new platform by running for congress and using the platform, media, and audience of Florida GOP chairman and state Sen. Joe Gruters. All of which will lead to more media platforms opening up to her she didn't have before – including the mass media if she plays it right. It's not unlike how Trump used to get media before running for president. Whenever he needed media, he'd simply pick a fight with Rosie O'Donnell (i.e., a celebrity). And BAM! – instant media platform. Probably 99.9% of people reading



this won't be able to (or willing to) use this particular option. But it's important to think beyond just the obvious when looking for OPM. And one way to do that is to, for a moment, assume you WILL be kicked off everything, and ask what would you do? This is important simply because medias and technology are always changing. The power is not in the platform, it's in thinking like a media "puppet master."

The above is not an exhaustive list of OPM. But it should give you more than enough to think about and work with. Now, what about YOUR own media (YOM)? I define media that is "yours" as a media platform that lets you export the audience/users/subscribers of that media platform into a database. i.e., if you can export the names and info of the people on it, you own it. This is not the case with OPM above. But it is the case with the following media platforms, as long as you are getting people onto some kind of exportable list. Do that, and you are the "owner" – even if it's technically on someone else's platform (i.e., your web host). Like with OPM, we'll start with the obvious – but most important – ones, and work our way down to some other options you may or may have never considered:

**Website** – This goes back to all roads lead to the list. At the moment (this will change due to mobile apps), the best way to get people from OPM onto a list is via a website. I also suggest it is hosted on a platform (like Wordpress, for example) you can easily back up. Because while it is your website, your hosting company technically owns that "space." Thus, a website without a backed-up email list is virtually pointless if you are selling anything via direct response.

**Email List** – Since you are a subscriber to this particular newsletter, this is basically a no-brainer. I'll just say, the key is to always be backing up your email list. Do it daily, ideally. You never know when you will get de-platformed for any reason or no reason at all. All it takes is a few hand wringers to get "offended" by something you say to pressure a company to de-platform you. The precedent was set when Mailchump de-platformed Alex Jones and, later Stefan Molyneux. In Stefan's case it was simply because some harpy complained to Mailchump's Twitter account and – zap – gone. So backup often. That way, if you need to change email broadcast services, for any reason, it's simply a matter of importing your list to a new service. On another note, we will be creating our own

"Email Players-friendly" email platform for Learnistic this year. I highly suggest getting your free test drive of it and activating it before the deadline to get it at the ridiculously low *Email Players* price, and be locked in at that price even after our email platform is launched later this year.

**Direct mail list** – Don't poo-poo the postal system and your own direct mail list. Not only as a great way to make a lot of money, though. If you are especially controversial the First Amendment (if you are in the U.S. at least) may be your only chance at survival, since so far they don't de-platform postal mail (assuming you aren't sending anything illegal). For an extreme case, take Vincent James of *The 12 Month Millionaire* program. He was selling penis pills and making some \$50 million a year (or maybe per month, I can't remember). A jealous spurned employee lied to the government about him, got him thrown in state prison, and he lost his freedom. He said there were many things he would have done differently to prevent it all from happening. One of which was to put his direct mail customer list on a thumb drive (you can do the same with an email list too), attached to his keychain with all his other keys, that he brings everywhere he goes. A cloud service would work, too, of course. But that way, if/when he sensed something going wrong, he could fly to another country, negotiate with the government from there, and still have his business going strong with his customer list. I think this is brilliant advice even if you don't sell anything that puts you on any government radars. If anything, this is something I need to be doing more aggressively myself – having both my direct mail and email lists backed up daily, and on my body (phone) and in a cloud. I am not saying you have to go to these extremes, of course. The important thing is how even someone in as much trouble as he was can prevent their business from going down simply by having a direct mail list – your own media – on hand. Even from a short term practical point of view you should do this. I make quite a few sales from my direct mail list, and am implementing other ways to do it all the time. So don't shirk your direct mail list as a media you own. Not only can it be a big money-maker for you, but it is something you "own" if you are backing it up and keeping it safe. In fact, *Email Players* subscriber Ken McCarthy writes in his *System Club Letters* book about how he backs up his lists and puts them in a safety deposit box each week!

**Audio/Video podcast** – Another media platform you can own and use to



control the Narrative of your business is a podcast. You can distribute a podcast on all kinds of OPM platforms to transfer their audience to your audience – iTunes, Sound Cloud, YouTube (if it's video), Facebook via Livestreams (I am lumping this in with podcasting), BitChute, etc. And each time you do, you are moving people from their media platforms to yours, if you are driving them to an email list. By that I mean, you are forcing those who consume the content to join an email list, or aggressively pushing for them to join your email list via embedded CTAs in the content itself. Don't think you have to have an elaborate, expensive set up for this, either. You don't. It can be as flashy as having a podcast producer and team spiffing it up... to as informal as walking and talking and recording whatever you want using a tool like Learnistic right on your phone, like a podcast studio in the palm of your hand. The point is, you are building and maintaining a media and audience. An audience you can use to build your media platforms, strengthen your brand, bond with people, and reach people you can't otherwise reach. I have had two podcasts, and I lost count of how many people said they found me and/or bought from me because of them. It's also why after I ended the second one, I jumped back in with my most recent, very informal, stream now on my mobile app you have to be on an email list to access via downloading my app. And like your email & direct mail lists, having a podcast audience tagged onto an email list lets you control your Narrative, via a media platform where you have a lot more control over what you say and sell, what you do with it, and who you want to serve.

**FAX list** – this is something I have not yet done, but am keen on doing. Why? What would be the point? Especially when nobody uses FAX? Well, for one thing, a lot of people use FAX. Like the government (local and federal, IRS, etc), media professionals (many press releases are sent via FAX), doctors and pharmacies, banks & merchant accounts, lots of local businesses & professional services like lawyers, etc. If you sell to those markets, a FAX list is not only a good idea, but it's kind of silly not to have one. But even if you don't, it is precisely because nobody uses FAX that makes it a great media. A FAX list, built legally and in compliance with your local laws, can be a huge potential money-maker, and a media you completely control. The idea I am keen on doing – but again have not done yet, so full disclosure – is to do this:

- Create a periodic (even daily/weekly) fax with content and an

offer, exactly how I do email, except it's FAX and just for my paying customers, not to the general public

- Tell my lists if they want to get ongoing valuable & exclusive info to get on my FAX list, and make sure I get their permission (I will have a lawyer look everything over to make sure I am in complete compliance with America's draconian broadcast FAX laws)
- Tell them if they don't have a FAX machine about one of the many services that delivers FAXES via email (ideally they have a machine...)
- Send faxes like I do emails combining content and promotion

If/when I do this, I will very likely be the ONLY person contacting them that way, with zero competition, and their mostly undivided attention if I do my job right. All of which makes FAX a potentially very powerful media platform to own, control, and use.

**Subscription Business** – I believe having a subscription business will soon be – and in many ways is already – a mandatory platform to have. Just as important as an email list and direct mail list. There are many subscription business medias, like software/SaaS, health supplements, group coaching, paid video/audio channels, etc. And specifically subscription businesses that are on your own media platform, that you can export the data i.e., email and/or direct mail info. Four very simple methods for a content-based subscription offer especially include:

- **Print newsletter:** it can be a free print newsletter or a paid one. It can be long or short. It can be a one page sheet, frankly. But having a print newsletter is your media. You own it, control it, and keep all the money from it. You can use it to sell your own offers, or use it to sell 3rd party offers. You can use it to preach your message, teach your passion, and sell your products and services. I do not, however, think everyone should be doing this. If, for example, you don't enjoy writing, don't be a fool. Use a media you do like (video, audio, whatever). But this is a powerful media to own and use. Not just for selling and business-building, but for creating, maintaining, and profiting from your own Narrative. The psychology of someone reading your content in



print form, that comes via mail, is far more powerful than someone logging in and downloading air. I once read the human brain lights up like a Christmas tree when it receives something in the mail it is anticipating and wants, vs simply downloading or reading something online. It doesn't mean you can't do a pdf newsletter, though. The great Matt Furey does just that. But for my money, I go print. All my books are print, too. And there are not only profit reasons for this, but also logistical reasons, too. Like your direct mail list, this is a media nobody can tell you what you can say or do. Nobody can de-platform you. And, nobody can stop you from profiting from it.

- **Membership site:** the lack of impact downloading "air" as compared to receiving something physical notwithstanding... a membership site can also be an extremely effective media you can own and control, too. And, for most people, this is what I recommend. Why? Because most people hate writing and, if a newsletter is delivered on a schedule, most people hate and get depressed by deadlines. People who hate deadlines, have trouble making them, and find them stressful should not do a print newsletter. They should do a membership site which allows freedom and flexibility with scheduling and adding content. It's also a huge opportunity for selling, too. And, yes, it allows you to build and create a Narrative as well as any other media. Just make sure you have things backed up constantly. And if you do it via a mobile app, and not via Wordpress or whatever, you can "bypass" all the technical bull shyt of running, maintaining, protecting, getting engagement/consumption from, and profiting from a membership site.
- **Paid Video and/or Audio Channel via your own app:** many people have wisely created their own paid video and/or audio channels/ subscription businesses using Facebook, YouTube, Vimeo, iTunes, and the list goes on. Only problem is, you are completely and coldly at the mercy of another platform that can de-platform and "un-business" you with the push of a button, for any reason or no reason at all. Ask Alex Jones – who was kicked off iTunes, Amazon, Google, and Facebook simultaneously, with Twitter and even Mailchump following suit soon after. So this goes back to you having your paid members on an exportable list, like an email list. That way, you turn OPM into YOM. There are all kinds of ways to set it up from the bare bones easiest I've seen, where you use a free PayPal account and a YouTube account with an email list... to

super complex operations requiring a team and editing software. One simple and frictionless way is having a mobile app tagged to an email list you can backup, and hooked up to the Apple and Google Play stores using their merchant accounts (they take a BIG cut of sales, though, so not perfect), and delivering content right to your customers' phones via your app, no cart or website needed.

- **Group coaching:** not really my bag, but it's the easiest thing in the world to do a group coaching offer via video and/or audio. In fact, here's how my business partner and *Email Players* subscriber Troy Broussard runs his paid group coaching subscription business:

I have over 350 hours of content in my mobile app for my group coaching and use it constantly for this. Group coaching is traditionally the "lower end" of the coaching spectrum. As such customers of group coaching typically expect a lot of digital content and training to accompany the program. Here are ways I use it:

- GCC (group coaching customers abbreviated from here on out) earn more access with me over time via loyalty. If they've been with me x amount of months, I open up access to other trainings, etc...
- All of my group coaching content is digital by nature and only available in the app. I used to maintain a desktop as well, I no longer do. I haven't shut it down for those older peeps that still have access, but I'm no longer supporting it.
- All of my trainings (4+ hours worth per week) are recorded and put into the app.
- Much like Ben Settle adds urgency in his monthly newsletter, I'm beginning to incorporate that into my coaching as well.
- Like he does, I tease people in my emails about what they're missing in my group coaching programs to drive more of them into it
- To further that, I will periodically give like 5-day access to a very limited amount of content (edited, stripped down, but a



decent "taste" of the experience) from the group coaching as well... again, as a way of encouraging more sales.

- A big side benefit of so much digital content, is that I can splinter a lot of it off and create little low end offers to sell to non-buyers. So I can really create a lot more sales opportunities as a result of offering the group coaching. Of course, I upsell the group coaching to all buyers of any of the low end stuff.
- Clients really like that the app will remember where you left off while consuming long videos because many of our live webinars can run 2 hours or more in length. So they can work their way thru the content at their own pace.
- Clients love that the content is downloadable so they can take it with them on trips and such... it's my biggest "satisfaction" that clients express.

7. Text messaging: I am not talking about mass texting like, for example what an old mortgage guy did to me recently. I got a loan from him in December 2015, paid the house off in about 33 days (end of January 2016) and he got miffed at Yours Responsible. I simply did not know I had to carry a loan for at least 6 months in order for him to be paid. Oops. Of course, it never occurred to him to at least try to sell me into becoming a real estate investor to sell me a new loan, but that is another story... What he did that is cringeworthy is, 5 years later (last month) I got a text message from him saying: (1) mortgage rates had fallen to "ALL-TIME" record lows... (2) he was checking my current loan (i.e., the one I paid off 5 years ago he got pissed at me about)... and (3) he thinks he can save significantly on my payment, or maybe shorten my loan term. Anyway, I ain't talking about stupid text marketing like that. I am talking about using it as a customer service and relationship building tool correctly, and to remind people of important and/or urgent updates they would want to you to tell them. Either way, it's another media. Incidentally, it's also a tool we will be making available to Learnistic mobile app platform members later on, all integrated with your email list and app followers. That won't be for a while. But those who join Learnistic at the super low *Email Players* price before the deadline in a couple weeks are

"grandfathered" in at today's *Email Players* price, even as everyone else will be paying a lot more as we introduce new features like the text messaging, the email broadcasting/autoresponder platform, and a slew of others I cannot mention yet.

**8. Mastermind:** A mastermind is a powerful media in and of itself. Take, for example, the great Brian Kurtz's masterminds & masterclasses. It's a media platform from which he can sell his other products & services, serves as OPM for his speakers (I have profited handsomely from them), that he owns and controls. Nobody can de-platform your mastermind, especially if you hold it at your home. Speaking of which: depending on quarantines, etc, I *might* host a high ticket (\$5k+) hot-seat mastermind here at Count elBenbo's Lair this Summer.

**9. Apparel & swag:** this is another one of those not-so-obvious media platforms that'll be ignored by small thinkers. But big thinkers will see the long term and potentially very big impact it can have. I am talking about, of course, branded shirts, hats, mugs, bobble heads, magnets, watches, cufflinks, paper weights, desk ornaments, glassware, and the list goes on. There's a reason Dan Kennedy is so big on doing this. And it ain't because he's a lowly small thinking trend-chaser. He calls it "cultural indoctrination" and being "omnipresent", and it's extremely potent. Below is a snippet of what he says in his *7-Figure Academy* course. Read it very carefully, and think about how you can apply it to your business's media empire endeavors:

"...as case-study, I mean, they are everywhere...Donald Duck orange juice still exists after all these years, right? They get some kind of royalty for every orange juice sold, but I would maintain it's more useful for them to have the damn can appearing every day in the refrigerator, than the two pennies they get on the can that is sold. If you're a parent of kids of a certain age, you can't turn around without bumping into damn Disney. Now it comes time, are we going to Six Flags or are we going to Disney this year? We're going to Disney."

**10. Forum or group:** inside or outside of social media or even the internet, as it can even be inside a mobile app platform like we plan to offer to Learnistic users later this year. I will never know for sure, but I estimate that, at the bare minimum, I would have



added another \$250k - \$500k per year to my business if I'd had a group coaching, ad agency, mastermind, and more aggressive seminar/event component in place when I ran my old elBenbo's Lair Facebook group. In fact, the one event I did do, partnering with Troy Broussard (who closed people by phone, after I "pitched" the leads to him) sold out in a few days, standing room only. Not because of genius marketing on my part, or genius selling on Troy's. But because the group/forum builds such a strong bond with people, and creates not just a super strong relationship between you and your people, but also between the members. I suspect most of the people who went were as interested in meeting each other as they were to meet me! We didn't even have a real agenda for teaching, until we got there. The real power in owning your own media is, and always will be, in the relationships you build, which can lead to more transactions than all the fancy transaction-based purely tactical marketing in the world.

**11. Books, audio & video programs distributed by amazon and/or other publishers:** This is how Bill O'Reilly – after being fired by Fox News – didn't even skip a beat. He had used his media platform (OPM) as a host of a Fox News show to constantly be sending people to his website (YOM). But, he also used it to sell his books which are distributed not just on his site, but on Amazon, and other places. In my own business, I deliberately seek out OPM to sell my stuff, whether it be Amazon or AWAI (selling my *10-Minute Workday* program). Those products are platforms in and of themselves. Yes, your books, programs, and courses circulating around – if you embed offers and links and ways to get back to you – become roving medias. They float around the market, getting borrowed or resold, found in bookstores, borrowed from friends & colleagues. This is why being a prolific content creator is vital today.

**12. Your product bonuses:** start thinking about how to turn your bonuses and premiums you give away into their own little "mini" media platforms. By that I mean, they should ideally lead to finding you on other media platforms. I admit, I am still working towards being better at this. But, for example, when someone gets a bonus from me, ideally that bonus leads them to another media I own – whether my mobile app, another book, another website, etc. A recent example is when I gave away a bunch of copywriting videos as a bonus. And on the page that hosted the videos, I had a coupon code for my *Copy Slacker* book, which many partook of. And *Copy Slacker* is

embedded with links where appropriate that leads them to other products (i.e., media). Again, I have to work as hard as anyone about this (I recently missed a huge, glaring opportunity for this), so this ain't me lecturing. Simply sharing knowledge...

**13. Your own mobile app** – Mobile apps are the new "Web 3.0" in my opinion, and something you will have to have eventually to effectively compete, rather like having a website is mandatory today. In fact, possibly in the future, it might even be more important even than having your own email list. And if you have it set up correctly like Learnistic lets you do, you can tag people who download your app onto an email list making it your media, so you can use not only email, but also push notifications right to someone's device to communicate with them. Whatever the case, see pages 2, 11, and 20 of this issue for how you can have your own \$100k quality mobile app platform for less than the cost of your monthly cell phone bill.

All right, like with the OPM list earlier, this is not an exhaustive list of YOM options. What I wanted to do in this issue is give you some immediate options, and to get you always thinking about, looking for, and exploiting media platforms at every opportunity. That way, you not only create your own media empire but you effectively become your OWN media. That's what Dan Kennedy's "omnipresence" via building your own media platforms leads to, in my experience. The more medias you are using – OPM or YOM – the more omnipresent you are. Combine as many as you can, as often as you can, as creatively as you can, and you almost can't lose. And on that note, let's shift into some examples of how you can mix & match Your Own Media platforms, so they compound on each other, feed each other, and keep people in your World. I bolded all the media platforms (while rather redundantly describing them as "media platforms", so it is as clear as possible I see everything as media platforms and not just offers, etc). This is the difference between thinking like a media publisher and not just the doer of the thing you do. I merely put these out there as a thought exercise. Realize it all starts with the OPM options listed earlier, and then sending them to YOM:

- First & only "sale" on my **website media platform** is opting in to get on my **daily email list media platform** which each month sells one of my **book media platforms** directly, which have links to my



Email Players subscription business media platform and my other book media platforms embedded within (NOTE: even my "podcast" page sells them on the opt-in to my email list media platform by telling them in order to get my podcasts on my mobile app media platform, they have to be opted-in. And the first email sends them a link in the PS to get on that media platform. Eventually, I will have it set up so opting in automatically put them on my mobile app media platform)

- My mobile app media platform videos and training and content point almost exclusively to my Email Players subscription business media platform, which each month has an offer for one of my other book media platforms or an affiliate offer which often includes a bonus/premium media platform or SaaS media platform offer (like this issue does), which will then lead to sales of my other book media platforms
- My Email Players subscription business media platform sells my other book media platforms and software media platform ventures via my direct mail media platform since it is a physical newsletter... and puts them on a buyers email list media platform for said book media platform, which gets other offers via email & direct mail media platforms, etc (just wait'll I work in FAX as yet another media platform for this...)
- Post cards direct mail media platform (still to be tested) to Email Players subscription business media platform subscribers are also going to be selling my book media platforms, which lead to sales of my other book media platforms via links to online sales pages on my website media platform embedded inside
- Mobile in-app purchases on my mobile app media platform puts them on a buyers email media platform list that gets sold other offers which are also fulfilled inside my mobile app media platform, which sends them offers that get them on my various other book media platforms and Email Players subscription business media platform
- My book media platforms all push the reader to my email list media platform opt-in page on my website media platform (for the rare person who finds one via somewhere else) at the beginning of each book media platform

- The book media platforms all have embedded website media platform links to my other book media platforms and my Email Players subscription business media platform
- The welcome email tells them to get on my mobile app media platform, which puts them on an app-connected email list media platform, sending them videos that lead to the Email Players subscription business platform, an audio training leading them to a SaaS offer media platform (Learnistic), other audios leading them to my Email Players subscription business media platform, and showing them in-app purchases which also lead to my Email Players subscription business media platform
- I am prepping to make people on my email list media platform get my mobile app media platform in order to consume my bonuses/premiums media platforms (which sometimes lead to other book media platforms, and my Email Players subscription business media platform, etc) I offer when selling as an affiliate
- Podcasts on my mobile app media platform lead to opting in to my website media platform which leads to Email Players subscription media platform & book media platforms and/or affiliate offers sold via teasing premiums/bonuses media platforms that lead to my Email Players subscription media platform and other book media platforms

If all that rattles you with all the moving parts, just let it gel and re-read a few times. It's not as complicated as it sounds. But it is a life-long process connecting, linking, and having the various media platforms you use, control, and own leading to your world, keeping them in your world, and ideally staying in your world. Bottom line: owning, controlling, and using as many medias as you can is the most important long-term thing you can do for your business. Not just for building financial security and sales, but for building life-long relationships and omnipresence in your customers' and clients' lives, so wherever they go, there you are...

To sum up:

Owning, controlling, and stacking medias is an essential part of Sociological Business-Building, World-Building, and, of course, Media Empire-



Building. And this chapter on controlling & stacking medias segues directly into the next part of this book:

Creating & assembling offers.

On that note, turn the page, and learn the elBenbo Press method for doing just that.

# How To Create, Assemble, & Build-Out Your Offers.

Before we dig in to the meat of this long section, realize this:

The elBenbo Press business model is not made up of a bunch of “offers” and “books” and “newsletters.”

**It's Made Up Of Living,  
Breathing Characters.**

At least, that is how I look at my offers.

Going in strict accordance with World-Building, you must look at your offers as being just as much a necessary part of the World you create as your customers, audience, and fans. In other words, they are characters in the story you are weaving, with their own unique personalities, quirks, origin stories, and sparks of individuality. They are not merely “books” or “newsletters.” They are important citizens of your business’s World. If they don’t earn their keep or if they don’t add to the World — in some cases they may even threaten the integrity of your World — they have to be exiled or even... if necessary...

**Executed!**

I’ll give you an example.

In 2016 I spent several months preparing, teasing, and building up to rebrand my free podcast at the time, and turn it into a paid podcast called



*elBenbo's Apprentice*. The idea was for it to become much more than a mere “podcast.” It would be a membership site where, for a mere \$7 per month, customers would get my podcast, monthly interviews with my own favorite business & marketing teachers, access to me via a private Facebook group, monthly call-in days, ad critiques, and a bunch of other goodies — including a huge pile of bonuses that resulted in something like a 40+ page P.S. in the sales letter just to rattle all the bullets off.

Needless to say, I spent a lot of time plotting and prepping for it.

Then, when it came time to launch...

**I Immediately  
Regretted It.**

So much so, I killed it off before the launch even ended!

And bear in mind, this was the single most successful product launch I'd ever had up until that time. We got somewhere around 1,000 people in right off the bat, despite not being able to use PayPal — where we lost probably at least a hundred potential customers, going by the feedback — and a huge slew of technical glitches that were pissing people off left and right (both us and our customers). One of the more interesting parts was, it was clear I'd done such a job in my World-Building with my daily email antics over the prior years... people were ignoring the clear instructions to use the support desk if they had questions and not email me personally (via replying to whatever daily email of mine was in their inbox). No matter what I did, my list wanted to have me personally send them a password or whatever. It was maddening. I was as pissed at how many people couldn't follow simple instructions as I was astonished at how I couldn't really blame them either, seeing as I am like a friend in their inbox each day they feel they know and can just chit-chat with at will.

In other words...

**I Was Trapped By The  
Power Of My Own  
Brand & World-Building.**

And I couldn't help but think:

***“If it's this bad at 1,000 members, what's it going to be like at 5,000, 10,000, or 20,000 members?”***

My ambitions were to go that big and beyond.

Thus, that Sunday night of the launch — just hours to go before it ended, with a couple more emails still scheduled to go out...

**I Yanked  
The Plug On It.**

And I did it without pause, regret, or hesitation.

Despite us getting nearly \$30 per new member (when you factored in upsells, etc), having a new solid subscription/continuity income installed in a matter of a few days, and adding a whole new COUNTRY onto my business's World... I put the *elBenbo's Apprentice* membership site on its knees, turned it around, and shot it in the head execution style.

My podcast producer understood and was glad I did it.

But everyone else involved (including his wife) could not believe it.

In fact, I ended up getting invited on a bunch of podcasts right after to explain why I would do such a thing. They wanted to know how I could so eagerly and willingly let go of a budding cash cow like that.

But as I told them, it was not about the money. It was about building a business to suit my preferences. And, even more specifically...



**It's About Building  
A Sustainable World  
For My Business.**

The kind of World people want to be in every day.

That customers want to be in every day.

And, that an entire society can be built inside of without wars, pestilences, rebellions, civil wars, corruption, political infighting, or other problems that bring businesses down from the inside. The money comes on its own in my experience if you have the World built correctly. And having an offer — big or small — that does not co-exist in perfect harmony with your World simply has to go if you want to strictly adhere to the elBenbo Press publishing model.

Writers like to quote William Faulkner's:

***"In writing, you must kill all your darlings."***

(Stephen King added to that: "Kill your darlings, kill your darlings, even when it breaks your egocentric little scribbler's heart, kill your darlings.")

And I would say that applies to toxic offers, too.

Which brings me to this next part of the process:

**Creating Offers That Fit  
Perfectly Inside Your  
Sociologically-Built Business's World.**

To do that requires a lot deeper & longer-term thinking than the typical marketer engages in. So first I will show you my three main ways (not the only ways) of approaching offer creation. Then we'll talk about pricing. Finally, I'll show you how to put them together — including the logistics of assembling, printing, and mailing printed information products — as well as some other

“odds & ends” of the process I’ve learned from selling physical books and/or newsletters for nearly 20 years.

On that note, behold...

**“The 3 elBenbo Press  
Approaches To Offer Creation.”**

***1. Funnel A Fear.***

You sell truckloads of books if you do this right. Anyway, not long before I sat down to write this tome, the 30-year talk show veteran who practically built modern AM talk radio — and specifically conservative talk radio, as well as influenced the entire agendas of Republican politicians — Rush Limbaugh announced he had lung cancer. I could do a whole series of books probably on everything I learned just by observing Rush Limbaugh over the years about marketing, business, communication, and copywriting. The guy is easily one of the greatest infotainers who ever lived. And the fact approximately half the people reading this have already — by merely seeing his name — had a “I HATE THAT GUY” reaction while the other half have had a “I LOVE THAT GUY!” reaction, is a testament to his powers of influence & persuasion.

And that’s the point:

**People Who Listen To Him  
Either Love Him Or They Hate Him!**

There is no lukewarm middle with Limbaugh.

People either think he’s a Nazi who wants to take over the world or a saint who wants to save it. And the multi-million dollar World he built is as deep as it is influential. And I suspect the brands he helped build into household names via advertising on his show would agree.

Anyway, back to his lung cancer diagnosis:



When he announced he had advanced stage lung cancer, my first reaction was, “*Wow! Rush Limbaugh has advanced cancer, and he’s probably going to die soon.*” We all die, of course. And it’s not like Rush isn’t getting up there in age. So it’s not completely out of the blue. But I could also not help thinking right afterwards:

**“Wait a minute... he’s a big cigar guy. Always smoking cigars, talking about cigars, even joking about his formerly nicotine-stained fingers. So he caused that one himself, it’s probably a lifestyle thing that could have been prevented.”**

But, contrast that to almost a year prior, when another celebrity type I always liked and respected, Luke Perry, died of a stroke at just 52 years old. At the time, I’d been looking up info about strokes because so many people seemed to be having them. Not just Luke Perry, but even the great Brian Kurtz had just suffered one. And around that same time, filmmaker John Singleton also died after having a stroke. I don’t know about Brian Kurtz’s case (did not ask him), but in John Singleton’s case I believe he had a genetic history of high blood pressure and diabetes.

But Luke Perry?

To this day when I look it up...

### **His Stroke Came Out Of The Blue For No Apparent Reason!**

And that shyt scares the hell out of me.

And the reason why it scares the hell out of me is precisely because it coldly reminds me how it could happen to anybody, even at a relatively young age. I’m not 52 (as I write this), just in my mid 40’s. And I could literally have one while I am typing this, for all I know. It is even worse when I think about one of my pals from my college fraternity days who, about 10 years ago when he was just 33 years old, also suffered a stroke. And like with Luke Perry, there

was no real “reason” for it. In my pal’s case, he was young, fit, and in shape. No family history from what I remember. But one day, it just happened. And the thing is, when something like a stroke happens to someone who is young, not at risk, etc, it’s a lot more freaky than when an older guy who smokes cigars all day gets lung cancer, which was clearly influenced by his own choices and lifestyle. When you hear the latter it’s easy to dismiss it and not care. But when you hear about the former...

### **It Can Put The Fear Of God Into A Person!**

All of which brings me to the rub:

As far as offer creation goes, there is a lot of wisdom (and potential money) in taking a page from the books of certain mental health experts who say one of the best ways to deal with a fear, phobia, or something that terrifies you and keeps you up at night is to start using that nervous energy to...

### **Help Other People Who Have The Same Fear.**

Why?

Because that way you’re helping other people out, and you’re also doing yourself a big favor, since you’re doing something positive about it. If you are, for example, scared of having a stroke — especially if you already had one — getting into the business of helping people prevent strokes could potentially be a very smart & profitable move.

Another example:

About five years ago (as I write this book), I lived in Roseburg, Oregon. Or as I call it:



### **"The Burgle."**

Everyone there calls it The Burg. But I call it The Burgle since it's a meth addict haven. All of which ended up being prophetic because just a couple of years after I moved there...

### **My Place Got Robbed!**

Presumably by some low-life meth addicts.

And, according to the cops, I was almost certainly targeted. I had my suspicions about who might have been opening their big mouths about me, my success, etc (I am a low key guy who stays out of the limelight for this very reason). But I just didn't have the presence of mind to tie things together at the time. And these bastards stole what ended up being a combined tens of thousands of dollars in cash and other valuables.

I was extremely pissed for the longest time about that.

I was obsessed, too, with finding who did it.

But one thing I noticed soon after is, I was paranoid every night, knowing how easily the place could be broken into again. I had zero home security in place. In fact, the thieves came in through an unlocked window they could just as easily have broken and nobody would have known the difference. I also kept hearing about how thieves will often re-target the same places because you're more complacent about it, and don't think they'll do it again and will move on to some other shnook. But even so, in the daytime, I was just pissed off. All I wanted to do was find those bastards and punish them one by one for even daring to do what they did.

But at night?

It was nothing but...

**“What’s That Noise???”**

Of course, I did not stay there long after that.

Within 30-days I had moved to a different town almost 2-hours away back on the Oregon coast which I had wanted to move back to anyway, but put off due to laziness, mostly. And this time I bought a house that was extremely secure with just one entrance on the ground level, and the only windows being on the second floor. Then, about four years after that, I moved back to the town I live in currently, about an hour farther south down the coast.

And while it’s a great place and perfect location for my preferences...

**It Has Even More  
Security “Holes”  
Than My Burgle Place.**

Now, this town is way safer than the Burgle ever was.

In some cases, people don’t even lock their doors, and the crime is super low, probably because it’s hard to live here, so many are armed to the teeth and criminals simply don’t last long, nor can they blend in since the town is so small. But I’d already made the mistake of being complacent once, and there was no way I was going to make that mistake again. Thus, I knew I was going to have to get some kind of security system the second I decided to buy the place.

Which brings me to the punchline:

After I called the security company, they sent their guy out to assess the place. If you have never dealt with a home security professional, realize it is their job to come in and literally scare the crap out of you. A good security system salesperson — and you *want* them to be this way — will come in and say, “Yeah look at that place. Look at that, under your deck, there’s so much room there. I could see a meth addict just sitting in there every night taking shelter and you’d never know...” Or, “Here, look at this window, it is completely



exposed. This door's really weak, you wouldn't even hear some grinning junkie force his way in until he's either standing over your bed or has a hand over your mouth." And, "Hey Ben, didn't you say your name's out there on the internet? You probably got a couple of psychos who would love to pay you an unannounced visit..." and so on, and so forth.

Telling you this is their job.

And in a lot of ways I was even looking forward to it.

You cannot talk to someone enough about their "symptoms" — something smart doctors and even gigantic multi-million web visitor sites like Web M.D. have known for a very long time. It's also something to realize next time you are not only creating an offer, but writing the sales copy for it.

Long story short:

Little did the security guy know when he came out here that...

**He Couldn't Possibly  
Make Me As Paranoid  
As I Already Was  
About Home Security!**

My woman was especially amused.

She couldn't help but laugh as I picked out problems — as did she, being a native New Yorker whose seen her share of horrors — the security guy was missing, even though it was his job to go through the house and the property and take down notes and say, "Okay, here's where a sensor should go. Here's where this should go..." And I kept saying things like, "Well, what about this small window over here? What about that one over there? Look at this door here..." Needless to say, I was probably the easiest sale that guy ever had and was happy to pay whatever it took to make the place secure. Yes, my paranoia

from the Burgle situation made it so I was even more attuned to what was needed for my security than the security professional who was specifically...

**Trained To  
Exploit My Fears!**

If anything, it was a plot twist where I was making *him* paranoid.

And, probably, he is now better at his job.

In fact, even after they installed everything, I had to call the company back because I noticed a couple more potential security holes neither of us noticed on their first visit. It's important to understand it's a three hour drive for these guys to come out here. And even after that second trip, the next week I found another potential security hole, and I said, "Look, I know this sounds nuts. But what if they broke *this* window and dived through it, and went through the other end, the door sensor wouldn't even go off..." And he replies, "You know what? Don't worry about it. It's perfectly all right. I've heard stuff like that. It's our mistake, we should've thought about that too."

I don't blame them, incidentally.

I don't expect them to be nearly as paranoid about home security as I am. The scenarios I was bringing up have maybe a 1% chance of ever happening.

**But All It Takes  
Is That One Time.**

Which brings us to the climax:

We were joking about how, if I didn't have a business and I had to get a job, my *first* place to go would be one of these security companies, so I can be one of their salesman.

Or, even better...



### **I Would Sell Info Products About Home Security.**

All because of a FEAR.

A fear that has made it so I can look at any house or business, and find all kinds of holes even trained security experts would miss. And I would love every second of it. I would wake up and look forward to selling it every single day. To writing emails about it every single day. And, yes, to creating books, and newsletters about it, and...

### **Building My World Around It Every Single Day.**

What scares the hell out of you?

The answer could very well make for not just a great offer you can sell... but an entire business serving others with that same fear.

### **2. *Fan A Frustration.***

Tapping into a frustration is another way to create offers that goes with the elBenbo Press publishing model. What is something that frustrates the living daylights out of your market? If you are part of your market — and unlike a lot of marketing teachers, I am a big advocate of selling to yourself — if there is something that especially frustrates you, it's likely a good thing to think about an offer to solve.

Take our mobile app platforms [Learnistic.com](https://learnistic.com) & [Membrandt.com](https://membrandt.com).

They are both the brainchild of my business partner in those businesses Troy Broussard. He's the man behind the online marketing automation of some of the richest and most successful businesses on the internet, as well as a former Navy nuclear engineer, enterprise-class software developer, & API-level marketing automation specialist who has built multiple multi-million dollar

software, SaaS, SEO, and native app businesses. He is also the author of the bestselling book *Infusionsoft Mastery*, and is the most respected & sought-after email automation consultant on the planet. His radical breakthroughs, insights, ideas, & teachings about email & marketing automation have gotten praise from direct marketing industry leaders (like Perry Marshall, who wrote the intro to Troy's *Infusionsoft Mastery* book), New York Times Bestselling authors, as well as former-CIA & other high-level clientele in the business world's most prestigious & respected inner circles. And for the last 20 years Troy has created automation campaigns for dozens of his 7, 8, & even 9-figure clients, helping them collectively earn well over \$150 million in sales and climbing.

But guess what?

He didn't create these mobile app platforms for fame & glory.

No...

**He Ultimately Created Them  
Because Even He Was  
Frustrated With Technology!**

That's no exaggeration either.

The entire infrastructure, logic, and development behind these app platforms are bent around solving peoples' frustration with consuming content, with businesses' frustration distributing & selling content, and with the industry's overall frustration having to "Frankenstein" together various website apps, carts, merchant accounts, security patches, and having to host content on a dozen different clouds & video/audio platforms. It was all built over the course of almost 5 years — from conception to launch — on Troy's own mind-numbing frustration with consuming, distributing, and selling online content. He examined this frustration, and what was causing it and realized first, a big problem is statistically nobody is using their desktops anymore. Well over 90% of information is now consumed on a mobile phone — the main exception being certain deep learning courses and markets. i.e.,



university level type material. Unless someone is consuming content like that, they are 90%+ of the time listening, watching, or reading it on their phones. All of which makes it extremely frustrating having to waste time and energy constantly moving content from a desktop to a phone. Even with today's technology most people either don't have the time to mess with it or can't be bothered to.

Another frustration:

Troy lives in Florida and he realized, "I'm walking out here and it's so fricking humid with the phone in my hand because if I turn the screen off the content stops playing." And he says he's lost count of how many times his phone flew out of his hand due to the humidity and sweat of just being outside while trying to consume content or even talk on the phone.

It just pissed him off.

And he observed that...

### **It Pisses A Lot Of Other People Off Too!**

Including other content creators.

And he realized, with the stats about mobile phone use, that wasn't going to be anything that got remedied any time soon. Everyone is, after all, consuming content and doing almost everything on their phones. At this time (and this is always going up) the average person touches their mobile phone 2,617 times per day. They are always within 3-feet of their phones, even when eating, driving, traveling, exercising, dressing, shopping, waiting for appointments, sleeping, or while in the bathroom. And now, nearly 80% (and climbing) of digital content is consumed on a phone. And 92% (and climbing) of the time people are on their phone they are in an app, not on a browser. And so this frustration he was feeling as both a content creator and a content consumer got him to thinking about it even more deeply. And he ultimately

realized...

**He Could Walk Around Frustrated  
Or He Could Do Something About It.**

Thus, he used that energy to do more research on the topic, the market, and the technology — all of which he'd never have done if it was just a “make money” motivation. And so he looked around at the other apps being used in the marketing community. He saw how practically all of them at the time were cheaply made desktop apps sold at inflated prices by companies that couldn't have cared less about the market, and just wanted to cash in on the app trend Troy also saw rising. But the problem was, they were desktop apps made for desktops, not for mobile phones, where everyone was spending all their time.

And not a single one of them could...

**Fully Integrate  
With A Business's  
Back End & Front End  
Marketing.**

In other words, they were basically just “islands.”

They had no real reason to exist other than for someone to say “OMG! I have an app!” In Troy's way of thinking — again, based on frustration, specifically the frustration a marketer feels — it's pointless to build an app and just have it sitting there on an island. That's as useless as building a car that runs on nuclear energy when you can't get nuclear energy to put in the car. So Troy sent out bids to various mobile app developers to have his own app built. These bids were not even asking for very much, and were for what he calls a “skeleton app” — with the minimum features to do the most basic of marketing & automation tasks. But as he started getting bids back, he was astonished to find how each one was asking for...



**Between \$50k - \$125k  
Just To Build Even  
A “Bare Bones” App.**

All of which was completely unacceptable to him.

Especially since, with his developer background and team, he knew he could do it better when integrating his knowledge about marketing, business and technology — and not just create another “me-too” platform. And when he looked at the costs and what was possible, he realized there could be a huge market for a legitimate mobile app platform that is easily affordable to the average solo entrepreneur, and that is also built & designed by a 20-year veteran developer, software engineer, and marketing automation specialist like himself. Plus, just as crucial, he is also a business man who understands how everything can connect, integrate, & seamlessly work on a business-wide level “behind the scenes.”

That way, you are able to grow your business with your own mobile app platform...

**Without Going Broke  
Futzin Around  
Outsourcing Everything  
To Expensive Developers.**

Still more:

It was clear to Troy the reason nobody was pulling this off is because they were not innovating. All the apps he saw were “cookie cutter” solutions that weren’t even legitimate “mobile” apps. Instead, they were cheap web-based apps quickly strung together by shallow-thinking marketers & third rate programmers just to shamelessly capitalize on the rising business app trend. Some of the companies selling these fake mobile apps were even suckering people into contracts requiring thousands of dollars up front, and hundreds of dollars per month for something that is NOT even a true mobile app. Troy calls

these fake mobile apps “dumb reader” apps (I call ‘em Low IQ apps), because they only address the technology side, while ignorantly ignoring both the marketing automation & business integration sides. They don’t have any real logic or integration, they simply and blindly “read” data out of a desktop-based system. He calls them “dumb” not insultingly, but just factually, comparing them to the opposite of your “smart” phone.

Yet Troy knew if all three of these components — technology, automation, and business integration — are properly combined...

**You Can Potentially Run  
Your Entire Business  
Right From Your  
Mobile Phone.**

That’s when Troy knew he had to build an app platform for his clients. And that’s also when he knew it needed to be something that came from his extensive experience in software & marketing automation, and having created more than 19 different companies in his career. Having been a military & business technology expert. And having been one of the “go-to” leaders in the online marketing automation industry for two decades.

The result?

Troy poured all his knowledge & experience, and invested several years of his life & over a million dollars in capital into inventing a mobile app platform that literally lets you possess your own \$100,000+ high quality mobile app for a price anyone not playing business can afford.

This all sounding almost like an obnoxious Learnistic commercial notwithstanding (and it is, selling in your content is part of the elBenbo Press method, as you will learn later), there is a point to telling you all this, in this much detail. And that point is, all his innovation, technology, and problem-solving was...



**Born From A  
Major Frustration  
By A Marketer  
Paying Attention!**

A frustration felt by millions of businesses — from coaches, freelancers, and info-marketers, to business professionals, podcasters, and digital subscription sellers, to other solo entrepreneurs who just want to get more engagement, make far more sales, and give their customers a frictionless experience when doing business.

A frustration that is also felt by millions of consumers, too.

Thus:

He created an offer that (1) brings real value to the world (2) is based on simply paying attention to what the market wants and (3) was created by a deep, nagging *frustration*.

Thus the second elBenbo Press-friendly way to approach offer creation:

**“What Frustrates You?”**

I used software as an example.

But this applies just as much (if not more) to info publishing and the elBenbo Press publishing model. I’ve created entire side businesses from frustrations in the dating and prostate problem niches simply solving nagging problems I had and that others experienced. With my BenSettle.com business, several of my books and newsletter issues were a result of wanting to solve extremely aggravating frustrations people experienced.

Like, for example:

My *Breakneck Content* book (which was originally an *Email Players* issue, in response to mass frustration from my audience about creating content and doing it fast)... *Affiliate Launch Copynomicon* (about launching products and affiliate marketing using plain text email, instead of futzing around with complicated social media campaigns, lame tricks, etc)... And *Email Client Horde* (about finding clients in a way where you don't chase them down, they chase you down). These and many other of my offers were either entirely or partially a result of my list and audience...

### **Experiencing An Annoying Frustration.**

So again, what frustrates your market?

Even better, what frustrates you, that also frustrates your market?

The answer could be a book & newsletter business. Or an entire line of books, with related offers (affiliate, yours, licensed products, etc). Or even, quite frankly, an entire multi-million dollar enterprise.

The way I see it, if you're going to be frustrated...

### **You Might As Well Get Paid For It.**

That is the elBenbo Press attitude to have towards offer creation.

### **3. Excitement.**

Not every offer or every email selling that offer has to be twisted around a fear or frustration. When I sold in the golf niche, for example, a lot of my emails were about frustration (nothing sums up a golfer more than the word "frustrated.") When I sold in the prostate problem niche, fear of pain and suffering was a huge part of the sales and product creation process. But when I



sell to my list at BenSettle.com — my primary focus — I mostly create products, emails, sales copy, etc around...

### **Passion!**

The late Steve Jobs summed up this 3rd elBenbo Press approach to offer creation perfectly when he said:

**“You have to be burning with an idea, or a problem, or a wrong that you want to right. If you’re not passionate enough from the start, you’ll never stick it out.”**

And so it is with the elBenbo Press publishing model.

The reason I focus on *Email Players* & my other books about copy, business, marketing, etc is because I am ultra excited & passionate about the topics. This book you’re reading now is my 10th book I sell direct, and doesn’t count the dozen or so I sell on Amazon or obscure books I have written I exclusively use as premiums & bonuses. I have other book ideas I will have almost no choice but to write later.

And I mean “almost no choice” literally.

I can’t NOT write about these things via my books, daily emails, and other media platforms because it’s what excites me each day. They were not primarily created out of some fear or frustration on my part or the market’s part. Those other two factors may have played parts. And maybe even big parts in certain cases.

But as far as *why* I wrote them...

### **It Was All About The Excitement, Baby.**

There’s no fear-mongering in most of my books or emails.

Yes, there are frustrations I am solving.

But they aren't the thing that drives me to write them, or to write the daily emails selling them. Take email, for instance. I just really love email. It's like an art for me. It's something I'm extremely passionate about, and not fake, "*Oh, that's where the money is! So I'm going to pretend to like it and fake until I make it lololol...*" passion. No, I think anyone who's on my list and reads my *Email Players* newsletter, and books like this one, knows I think about email at a far deeper level than most people do. I don't know all the email guys so I don't know who's "best." But I know I do think about it at a very deep level, and maybe even at more or less a philosophical level.

If you read my *Email Players* issues you'll see that, especially over the last year or so, where I've shifted to getting more philosophical about it, more strategical about it, and more fundamental-based — where...

### **I Go Deep And Not Just Wide.**

For example:

I could write a thousand ways to write subject lines, and get really tactical. But none of that means jack if you don't know how to think like your buyer. Or if you don't understand the psychology behind *why* people buy. Or if you don't approach it strategically in a way people like being sold by. So, I can think about it and talk about it and I enjoy doing at a very deep level. If you ever were to talk to someone who's watched me write emails you'd see it. My woman Stefania sometimes watches me write emails and she'll comment on how I'm just legitimately having the time of my life. I'm laughing, I'm smiling. I'm cheering.

And according to her when I am writing emails and doing my thing, I am behaving and enjoying life...



**Just Like A Kid  
In A Toy Store.**

It ain't "work" for me.

It's play, and an adventure, and my entertainment.

She's noticed this and she has said many times, "Ben, you REALLY love doing this, don't you?" To which — after expressing my annoyance with being interrupted — I snap, "Yes I could sit here and just write emails all day."

And I sometimes do.

Not because I have to, though.

In many cases I am ahead of schedule, and am doing it...

**Because I  
Want To.**

Same with writing books and content.

I spent several months champing at the bit to write this book about my publishing model. For one reason or another, things kept coming up and I had to put it off. And it was like a family who loves Disney putting off a trip to Disneyland. But that was okay. Because what I was doing that was having me put this off was, I was writing 120+ emails to launch our Learnistic mobile app platform, and writing the copy for the sales pages, and doing a lot of work for that. And just because I was eager to get this book started that was fine, because it was a blast writing all those emails and all that copy.

Point is this:

As long as I am writing emails and sales copy, then no matter what I'm doing, I'm doing what I love... what I am passionate about... and, yes, what...

### **Excites Me Day & Night.**

Thus, so many of my offers are based on excitement.

Excitement & passion will carry you through a lot of the boring, mundane, and hard times of building a business — including an elBenbo Press-like business. It's sort of like a story Stephen King talked about when he was a new father, with a couple kids, living in a double wide with his wife, moonlighting at a laundry mat & submitting short stories wherever he could just to make a few extra bucks. He was writing his second novel *'Salem's Lot* hunched over a typewriter on a little kid's desk balanced on his knees, super uncomfortable, and so broke they couldn't even afford to have their landline anymore and had the phone removed.

His attitude?

He said compared to listening to his wife frustrated trying to figure out how to pay the bills in the other room with a calculator, writing about slugging it out with blood thirsty vampires was (and I quote)...

### **“A Fuckin’ Relief!”**

Because writing was his all-consuming passion.

### **Yes, even when times sucked.**

So ask yourself, what *really* excites you? Not what you want to excite you but doesn't... not what excites Ben Settle... or what excites some other teacher or person you are learning from. But what excites YOU? Some people like doing things that I don't even understand why they would like doing it. But that doesn't matter, because it ain't about what I or anyone else is excited about. It's what they, as a marketer and publisher, are excited about. For others it's just obvious when they open their mouths and start talking. There's a guy I had as a client who teaches a golf swing and I can say without any exaggeration...



### **This Guy Cannot NOT Talk About Golf.**

It's therapeutic for him to write 900-word blog posts every single day.

So, for him, it's obvious he should be selling golf stuff. There are also people who I know who were previously obese, but then lost a lot of weight. And now they can't help but talk about that. It's worked into every story they talk about. It comes out in everything they say — the principles behind what let them do it, how they did it, current health news, nonsensical lies they see in the culture about health and losing weight and fitness that pisses them off. You can't get them to not talk about it. So for them, it just makes sense to create & sell offers about those topics, ideas, and problems.

Admittedly, there is a caveat to these 3 offer creation ideas.

And that caveat is this:

It does not matter whether you are creating offers to address a fear, a frustration, or an excitement — one thing must be in place for you to even think about writing even a single word about them, much less assembling a publishing business around them.

And that one caveat is...

### **There Must Be A Market Of People Willing To Pay Money For What You Want To Sell.**

No matter how perfectly you build your World or how strongly people have bought into "you"... No matter how precisely you follow my advice on having a sociologically-created vs a psychologically-created business... And no matter how passionate you are about a subject, how frustrated people are about the problem you want to solve, or how scared people are about whatever it is your products are intended to deal with... if there is not a sufficient number

of people wanting to buy what you are selling — with money they want to spend on what you offer — you are already, before you even begin...

**Dead In  
The Water!**

This may be obvious to you already.

Certainly it *should* be obvious.

But, I am finding the old adage about common sense not being common to be especially prevalent in the direct marketing community. Take for example, a guy I heard from a few years back who bought my *10-Minute Workday* program from AWAI. He was asking how to use it to sell a \$1 per month subscription about “social justice.” I told him more or less to nix the idea because, yes, people interested in social justice are almost always interested in spending money...

**Just Not  
Their Money.**

Taxpayer money?

Absolutely.

Money from a rich billionaire donor with a guilt complex?

Of course.

But their own money?

Very rarely — and this includes those who have money they could spend. That entire ideology is based on virtue signaling, likes, and approval. That is the coin of the realm, not actual money. And that includes a \$1 per month offer. Of course, I also told him that was simply my observation. I have not sold to that



market, nor would I even if I didn't think that market was full of hypocrites & psychopaths I have nothing but contempt for. Especially the way they try to get people fired, cancelled, and de-platformed for a virtue signal point because someone says the wrong words or thinks the wrong thoughts.

But I digress...

I warned him to verify the market was full of buyers...

**Demonstrably Willing  
To Spend Money.**

This is where market research comes in.

This book is to show you the elBenbo Press publishing model, and is not about how to do market research (or how to write emails, sales copy, etc). If you want some guidance on that, I suggest checking out my *Copy Slacker* book. As an elBenbo Press customer, you can get a significant discount on ***Copy Slacker*** by going to **[www.EmailPlayers.com/slacker](http://www.EmailPlayers.com/slacker)** and using code **PRESS** at the checkout.

So there you have the 3 elBenbo Press ways to create offers.

And I have yet to see any of them fail, as long as you adhere to the above caveat about your market.

Now, let's switch gears, and talk about pricing next...

# The Renegade Book Pricing Strategy That Can Make Your Business Rich

To set the tone for this section on pricing, carefully read these words from Gene Simmons from his book *SEX MONEY KISS*:

**[Gene's book *Kisstory*] was not sold in bookstores (who would normally take fifty percent of the sale price) or through a distributor. There was no publishing house, which normally took the lion's share of profits to split with. . .With more than 90,000 books sold to date *Kisstory* has made almost twelve million dollars. I went against the wisdom of the publishing world that said the marketplace wouldn't bear a \$158.95 book. I didn't agree with my bandmates that it was too expensive and should cost somewhere around \$50 or \$75. I stubbornly stuck to the notion that it was never the price but only whether or not you got bang for your buck.**

There is far more to that story.

And I highly recommend reading more about it, and how Gene Simmons came up with his outrageous price for a mere book about his band. In fact, the business parts of Gene's book is extremely valuable for entrepreneurs — especially new entrepreneurs. But the important thing to realize for now is, when it comes to pricing...



## **There Are No “Rules.”**

Except, of course, the rules you place on yourself.

That’s why whether it’s Gene Simmons getting \$158.95 (\$269.21 in 2020’s money) for a book about his band with zero “benefits”, or the late Jim Straw raking in \$997.00 for a 160 page eBook (PDF!)... the only limitations for what you price your books at are determined by what you are willing to offer in exchange for the price you want to charge, the case you can make for that cost in your marketing (real and perceived value, plus any status it grants your buyers), and what your market is willing to pay.

Take my *Affiliate Launch Copynomicon* book.

It contains — word for word — the single most valuable bundle of information I could possibly teach about making lots of sales online. The information inside it has been worth literally millions of dollars in sales for me, and probably a combined tens of millions of dollars in sales for the clients and JV partners I’ve used it for. To them, and those who use it correctly, that \$986 is a drop in the bucket. If anything...

## **It’s A Bargain!**

To them I could charge \$10k for it and it’d still be cheap.

As I write this book I am hip deep in a sale selling a \$20 offer with assorted upsells using that exact methodology to “the letter”, and it raked in nearly \$15k in the first day alone. That’s why from where I am standing, \$986 is not only cheap, I will very likely raise it. So it is all relative, and there are many factors at play as far as how expensively you can price something or not. There is no 10 step checklist for explaining it, though. It is something you have to feel & interpret from knowing your market, being in constant touch with your market, and understanding your market, just like Gene Simmons did with his fans.

On that note, while there is no “do this, this, and this, to price it at that” checklist to guide in this book, I am going to tell you the two “laws” of pricing physical books & newsletters using the elBenbo Press publishing model.

Like all laws, they can be bent.

And in some cases safely *broken*.

But I highly suggest you follow these laws starting out using this methodology. First I’ll give you these two laws. And then I’ll expand on them.

### **Here They Are:**

1. Price books at least 10x your hard cost to print, fulfill, and ship
2. Price for consumption

Let’s tackle these in order.

I first heard about the 10x markup on hard costs from the great Matt Furey many years ago. I do not want to speak for him, as it could be he changed his way of doing things since. But I have dogmatically followed it whenever direct selling my books. I say “direct” selling, because I do not do this if one of my books is being fulfilled by Amazon or somewhere else, where I don’t have to care or think about customer service, razor thin profit margins, merchant account fees, shipping, etc. But for my books I sell direct I follow this rule. Same goes for my own newsletter. I was one of the first — maybe the first, and certainly in my niche — to price a print newsletter at exactly \$97.00. Now everyone stupidly copies that exact price — selling to the same “gene pool” of leads no less in some cases — for no other reason other than...

**“That’s the price Ben charges  
so it must be working lololol!”**

Idiots.



Every single one of them — and that includes otherwise smart people.

And it is stupid on a stick for a whole variety of reasons. From a branding standpoint alone they should be finding their own prices to stand out. Even if that means \$64 or \$88 or \$99 or \$105, or something like that. I will be eventually changing my *Email Players* newsletter price to foil these moronic copycats who can't think for themselves. The only reason I haven't at the time of this writing is because the logistics from using that price for nearly 10 years, and it being baked into all my advertising, lead gen, podcast intros, etc takes some undoing.

Here's something else:

Prior to selling *Email Players* I sold a print newsletter for two and a half years called *The Crypto Marketing Newsletter*. It was a \$27.00 per month publication. And it was more generalized, about all kinds of marketing, copywriting, and business topics unlike *Email Players*, which is more specialized. **You can almost always command more money for specialized info vs general information.** I also realized there was a definite ceiling with the *Crypto Marketing Newsletter*. I never grew it past 120 subscribers at \$27/month. Contrast that to when I launched *Email Players* to a list of just 3,000 or so people, where I got 83 subscribers — at \$97/month — when it launched. And that was before I did aggressive launches like I teach in *Affiliate Launch Copynomicon*. It boggles the mind how much more, especially if I'd been smart enough to have 1-click upsells in place, I'd have made doing what I do now. Incidentally, as an *elBenbo Press* customer you can have a huge discount on *Affiliate Launch Copynomicon* if you go to **[www.EmailPlayers.com/copynomicon](http://www.EmailPlayers.com/copynomicon)** and use the code **PRESS** at the checkout.

But back to the point:

**Specialization Alone**  
**Lets You Price Higher.**

There are also practical reasons to have a higher price rather than a lower

price. With *The Crypto Marketing Newsletter* I had very thin margins. Especially with overseas subscribers. That \$27 did not go very far, and it prevented me from giving the full experience I wanted to give them. With *Email Players*, I don't have as many limitations on how much I can include in the envelope, using faster & more reliable delivery options, and the list goes on.

The point being this:

When you adjust your offers' economics to high, instead of low...

**A Whole Slew Of Problems  
Instantly Evaporate.**

So make sure you have at least a 10x markup.

That means, if your hard costs to print, fulfill, and ship a book is, say, \$7.90, then charge at least \$79.00. If it costs only \$2.00 then charge at least \$20.00. If you want to lower the price while still sticking to this rule, be sure to charge the customer for shipping to help the economics fit. This is especially true if it's an inexpensive book sold to a mass market. Generally, I prefer to cover the shipping as a nice perk of buying from me, and to make my ordering process as frictionless as possible. All of which I can do, because my books and newsletter are priced high enough to absorb that.

More:

You'll have to figure out what you can charge depending on your market, the topic, your positioning, brand, the benefits your products deliver, and a whole host of variables. I say this because I can already see people who read this book asking my opinion on this. **I cannot and will not even bother trying to answer that for you.** Even if you are an *Email Players* subscriber (the only people who currently get email access to me anyway with questions) I will not answer this simply because I can't. The elBenbo Press publishing model requires independent thought, knowing your list, the willingness to experiment, and, if necessary, an almost eagerness...



### To Fail.

That's part of the process so you might as well make peace with.

In fact, learn to love it, because that's business.

One more thing to think about:

Price will often have a lot to do with if you sell to businesses or if you sell to consumers. Not only are there clearly defined differences in what you can say and claim and do in your advertising depending on if you sell to consumers or businesses (refer to an attorney for that, do not ask me), but there are also certain realities about how high you can price a book or newsletter in most cases.

I say "most" because I've seen some crazy prices.

Take the high-priced *Kisstory* book, for instance.

That is a book sold to consumers, not businesses. Yet Gene Simmons — due to his brand, his business savviness (he's extremely business savvy), aggressiveness, non-neediness, and a whole host of other attributes he possesses — was able to command more for his book than probably most will be able to when selling to a consumer market. I don't want to impose limitations on you, though. Fact is, if you sell a book that really does melt fat off the human body in a healthy way, maybe you should test selling it for \$100 or \$500 or even \$1,000 and see what happens. On the other hand, when you are selling money at a discount like I do (selling products about marketing, making money, etc), \$1,000 may be where you start, depending on what you're selling.

It's all relative at the end of the day.

Which brings me back to my original position:

**There Are No Rules In Pricing  
Other Than Those  
You Impose On Yourself.**

I'm as "guilty" of this as anyone.

And, thus, I am always having to remind myself of this. For a more in-depth look at this, I refer you to Dan Kennedy's teachings on what he calls "price elasticity." Ask the company that sells his materials which program has the best training on that if you are not sure. It will very likely change the way you look at pricing, the limitations people place on themselves with pricing, and how much you can charge for your books, newsletter, and other offers.

In the meantime, let's move on to the second law of pricing for the elBenbo Press publishing model:

**Pricing For  
Consumption.**

Speaking of my *Affiliate Launch Copynomicon* book, here's a response I once got to it from the peanut gallery:

**Absolutely the funniest fucking thing I've seen since Trump was elected. \$986.00 for a fucking book. Love it brotha. Totally love it.**

The passive aggression you will get when doing things the elBenbo Press way might startle you at first. But eventually it should begin to amuse you. Especially as you see the results, the people you've helped as a result of pricing so high, and how it affects everything from your brand to how seriously your customers take you and how much more willing they are to consume your offers.

It's how you know you're doing it right, too — which should not be rooted in theirs or anyone else's appeasement, but created for...



## Everyone's Enrichment.

Yours and theirs.

Because the reality is, as you will see later in this book... **it's ALL about consumption**. The more of your products your list consumes — assuming you give them a valuable and good experience that legitimately benefits them — the more of your other products they will often buy, and consume, and then buy more, and consume that, and so on.

Thus, why I price first and foremost for consumption.

I do not want to speak for him, and I do not know if he prices for consumption like we are talking about here necessarily, but the whole idea of **consumption marketing** is a classic Sean D'Souza 101 teaching that, shockingly, very few people think about. As I once heard him teach: Everyone knows about attraction and everyone knows about conversion. But hardly anyone thinks about consumption. And it's kind of a pity. Because unless someone consumes/uses what you buy, they cannot benefit from it. And if they do not benefit from it, they can't have a great experience with it. And if they don't have a great experience with it, then why would they buy anything else from you again — which is where the real money in direct response marketing is made? And for that matter, why would they tell anyone else about you, refer anyone else to you, or spread the word about you?

In short...

## Why Would They Care At All About You?

The answer is, they shouldn't beyond a quick fix.

And they sure as hades won't be indoctrinated in "you", engage in your business's culture, and want to be a daily part of your World. All of which is

where the problem comes. Especially in direct response marketing, and especially if you are going to successfully use the elBenbo Press publishing model. Consumption is what brings people back, pre-sells people on your future offers (before you've even thought them up), and has people buying from you, following your brand, and responding to your offers often...

### Sight Unseen!

I will talk more about this example later.

But, going back to Marvel movies:

This idea is essentially what gets people (at the time of this writing — as I mentioned earlier, I do not think this will necessarily last due to some rather cringeworthy branding mistakes they are making, but we will see...) going to see movies about characters people have never heard of and that are tier 3 at best in terms of comicbook sales. It's because Marvel did such an outstanding job making movies like the first *Iron Man*, *The Avengers*, etc... in phases that got movie-goers **consuming** all the movies & getting literally addicted to them. All of which meant their future movies — even the ones nobody would otherwise watch much less care about — automatically were being watched to get the full story. Now, an argument can and will be made about how the Marvel brand is being butchered right now by the wokeness brigade they've been handing their movies over to. It's the exact same phenomenon that happened to their comicbook lines whose sales have been dropping like flies for years. But what's important for you to realize is the power inherent in the habit of consumption. You watched *Iron Man*, then *The Incredible Hulk*. Then *Iron Man 2*. Then *Thor*. Then *Captain America*. Each of which was pre-sold well in advance due to the prior movie being consumed. And that chain of consumption led frictionlessly to the first *Avengers* that broke all kinds of box office ticket sales goals.

Yes, people HAD to see it, were even feening for it.

And they had to see it for no other reason than...



### **The Other Movies Had Been Consumed.**

The concept of consumption is baked into those movies, as opposed to DC Comics Movies. As we discussed earlier, while people go to see a Batman movie, they don't go to see a "DC movie." And while nobody went to see a "Guardians of the Galaxy!" (low tier, unpopular title) movie... they did want to see a "Marvel movie."

The main difference?

Marvel had mastered consumption, and DC hadn't.

I can tell you after doing this for over a decade in my own business, with my own product line — this works even better in book and newsletter publishing. I've sold all kinds of obscure products nobody asked for or even knew they wanted... until after they bought it from me. And the reason why is my strict adherence to the the life-or-death importance of pricing, selling, marketing, and offer-creation not just for sales, applause, or ego, but for...

### **Consumption & Application.**

To further illustrate, here is what I wrote about this in an *Email Players* insert a few years back:

I have something like 137 podcasts on my website. There's no reason on God's blue earth why anybody — I don't care how new, raw, or even dumb they are — cannot use the information in those podcasts to start an online business, make a lot of money, and be well on their way to building that business as big as they want. At the very least, those episodes can get someone up and running in some kind of direction. But you know what? I doubt anyone has done so. Even though I gave away some of the best info I've ever used and learned in those shows. And the reason why is... they aren't as valued as they would be if they were paid for. Because, what isn't paid for...

Is Rarely  
Ever Consumed!

Yes, there are exceptions.

But generally and broadly speaking, free simply isn't valued. I'm as guilty as anyone with this. If I hadn't paid \$97 for Gary Halbert's *Boron Letters* when I was dirt broke – and instead downloaded them free or got them for \$9 on Kindle – I know I never would have pulled out the tens of thousands of dollars in sales I can attribute directly to that great book. Or if I'd got the great Gary Bencivenga's "Farewell" DVDs for \$50 instead of \$5,000 I never would have gone through them the 30+ times I have in the last 12 years since getting them, and used them to earn the millions in sales for my own products and clients' offers I can directly attribute to them, too. Again, there are exceptions. But they are few and far between. Which brings me back to my point about pricing:

Price ye not your offers  
JUST for profit...  
but also for CONSUMPTION!

This is why I have offers ranging from \$3 (Villains books) to \$986 (*Affiliate Launch Copynomicon*). They are priced based on, yes, their money-making value, but also where the market is "at" mentally and emotionally when they buy (i.e., a Villains book customer is in a different place than someone buying *Email Client Horde*, etc), and what is most likely to get it consumed based on their perceived and intrinsic value. I told you this wasn't going to make your job of thinking about pricing any less effort-worthy. But, this is what I use as my "guide." This month's "Email Players" dove tails directly with this topic. It's why I stagger my pricing, it's why I have \$20 "impulse" buys for those who simply cannot afford the really expensive stuff (yet) that [and that is easily & impulsively ready to consume] preps them for the higher ticket offers when they are ready... to expensive books that costs several hundreds of dollars. But big or small, I price for consumption, as well as market factors, demand, value (perceived and intrinsic), timing, status, subject matter, quickness of results (i.e.,



Copynomicon can make someone money virtually the next day, Villains books are more abstract that are meant to affect long-term changes in thinking and worldview, etc), and the list goes on.

I will leave you with this one last thought:

Earl Nightingale used to say, "Familiarity breeds contempt." The things that are the most valuable are given to us for free: our bodies, our imaginations, our ability to rationally think, and the list goes on. All given to you by God free and clear. Yet, how many people use those invaluable and precious gifts? People would rather watch TV than tap into their potential. And if people are not valuing the most precious things in life they got free or cheaply...what are the chances of them valuing your dorky little \$7 eBook or free hard-teaching advice in a daily email? Again, I am not saying not to have low ticket offers. I think you should in many cases. Those low ticket offers are sometimes great introductions into your "world." But when pricing, here is how I think:

"If I HAD to sell this offer  
in a way where it is most likely to  
get not just bought but also consumed. . .  
what would it be?"

That could mean a \$10,000 seminar or a \$10 eBook. At the end of the day it all goes back to your market, your offer, your goals, your love of your customers, brand, the timing, and the list goes on.

Moral of the story:

If you want to use the elBenbo Press publishing model then price for consumption and not for applause, feels, or even short term gratitude. When it comes to pricing, approach all your offers with this one question in mind, and this one question only:

**“What Price Will Give This Offer  
The Best Chance Of Being Consumed,  
Taken Seriously, And Ultimately Applied?”**

That could be ten thousand dollars or ten *cents*.

There is no black & white way to price if you price for consumption. Some things should be free. Others should be \$100k+. This is why forward thinking, daily contact with your audience, World-Building, customer curation, and all the other factors talked about in this book are mandatory.

Just copying someone else's pricing is a recipe for *mediocrity* at best.

**And Outright  
Failure At Worst.**

I wish I could give you exact universally-applicable parameters for pricing.

But to my knowledge nobody can do that.

Not if you are truly serving your market, if you are truly being an independent thinker, and if you are truly interested in building not just an income... but a truly thriving publishing business.



# Demystifying The Newsletter Business

If there is one question I get asked most about the publishing-side of business it's the raw logistics, strategy, and implementation of selling a print newsletter.

Following is everything I have to say on the topic.

I'm going to pull back the curtain and show you everything I've learned about publishing (and profiting from) a print newsletter. Much of what you're about to learn was figured out via expensive and time-consuming trial & error on my part. Others were based on observation (Gary Halbert, Dan Kennedy, John Carlton, Paul Hartunian, and other print newsletters I have subscribed to over the years). And the rest are insights, ideas, and strategies I've learned from my first decade of selling print newsletter subscriptions. After this, you should be able to frictionlessly pound out your own print newsletter a lot faster — and with hopefully none of the headaches — than I did when I started. Also, just because this chapter is about print (offline) newsletters, that doesn't mean you cannot apply at least some of it to an online membership site or any other kind of continuity — including selling supplements, software, or some other kind of subscription offer.

That said... let us begin with:

## ***Step Number ONE: What's Your Strategy?***

This ain't the sexiest part of the process for most people. But if you don't have your strategy and end game figured out before you start, you could

confuse your subscribers and drive them (and yourself) batty. So before doing anything else you need to ask yourself some questions.

The first of which is:

**“Who is my prospect for this?”**

You’d be shocked how few people put any thought into this. A lot of people have admitted to me they want to do a newsletter because “I see you doing it, Ben!” Which is a foolish reason to do one. For one thing, it could be your market doesn’t want and won’t buy a print newsletter in sufficient numbers for your endgame goals (sales, client acquisition, whatever it is) to make it worth your while. For example, no matter how great a bond I have with my list, how cool my World is, or how strong my brand is, I would not be able to sell a product delivered solely by FAX in enough numbers to make it worth while. So knowing who you are even selling to is mandatory before you decide what you want to sell in the first place. But assuming you did the One Sentence Business Plan exercise from earlier and have the *who* nailed down, it’s wise to ask questions to define the *what* you sell as far as a newsletter goes:

**Are you talking primarily to “newbies” in your market?**

**Or will it be more sophisticated buyers?**

The worst thing you can do is get too jargon-oriented or advanced when talking to beginners. At the same time, you don’t want to throw the basics at people who crave more advanced info. Another reason — in addition to the obvious pricing reasons I covered earlier — I like to sell specialized info is because I learned, the hard way with my *Crypto Marketing Newsletter*, that with general info you will always be boring a part of your list, while still going over the heads of another part.

Do with that info what you will.

After you figure the above out, here’s the next question:



### **How do you want to monetize it?**

There are multiple ways to monetize a print newsletter. You can charge a subscription price for it, obviously. That is how mine have always been, and what the elBenbo Press publishing model is based upon. But you can also send it free to customers or leads strictly as a way to promote your services.

You can also make it free or paid, and accept paid ads in it, too.

I currently (and am always testing new approaches) do this with *Email Players* each month, where I include a few full page inserts plus usually a full length sales letter in the same envelope the newsletter arrives in. You can also include offers with the newsletter for other peoples' products and services, such as if you are selling someone's product as an affiliate. Or you can accept paid ads from others. I toyed with doing that, but did not want to do deal with the logistics of waiting on ad copy, policing content, and enforcing deadlines. You want to know your numbers, and realize there is a hard cost involved. Even if you're doing a free newsletter, I would suggest selling something inside if for no other reason than to break even on your hard costs to print and ship it.

One golden rule of thumb I believe in is, either in the short run front end or the long run back end, a newsletter should not "cost" you money.

### **It Should Always Make You Money.**

Otherwise, what's the point?

More questions:

### **What kinds of bonuses/premiums will you offer to subscribers upon subscribing?**

Most newsletter sales are based on the immediate bonuses people are promised rather than the newsletter itself. This is something the old school

direct mail people figured out decades ago. And nothing has changed in this regard as far as I can tell. So having a hot pile of freebies (i.e., *bribes*) is key, in my experience. And, of course, they should be based on what you know your market wants. This is yet another reason to be mailing your list each day and getting that constant feedback, so you have a strong idea about what topics, problems, pains, and desires appeal to them most, and what they most respond/react to. If you are in a consumer-oriented niche especially, then a good indication is to go to Amazon.com and look at the top selling books in your niche. Those titles and chapter titles can sometimes be great idea-starters for bonuses. For my old *Crypto Marketing Newsletter*, I made the bonuses as diverse (covering as many topics within my market) as possible. That way, it was more of a “shot gun” approach. I figured by nailing as many possible hot buttons as I could...

### **I Was Bound To Hit Something!**

And needless to say, it worked like crazy.

It is an interesting phenomenon how you can get outrageous response by offering bonuses people may not even want with this shotgun approach. Doing this also gives you a lot of freedom in your promotions to talk about different hot buttons. In that newsletter’s case, I gave away training on everything from article marketing, affiliate marketing and email marketing... to copywriting, joint ventures, AdWords, blogging, product creation, and local selling. That gave me a huge pile of “fodder” for my promotions for the newsletter. When doing this, I also suggest giving away bonuses that have a real retail value attached to them (and not a made up retail value). For example, with The *Crypto Marketing Newsletter* I gave away a product that sold for \$97 (I had gotten the rights to use) as well as blog training you could only access by buying a \$1k+ product at the time... as well as a copywriting training that costs \$27, an email training that people paid \$78 for (as subscribers to someone else’s continuity program), etc.

This made all these bonuses I shotgunned out far more valuable —



**Both In Perception  
And In Reality.**

For *Email Players*, on the other hand, it's totally different.

I decided early on the bribe would be a physical book. The newsletter had been born out of the realization that an email marketing program I had been selling for \$795+ was constantly needing to be updated as I learned new methods, strategies, tactics, etc, as well as realized an awful lot of it only worked for me and my attributes, offers, and personality. And also because I was realizing some things I taught in that program were already outdated and not "evergreen."

In fact, in some cases, info I taught in that program...

**Were Outright Dangerous  
To Peoples' Sales!**

Especially if they weren't me or selling what I was selling.

So it was a constant battle with updates. And it finally dawned on me to simply create a monthly newsletter instead of a product. So I took that program, isolated the evergreen info, and packaged it into a book to give away as my bribe/premium. That way, I was ensuring my customers got the basics & fundamentals, and could put the rest of the newsletter into context.

More ideas for bribes:

I have not done the following myself, but have seen others do things like:

- Resale/reprint rights to your other books (that also can get leads swimming upstream and finding you)
- Services

- Coaching or consulting
- Software you sell or have the rights to sell
- Access to a private membership site, or anywhere they can get more of “you” (the more of that, the better, if you can stomach giving your time away like that, I can’t...)

And the list goes on. Feel free to get creative with bonuses. Just realize, the more you pile on the value — perceived & intrinsic — the more people will want to subscribe. And, of course...

### **The More Money You Should Make.**

There is no right or wrong way to do all this.

And the above are just the two ways I have approached it. The point is to examine what your market is buying, emotionally “hot” for, and tease them with bonuses that deliver on that. Then use some common sense and strategy. Later on, as you build your World, you can start selling offers they might not have considered otherwise based on what you learn from daily contact with them, observation, their ever-increasing bond with you and trust in you, and what you know will genuinely improve their lives. Again, I can’t do this thinking for you. Depending on what you are up to, following my book premium idea could be the height of stupidity and following my “shot gun” approach with multiple diverse bonuses could be exactly what to do, or vice versa.

Now let’s get deeper into the logistics:

### **What about newsletter page count?**

Should it be a set amount you have each month? Should it be based on what someone else is doing? Should it be super thick and time consuming like a mini book... or something thin and quickly consumed? The answers to this



depend entirely upon you, your market, your goals, your business, and a bunch of other factors & variables far outside the scope of this book to solve for you.

In other words... like everything else in this book...

**There Is No  
Black & White  
Universal Answer.**

And also like everything else in this book, thinking is required.

But what I can do is give you some guidelines and a beacon to follow on the subject. Some newsletters that are free and just sent to clients and customers are anywhere from 1-4 pages. Disney service & marketing expert Vance Morris currently sends a 4-page newsletter each month free to his customers, clients, and leads, while Craig Simpson — direct mail guru to the other direct mail gurus — used to send a long newsletter, but recently cut his town to two pages. If you are selling a newsletter that's upwards of \$100 per month or more, that probably won't cut it, and they will expect more. Or maybe not. Frankly, if you really have your act together, and the personality for it, and the status, prestige, brand, knowledge, teaching skill, and know-how... maybe you could sell a one page newsletter for \$100 or more?

The only time I say “never” about these things is when I tell people...

**“I Never  
Say Never.”**

I doubt too many other seasoned marketers do either.

For every “rule” there is always some kind of exception.

But in the vast majority of cases, it goes back to general vs specialized info. The more general, the less you can usually get away with charging. The more specialized, the more you can usually get away with charging. This is true for

just about every business industry/niche or product/service category I've ever seen. Like I mentioned earlier, when I sold *The Crypto Marketing Newsletter* I charged \$27/month. There was no real particular reason for that price other than I wanted it to be more than the \$19/month everyone else was charging at that time. But it was a start. And going by the sales & churn rate, that did seem to be the sweet spot. Could I have charged more? Probably. And doing so probably would also have gotten better quality and more serious customers, too. Plus, I kept hitting the 120 subscriber ceiling. But when I launched *Email Players* — choosing \$97/month at a time when not a single print newsletter in my niche to my knowledge did, now everyone copies my price, because they can't think for themselves — it was totally different. When I launched this more specialized (and I could go more specialized on it, and would if I was soliciting clients) newsletter, I knew I could charge more precisely because it was more specialized.

Going back to the numbers I mentioned earlier:

I launched *Email Players* to a list of around 3,000 people — the exact same list I'd been selling *The Crypto Marketing Newsletter* to for a year and a half prior — and got some 83 subscribers during the launch. That comes out to *Crypto's* \$3,240 per month vs *Email Players'* \$8,051 per month to the exact same list and “gene pool” of prospects. Only difference is the non-specialized one made only a few thousand per month after over a year of selling it, while the other made almost 3x's as much right off the bat, and with fewer subscribers.

All of which brings me back to my point:

**There's A Ho' Lot Of Power  
In Specialization.**

No guarantees you will have the same results, of course.

This is nothing more than a beacon.

And your results WILL vary, and there are many factors & variables at play.



One of which is, I had gained a reputation for being especially adept at email. If I'd just tried selling a newsletter about that out the gate with nothing more than a following of social media fanboys, it never would have worked. This is why there is no black & white answer to price, format, or anything else — and **why you must learn to think, problem solve, and strategize based on the attributes, assets, tools, knowledge, brand, experience, etc you have.** Yes, ultimately you have to find your own way. If it sounds like I am repeating this over and over to the point of *redundancy* it's because it's absolutely essential to making this work for you.

Back to page count:

Just as I advise pricing for consumption, I also advise determining newsletter length based on consumption as well. In fact, here's a secret: over the years, I have experimented with many different kinds of formats, and with delivering more vs less content. This may or may not be what happens with you, but I have noticed...

**I Get More Churn  
During The Months When  
I Include More Hard Content  
Than I Do During The Months  
When I Include Less Hard Content.**

I must admit, I did not see that one coming.

This is what a lot of old school publishers, copywriters, and marketers have missed in today's "content, Content, CONTENT!" climate — where you can find almost any answer on Google, Amazon, or YouTube. Back in the 80's or 90's or even the early 2000's you could do a lot of selling just by giving things away free to demonstrate your knowledge to educate people on why they should buy from you.

Nowadays?

**You Have To Know  
How To Sell.**

You have to use more personality, too.

And, you have to strike just the right balance of information & entertainment, information & promotion, and information & brand recognition. All of which can significantly boost sales, while lowering churn.

But, at the same time, realize you can never totally eliminate churn.

And, really, you don't want to. I talked about this earlier, how when someone leaves, if you are building your World and doing good marketing and creating good content, that spot will be filled with someone much better and who is a higher quality customer. That might sound counterintuitive. But try to trust me on this for the time being until you test for yourself. And while your experience may vary, the "less hard content is better" principle has certainly applied to my newsletters. But generally, length should be based on your customer's appetite for the info you provide, and how much time and energy you can invest to deliver a quality product.

I have found even readers — which I cater to —

**Have Severely Limited  
Attention Spans  
Even Compared To  
Just 10 Years Ago.**

That's no joke either, and if anything I am being nice about that.

Thus, you have to know your market and your list and observe constantly. There is no simple "one-size-fits all" answer to length. Your list and market may want 30 pages per month, or only 10 pages per month or only 4 pages per month. My market is all over the place. I see newsletters in the marketing arena, for example, that are anywhere from 8 pages (the old *Gary Halbert Letter*),



to 12 pages (what I used to have for *Crypto Marketing Newsletter*), to 16 pages (what I originally did for *Email Players*), to 18 pages to 20 to 25 to 30 pages or more. Personally, I like to keep it the same each month because I like consistency and my customers like consistency. That does NOT mean that is “best” for you or anyone else. It could be randomly cranking out a newsletter and just focusing on saying what you have to say is best. Especially if you are not a disciplined writer.

All right, let’s talk about the actual content:

Many newsletters have different “sections.” For the longest time, spanning both my newsletters, I almost always — with rare exception — had multiple different sections & topics in my newsletters. These were usually short, to-the-point “shallow” dives someone could read quickly, and implement immediately. My goal was to get in and get out, give an actionable tip or piece of advice, then move on to another and rinse and repeat. But then, over time, I started wanting to go deeper into the subjects. Maybe it was boredom. Or maybe I was picking up on cues my market and customers were giving me. Or maybe (probably) it was a mixture of both. But whatever the case, now I prefer to have one main “theme” and stick with that. **Including tying it to whatever offers I am selling that particular month as best I can.** I will talk more about this in the next section. But the longer I do it this way, the less interested I am in catering to fools who just want shallow hacks and...

**Who Can’t Think  
More Deeply & Long Term  
Than A Fruit Fly.**

But, again, that is just MY preference.

If I was selling a newsletter to certain consumer niches, I would not likely have this attitude. Probably, I would keep it more shallow. It all depends on the market, the information, your preferences as far as who you want to sell to, and a whole host of other intangibles nobody but you can decide based on experience, research, and applying the principles in this book. So again, you

have to think through this. Most people — in all markets — are bored out of their minds and need constant stimulation. And if you are not a very stimulating writer, you very likely should have multiple sections, changing things up constantly, and treat it like an MTV video figuratively cutting angles and points of views all the time. If you are a naturally stimulating writer, you can probably get away with talking about one subject, deep, and keep it smooth to read and follow, and easy to implement.

But a lot of this really is market-oriented.

If you are selling weight loss to busy single mothers and/or married housewives (a business I was once in, very successful, doing) you are going to approach everything from length, price, and depth of content completely differently than if you are selling to hardcore political libertarians obsessed with the nuances and theories regarding economics, monetary policy, and free trade. For them you can't go too deep or too long. As I keep saying — and will keep saying — it's all market-dependent, and it's all also based on your own aptitudes, interests, and goals. After all, if you are bored writing your newsletter, and if it doesn't stimulate you...

**Then It Won't Turn  
Anyone Else On Either.**

I can guarantee you this, too.

I've seen it time and time and time again — including in my own business. One reason I killed off *The Crypto Marketing Newsletter* was because it...

**Bored The Living Hades  
Out Of Me To Write.**

Yes, it was fun & exciting at first.

But people, preferences, and market forces change. I grew tired of writing generalized info, having to write to both newbies and seasoned pros, and



dealing with the piles of churn as a result.

Speaking of writing, another question to ask is:

**Do you want other contributors or do it all yourself?**

Ideally, you should write their own newsletter, in your own voice and personality. If you built your World correctly... if you are following the Law of Self-Aggrandizement... if you are the “draw”...

**They Don't Want  
To Hear From  
Anyone BUT You.**

Ask anyone who read Dan Kennedy's old *NO BS Marketing Letter*.

When it was all him, that newsletter was rabidly devoured by thousands of people. When it transitioned, and other writers started contributing, I have been told via people who worked at the old GKIC company that sales tanked, people left in droves, and people kept insisting Dan come back and write the whole thing again. That is admittedly hearsay. But, it did come from some reliable sources, and that was certainly my own reaction to it. And, frankly, it's something Dan Kennedy himself teaches in his incredible *7-Figure Academy* course:

**You could take a whole bank of my old material, and you could give it to a relatively decent writer, and at least for a time, they could turn out what appeared to be on the surface a perfectly acceptable replica of that newsletter. But, it wouldn't be, because they wouldn't be sitting there scheming and checking and manipulating and choosing each item for its impact and its influence, and who it will speak to, and who it will resonate with, and what it sets up for the next — 'cause they can't. See, only you can do that.**

Back to the writing:

Doing it yourself is not always the best way either. Take *Bottom Line Personal*, for example. Back when the late Marty Edelston was writing it, at least, it was hugely successful and had multiple contributors, with Marty the publisher overseeing the operation. That is probably the ideal situation for building a publishing business past the low 7-figures (elBenbo Press has a definite income potential “ceiling” in my experience, doing it exactly as I am laying out in this book). So if you insist on doing it this way, I suggest at the very least picking people who have these two attributes, in addition to being extremely knowledgeable about whatever they are writing about:

1. They have “celebrity appeal”
2. They are *entertaining* writers

If you can find contributors with those attributes, you will be giving yourself a huge leg-up over the typical magazine and newsletter writers who — while even if they are brilliant —

### **Bore People To Tears.**

The first attribute above gets people in.

The second attribute above keeps them in.

But ideally, it's you writing it. You are the celebrity in your World, and you are the infotaining writer who keeps people engaged and wanting to come back. If you want help on developing these two attributes, I am giving readers of this book a fat discount on my bestselling (the biggest launch I'd done at the time it released) *Infotainment Jackpot* book. Simply go to **[www.EmailPlayers.com/jackpot](http://www.EmailPlayers.com/jackpot)** and use code **PRESS** at the check out.

Let's move on to another important thing:



### **Timing.**

You also have to ask yourself when do you want it to go out each month? Is this going to mail out at the beginning of the month? The middle? The end? I picked the beginning for pure simplicity's sake — but I'd definitely make more by changing it to the middle of the month. The only reason I haven't is because logistically it would be a huge pain in the arse dealing with the fallout from changing things up like that.

Why the middle?

Not only due to the timing in which people in my market tend to get paid and have money, but also (and more importantly) because nobody else does it during the middle of the month.

All of which means...

### **My Newsletter's Advertising Would Not Compete With Anyone Else's.**

Remember, I can “get away” with certain things — due to marketplace positioning, brand, personality, email skill, etc — a lot of others can't. Which is just another reason why it's stupid to blindly copy what you see me do, and not think through these things.

There is always context to everything.

One last bit about strategy:

The beauty of print newsletters is there are no real “rules.”

In some cases with a newsletter-driven business...

**You Don't Even  
Have To Send  
A Newsletter!**

For example:

I've seen some newsletter publishers alternate between a printed newsletter one month and an audio CD or DVD the next, to switch things up and give themselves a break from writing. My opinion is, the age of the CD and DVD is rapidly dying. But there is nothing to stop you from alternating a newsletter with an interview transcript. Or combining your print newsletter with mobile app technology, sending an audio or video right to their phones within a mobile app platform like Learnistic.

On to the next part...

***Step Number TWO:  
Writing Your Newsletter.***

This part will come easier for some people than others.

But it's astonishing to me how people who hate writing, find writing hard & painful, and despise sticking to deadlines... insist they even want to publish a print newsletter at all. Those types would be far better off doing a membership site — which a lot of what you are reading in this book can be applied to. Even so, here are some ideas that can make the process much easier and more efficient for you:

***1. Break Off A "Piece"***

Let me give you some advice I got straight from my Sifu in Wing Chun Kung Fu. Since I live about 3 hours from his school, I only get to lessons once per month. Thus, I have to focus on what to practice at home more than most of his students. And in Wing Chun we have multiple forms to practice — which are specific movements that cover all the principles.



I asked him once what I should focus on when practicing and he said:

***“Break off a ‘piece’ of the form and drill that over and over.”***

He has had me focus on, literally, one way to step and move my arm for two hours straight once. And I can tell you, I could go an entire week practicing just those two little movements and still not have them “mastered.” Thus, it’s very good advice for getting good and going deep on anything you want to learn or get better at.

Of course, it’s also very good advice...

**For Never Worrying About  
What To Write Each Month  
In Your Newsletter.**

Simply look at your main teachings about your topic — tactics, strategies, or principles, it does not matter — and find one little aspect to “break” off, and then deep dive on that one thing for an issue, or a large part of an issue. Go deep with examples, with applications, with philosophies, and with anything else that is relevant, interesting, useful, and valuable.

For example:

If you sell weight loss, you can go deep JUST on different ways to walk off fat. If you sell in the finance market you can go deep JUST on how to invest in bluechip stocks. If you sell baseball training, you can go deep JUST on how to throw a changeup. If you sell in the golf niche you can go deep JUST on how to sink a putt.

And so on, and so forth.

Take your main teachings, break off a piece, and go deep. You can do it for an entire issue, or just as sections. But either way, this can keep you on track, and make it not only a lot easier on you, but a lot more valuable for your

readers.

## ***2. Create A Big, Fat Fodder File***

The thing about writing newsletters is, you can't just stop one month and pick back up. Not very easily, at least. And not if people are paying you. So ideas are the coin of the realm. One thing that makes it a lot easier is to have a file on your hard drive you are always adding to whenever you get an idea. Whether it's an idea for a whole issue, an article, or just a topic. What I do is, if I am out and about and get an idea, I email it to myself. Then, when I check my emails at my computer, I put it in the "fodder" file.

**This file should be added to constantly.**

Even if it's an idea you won't write about for months or even a year later.

Not only is this good for practical reasons, but it can give you a lot of peace of mind since you won't have to worry about "what" you want to write about.

## ***3. Plot Out Your Topics A Year In Advance.***

Or longer.

As I write this, my newsletter topic schedule is plotted out over a year and a half in advance. This may sound crazy to some people. And you don't have to do this, necessarily. In fact, if you sell timely info you really can't. Otherwise it's super easy to do if you are keeping an idea file. Plus, it helps you plan the launch or special sales of your other books — and accentuate those sales — as you'll see when I show you how to create your own elBenbo Press-like business promotional schedule.

## ***4. Finish Your Homework Early.***

Probably the only thing I got out of going to public school was the value of



getting my homework done early. A habit that has made publishing a monthly newsletter a lot easier and less stressful.

Yes, I realize some people thrive on deadlines and pressure.

And if that's you, then do whatever works.

But if you're like me and you hate pressure, then the best thing you can do is write several issues before launching it. And then be 3-4 issues ahead ongoing after that. I wrote the first 4 issues or so of *The Crypto Marketing Newsletter* before launching it. And I had at least the first 3 *Email Players* issues written before launching that. Doing so took a lot of pressure off, to say the least. Incidentally, a lot of hardcore marketers who only know how to build a business psychologically — instead of sociologically — will scoff at this.

***“How do you know it's going to sell? You need to test first before doing all that work!”***

And that's a very conventional way to approach it.

But the way I see it, if you have your World built, you know your market and list, and they know you... this is a non-issue. I have never had a “failed” offer in the sense there was nobody willing to buy what I was selling. I have always known my offers would succeed. Not because I can see the future or have some special talent at guessing. But because my market tells me what they want, because I am in consistent contact with them each and every day, as I explained earlier.

I remember everyone saying *Email Players* was a dumb idea.

Including some very prominent marketers I am friends with.

(Who *shalt* remain nameless...)

But to me, it was inevitable. I knew my list wanted that kind of info

because they'd been buying my \$800 course about email marketing already, and by the feedback I got on the topic whenever I wrote about it. This is why I do not recommend starting off selling a newsletter. It is much better to sell other offers first, see what they are responding to, and then...

### **Building Your Newsletter Around That.**

Worst case?

Let's say your newsletter does fail for whatever reason.

I cannot imagine that happening if you do everything else right and know your list the way I have described.

But let's say nobody buys it.

Well, guess what?

You now have...

### **Another Book!**

Or turn that content into another standalone offer, a bribe/premium, Kindle book, lead magnet, whatever. When you build a business sociologically — instead of psychologically — a lot of things conventional direct response marketers worry about vanish like ethics in a politician.

Back to the point:

Getting ahead takes the pressure off. And if your newsletter runs on timely updates — stock market changes in the financial market, etc — then you can't do this exactly like I do. But, you probably can at least write about the “evergreen” principles and ideas when possible, or break off a piece of a main



idea behind your unique ways of doing things and run with that, which should at least help keep you from rushing around at the last minute.

### ***5. One hour per day vs one day per month.***

Writing is hard for most people. But there are ways to make the process of writing a newsletter a lot easier.

I have two ways for you to think about:

First, put the first 33:33 minutes per day into it, 5-7 days per week, like clockwork. If you just take this page from Gene Schwartz's method of writing copy, in 33:33 "spurts", you can knock out a newsletter in probably a week or so just by putting the first 33:33 of each day into your newsletter. Before you know it, an issue is in the can. I've done this before many times, and it works. But, it's not the only way to do it. For example, I do not do the 33:33 method for my newsletter simply because I put that first 33:33 into something else. When it comes to writing anything long and intense (a newsletter issue, 15+ email sequence, sales copy, etc) I prefer to write in a one day...

### **Marathon Session.**

For the newsletter, it's often the 2nd or 3rd Sunday of the month.

And what I do is, I pop some nootropics, whip out my idea fodder file, and just write until the issue is done. Usually that takes me a couple hours. Sometimes more, sometimes less, depending on what I am writing about. That is my preference. You do what works for you — whether it is the Gene Schwartz 33:33 or big marathon writing sessions or any other way that works for your particular preferences. There is no wrong way, just whatever way works for you. The two above ways are just what have worked or continue to work for me.

### ***6. Write fast, edit slow.***

Another way to make writing easier is to write fast. Don't worry about

spelling or syntax or grammar or getting everything perfect. Just knock out that first draft as quickly as possible. Then, later, edit for length, clarity, spelling, etc. This will sound almost laughably simple... but the #1 key to writing is...

### ***Writing!***

Not thinking & meditating about what to write.

But sitting down and physically writing.

You can always clean up ideas, thoughts, add, take out, substitute, or change anything you want later. And take comfort in knowing the more you do it, the easier it gets as your brain starts adapting to the schedule.

### ***7. Put music on a “loop.”***

I picked this trick up from one of my old business partners Rich Bryda who wrote some 1000+ articles in 8 months (that’s a lot of writing even by *my* standards!) He told me what helped was, while writing, having music on that just plays the same song over and over and over. He recommends doing this with classical music like Mozart. I have experimented doing it with everything from classical music to movie soundtracks. Sometimes I put the same song on, sometimes a whole sound track or playlist. But there is something to this “loop effect” that keeps the mind focused, and prevents it from wandering.

### ***8. Know thy fonts.***

I don’t pretend to be the design guy. And, frankly, if you want help with designing your newsletter — and you should not copy what I do with my newsletter, or anyone else’s newsletter, gotta be uniquely **YOU** — I refer you to the great Kia Arian. She has a service that specializes in print newsletter design. She also designed my *Email Players* logo, and does all my book covers. I have listed her as a resource in the back of this book.

Back to fonts:



I highly suggest using fonts designed for print and not the web. In most cases web friendly fonts are not print friendly and vice versa. Serif fonts (like Times New Roman, for example) tend to be great for print but suck online. At the same time, sans serif fonts (like Arial, Helvetica, or Verdana, for example) are great *online* but hard on the eye offline, except for headlines. At the same time, there are no real hard rules about this, either. In fact, it's been proven over and over and over in various studies that ugly and hard-to-read can often get better retention than slick and easy-to-read when it comes to fonts. I suspect that is why Dan Kennedy's old *No BS Newsletter* used multiple ugly fonts.

Another tip:

Don't pick a font that (1) you see anyone else using and (2) anyone will easily recognize. I have lost count of how many people have asked, "Ben what font do you use in Email Players!" because they are too stupid to think for themselves and want to just mimic what I am doing.

And that is precisely why...

**I Never Answer  
That Question.**

I recommend you don't either.

That is, unless you want some contemptible copycat aping what you do, watering everything down for you both in the eyes of those who are on both your lists — in some cases to such a degree where people think you are copying them.

## ***9. Create a template.***

Speaking of design... don't constrain yourself to what you see me or anyone else doing. If anything, do the exact opposite. The best newsletters have their own look, feel, and "spin." Some people do a "letter" style, one column through the whole issue (i.e., *The Gary Halbert Letter*). Some do two columns

(John Carlton's old *Marketing Rebel Rant* newsletter). And some do a combo of both (Dan Kennedy's old *NO BS Marketing Letter*). You also have dolled-up newsletters (the old *Bottom Line Personal* newsletter) and you have plain vanilla newsletters (the old *Paul Hartunian Publicity Letter* — which, while basic, had his own spin on it, with putting “###” after each article, like you'd put at the end of a press release).

Find what works for you.

What is *uniquely* you.

And that, when people see it...

**They Immediately Know  
It's You And Nobody Else.**

That is the single best piece of advice I can give you on design.

It also applies to how you layout and design your books, too.

In both cases, it's not the *design* as much as it's the strategy, intent, and unique **personalization** behind that design. And once you find a good template and layout for your newsletter, simply save it and use each month. You do not need any fancy software for this. I've always used Apple Pages to do my newsletters. But I could just as easily have used Word or any other word processing program. Some even use Apple Keynote, inDesign, and fancier options. This goes for your masthead, too. I originally had a friend do the masthead for *The Crypto Marketing Newsletter*, then another guy do the one for *Email Players* when I originally launched it. That masthead lasted about 8 years before I then hired Kia to do a new one after getting *Email Players* trademarked.

### ***10. Inject your personality into it.***

In a lot of ways writing a print newsletter is not that different from writing an email. You should write in a “style” that's easy to read and that shows a lot of



your unique personality. Use your own figures of speech, colloquialisms, and slang. No need to conform to anyone else's style or speech peculiarities. I have lost count of how many dumb asses over the years have copied my Midwestern ways of communicating when they live in the South or on the East Coast, or even in another country altogether. And each time they sound like complete low IQ copycats, many times even called out publicly and shamed for it on social media, as they should be. In addition, be interesting and fun, and never dull. Yes, you want to do hard teaching, but keep it fun and lively, easy to follow & understand. Use stories, examples, and metaphors as much as possible. **Use infotainment to the max.** The longer I am in this business, the longer I realize people aren't first and foremost reading for my content...

**They Are Reading  
For My "Take"  
On Things.**

Especially my unique experiences with & spins on what I am teaching.

So it will be for you.

Give great content, yes. But give great YOU in even more abundance along with that content. Otherwise why bother with your content, if it's something that they can get anywhere else? There is very little "new" information anywhere. But there is a very finite amount of info expressed in your unique way & within the context of your unique experiences, which is what people will be reading for and ultimately benefit from. Otherwise, you'll bore people. And bored people tend to not stick around for the long haul...

**11. Photos.**

Personally, I don't screw around with photos or pictures in my print newsletter, unless I am going for some kind of entertainment angle. And even then it is almost always in one of my bonus inserts or ad inserts. **But, that does not mean you shouldn't use them if it fits what you're trying to do.** Sometimes graphical enhancements are a must and can make your newsletter

far more interesting & useful. It all just depends on what you're teaching, your teaching style, and who your audience is. If you do decide to use graphics, there are many sites online that offer royalty free graphics and photos. But when I use them, I tend to only use my own that were taken in the moment (that I know I won't get me nailed for copyright infringement by a shark looking for easy legal fees) that go with the flavor and mood I am trying to convey.

## **12. Inserts.**

Finally, one thing I like to do is include supplemental inserts. Usually of a more light-hearted nature. And also usually something more philosophical (i.e., pure “me”) rather than hard teaching, but that enhances and/or expands upon themes in the offer I am making inside the main issue. I've done this in all kinds of ways from my *Ravings of an Ad Man* inserts to my *elBenbo's Lair* inserts. These short inserts — heavy on infotainment — sometimes are more of a hit than the main issue with my core fans & customers.

Bonus use of inserts:

They can be assembled and bundled together as premiums & bribes to sell other offers later. Or, in some cases, they can make great standalone offers you sell. Example: I bundled my *Ravings of an Ad Man* inserts into a bonus eBook as a bribe to help sell a product as an affiliate. The product was not something that was universally wanted by my list. And that was okay...

### **Because The Bonus Was.**

I get a lot of sales on my affiliate offers — including the ones people would not ordinarily buy — due to offering bonuses they do want. People love buying even offers they have zero interest in as long as the bonuses are something they do want. And these inserts bundled together make for great bonuses like this, with a legitimate retail value (in a the sense that they would have had to pay for the newsletters to get them). But since they are bonus inserts you are not screwing over your newsletter subscribers by giving away free anything they



paid for.

Another thing I started doing rather late in the game:

### **Ad Inserts.**

Originally, I was a purist about this. I thought they already are paying for the content, so why would I include ads? The joke was on me. It turns out only the low class customers get angry about such things. **The high class ones prefer it.** Especially if you are offering a great product at a uniquely discounted price just for them. I was originally inspired to include paid ads — “baked” inside each issue — after reading some of my old comicbooks. At first, I thought I’d take 3rd party paid ads. But, then I decided just to include my own ads very strategically. I will talk more about this later. Specifically, how I use ad inserts with email to amp up your sales overall.

All right, that’s what I know and have to say on writing a newsletter and putting it together. Next, let’s move on to...

### ***Step Number THREE: Producing Your Newsletter.***

There are certain nuances I’ve discovered about the newsletter production side over the years.

Most will likely be obvious.

Others not so much.

But to help you navigate the moving parts and see the elBenbo Press way of doing it, the first and most important tips is to...

#### ***1. Outsource the entire deal.***

Do not, I repeat, **DO NOT**, print and mail your own newsletter from your

kitchen table or whatever — unless you have no other choice or option. If you are only sending a handful of newsletters or if you have staff (or family) that can do it, then that's probably okay. Especially if you are simply so low on cash flow you have no choice. But even then, there are certain deals with FedEx and UPS you will very likely be missing out on, plus the convenience of letting people who eat, breathe, sleep, and crap the printing business handle producing and distributing tracking, dealing with postal/FedEx/UPS on your behalf, and having everything streamlined and organized so you can focus on doing the parts of your business you love doing.

All of which is why I highly suggest outsourcing...

### **Everything.**

You can do it via a professional printer (the service I use is listed at the back of this book, but there are others too). If you insist on doing it yourself, you might be able to do it directly via USPS.com, but I have never used that, and cannot tell you anything about it — good or bad.

Here is what I do:

- **Write each issue at least a few months in advance** — even earlier is ideal if you don't sell urgent & immediate & timely info, as you will see, when I talk about my processes later in this book
- **Get the proof a month in advance of an issue's publication** — which the printers appreciate
- **Look it over, edit, and make any changes if necessary** — you want to control the user experience as much as possible, including what they see and how it looks in print (vs your screen), so take your time with this
- **Then it's ready to roll by whatever date you mail each month** — with plenty of time to make any new last minute adjustments if necessary, which I often do



## **2. Extra issues & extra customer service.**

I learned early on to always have at least 10 extra issues printed up each month.

Why 10?

Because you never know when you're going to want to give away an issue for free (as swag or as a reward for winning a contest, or as a way to encourage good behavior from people, or for any other reason that makes sense). Or it could be someone doesn't even get their newsletter. The mail system is FAR from perfect, and even the premium services like FedEx or UPS drop the ball at times. And in those cases I like to get a new one out that same day to the customers by having it already sitting in stock, waiting to be fulfilled. Plus, as you will see later in this book, you may want to do a back issue sale. And in that case, it's certainly good to have them prepped and ready to go with no delay. Especially if you want to do one on the "fly." Granted, it doesn't usually take long for a decent printer to print up issues of a newsletter compared to books. But even one day can make the difference between a customer who is annoyed and irritated at waiting... and a customer...

### **Who Becomes Your Biggest Fan & A Lifetime Customer.**

Speaking of which:

While I am all for having boundaries, making yourself less accessible (your choice of course), and being genuinely you — even if that means you aren't prone to suffering fools gladly — the one thing that truly separates the sheep from the goats is...

### **Superior Customer Service.**

It's also the one thing nobody talks about much.

Not sexy enough, I suppose.

I will teach this in far greater detail later in this book. But for now, realize the extra sales, short and long term, from having the fastest and most superior & personal customer service can cure a LOT of other sins your business commits. For more on this topic, I strongly suggest checking out Vance Morris's book *Systematic Magic: 7 Magic Keys to Disnify Any Business* and his *Tales From The Customer Service Crypt* books. Both are inexpensive, and I liked them so much, and found them so extremely valuable, I gifted them to my *Email Players* subscribers.

Bottom line:

All things equal... or even if all things are not equal and you are at a severe disadvantage in terms of marketing, talent, skill, funding, branding, etc... the one thing that can even the odds, or put you square on top with whatever you are selling, is superior customer service. And being "on" things like lost-in-the-mail or undelivered newsletters as quickly and efficiently as possible...

**Can Create Raving Customers  
Who Can't Help  
But Tell Others About You.**

Which, incidentally, was Walt Disney's customer service model.

### ***3. Thwart the Newmans.***

This won't apply quite as much if you are using a premium shipping service like FedEx or UPS. But if you ever watched the TV show *Seinfeld* then you probably know who Newman is. He was a bumbling postal worker who hoarded mail like a squirrel hoards nuts and was always talking about how he was too tired and lazy to deliver the mail.

Well, good comedy is always rooted in truth.



And the fact is, the postal people DO drop the ball on delivery a lot. It's almost like a racket, in my opinion, which is why I only use them when I have to, such as for customers who insist on having my books and newsletters delivered to a PO Box instead of a physical address. The racket is, if you use first class mail, there is a large percentage of newsletters that simply won't make it. Anywhere from 2% to 5% in my experience, sometimes even more. Their solution is to pay them more to do their job by using priority mail so you can track it. And while that is certainly a lot better for delivery — and still with undelivered mail, and a tracking system that is next to worthless, and no real recourse — I think it's ridiculous to have to pay the USPS more just to ensure they do their friggin' jobs. Thus the racket. And why, as soon as FedEx — which currently has guaranteed delivery, and is much faster — made it just slightly more expensive to use them than the priority mail, I jumped on that and...

**Have So Far Not  
Looked Back.**

I says “so far” because I still have some FedEx problems, though.

Especially post COVID-19.

And they have been running their own little rackets lately. But they are still way ahead on overall delivery and speed than USPS, and still (as of the time of this writing, I hope this changes, to create some competition and, thus, better service) cheaper than UPS generally.

But one thing with USPS I have noticed for over the years is...

**It's Always  
A Crap Show.**

I wish it were otherwise, as most postal employees are great people.

But at the time of this writing, I do NOT recommend using them if you can at-all help it. I do know there are newsletter publishers who say they have no

problems with USPS. And all the power to them. But that simply has not been my experience. I cannot tell you how many times people would tell me they didn't get their paid newsletter when using USPS. These customers are paying me good money for this, and should not have to wait because Newman is tired. It is completely unacceptable. And if you charge a premium price especially, you do not want that happening. When I did use USPS I asked my printer to prominently print "Your Paid Subscription Newsletter Enclosed" on the envelope. This helped keep Newman behaving himself a lot more at first. But over time it is like it did not matter all that much.

If you live outside the U.S. maybe none of this matters.

But in my experience, and the experience of many other newsletter publishers who aren't too cheap or too scared to charge a little more to cover the extra costs... the best way to thwart that plump bastard Newman is to starve him by simply not using the USPS at all, unless you have no choice.

***Step Number FOUR:  
Addendum Profit Pieces.***

Some additional newsletter profit-advice:

***1. Welcome Pack.***

The elBenbo Press way stipulates when someone subscribes to your newsletter after the deadline to get that month's issue, they don't get that issue. But no matter what time of the month they sign up, what they do get is a welcome pack.

And that welcome pack includes not only my premium/bribe but also...

***A Welcome Letter.***

This letter (one page) thanks them, tells them how to cancel (always make it as clear as possible how to cancel), and (currently, I am always playing with



this) gives them a link to a secret video training that helps them build an email list — i.e., something complementary to what they bought, but that also leads to them buying something else — so they can better use the newsletter and benefit from it as fast as possible.

That video then, of course...

**Sells Them  
Something Else.**

Yes, you got the customer at their hottest.

Regardless of what you sell, what market you sell in, or what product category your newsletter is... to not send them somewhere else that either is for sale or leads to a sale is almost like what the great Gary Bencivenga calls “Marketing Malpractice.”

**2. Gifting For The Green Stuff.**

Another thing I do periodically, and always unpredictably, no more than ONCE per year (if that) is I like to include an unadvertised book.

Yes, a book.

Something physical, short, valuable, and that...

**I Myself Have  
Benefited From.**

Or, it could be one of my own (low ticket) books.

Like, for example, before launching each of my *Villains* books, I sent them as gifts to my *Email Players* subscribers. Each *Villains* book is short, easily fit into the envelope, and was genuinely valuable & appreciated. But if it's not one of my own, I will send something I've read I simply want everyone to have, and

am a fan of myself, that I benefited from. **It is also a low ticket book that will accentuate the information they are learning in that month's newsletter.** And, from a practical point of view, it is a book I can buy in bulk pricing cheap enough to not make much of a dent in the overall cost of sending the newsletter out. To do this, I simply contact the publisher of the book and ask:

***“Can I buy your XYZ book in bulk?”***

But, I also quickly discovered most publishing companies are run by marketing morons, who try to nickel & dime people, and won't make it worth it to buy at inflated bulk purchase prices. Unless it's a high ticket book — like what I am teaching to sell in this book, obviously, which is a different animal — there is no reason you should be paying anything but their hard cost for this, plus the cost to ship it to you. It's free lead generation for that author/publisher, after all. And either way, if it's a price that is going to cost me money to buy in bulk and send to my customer, there is no point in it. And if they don't see the benefits of just selling their low ticket book to me at “cost” for them, then...

**I Reevaluate The Wisdom  
Of The Author  
For Using That Publisher.**

That said, this sort of shortsightedness is not the norm at all. And in most cases self-publishers especially are not only happy but EAGER to get their inexpensive lead-gen books (again, not high ticket books, obviously) in the hands of paying newsletter subscribers, knowing that book is going to build relationships that pay them dividends for months, years, and even decades into the future at zero cost to them.

So gift intermittently and inconsistently.

Your subscribers will benefit from it.

And so you will you...



### 3. To Catalog Or Not To Catalog?

I can count on the fingers & toes attached to multiple pairs of hands & feet how many people over the years have given me unsolicited advice — based entirely on their silly theories or their clients' test results in completely different niches with completely different agendas than Yours Crotchety.

One such piece of unsolicited advice went like this verbatim:

**“Ben, why don’t you offer a catalog of all your back issues. Something you might want to consider.”**

My answer:

I have not only “considered” doing it, but did it during most of the first 10 years of selling *Email Players*. In fact, for the first 7 years of its run I sent a back issue catalog and tested inserts selling specific, higher-selling back issues. Then, I wised up and stopped selling back issues & tried something else that is far more in line with the laws of direct response marketing.

The result?

From a max of 1x or 2x more revenue (offering the catalog or selling a specific back issue) to as much as...

**15x More Revenue  
On The High End!**

And sometimes even more than that.

And what I did — and do now currently — is, instead of selling back issues, I put a full sales letter for one of my books or affiliate offer. That is not only selling one thing at a time, but it’s most often something high ticket. And when combined with my promo schedule strategy (more on that in a bit) it radically increased my sales. So realize offering a catalog of back issues has not

been very profitable, even if it seems logical and obvious to those who have never run a newsletter business, or who somehow think the immutable “sell one thing at a time” direct response marketing law does not apply to subscription newsletters.

#### ***4. The Publishing Industry Underworld’s Ugly Little Secret***

Finally, one more thing about newsletters that’s more of a strategical lesson than tactical. It is something I talked about in detail on a call with the great Brian Kurtz’s paid virtual mastermind members. And I remember I could practically feel the contempt of a few people on the zoom call...

#### **Grow Ice Cold When I Said It.**

What I am talking about is what the REAL purpose of a print newsletter is — whether it’s paid, free, monthly, or whatever frequency.

And that purpose is this:

#### **To Sell Your Other Products & Services!**

This *horrifies* mush cookies insisting if someone pay for information, they shouldn’t be pitched anything else. Which betrays their lack of understanding of publishing and their lack of truly caring about their customers.

First:

Remember, your subscription newsletter is primarily a marketing media. It’s a place to gather your best customers in one place, and then be able to isolate them, contact them on your own platform on your own terms, and show them how to improve their lives in whatever way your information does so.

Second:



Anyone who would get mad at you having the GALL to sell something else in a paid newsletter is very likely inconsistent. Do they get pissed when their favorite magazine, periodical, or even comicbook has advertising in it? What about when they are sold other offers at pricey restaurants, at hospital visits, at the car dealership, at the coffee shop, or at the domain name shopping cart?

Does that give them heartburn, too?

No?

**Then Why Should You Care  
If They Get Pissy  
When YOU Do It?**

Answer:

**You shouldn't care.**

If anything, let them go haunt someone else, and then you can write an email mocking the mindset behind such a has-been customer to make some more sales. Fact is, any smart publisher advertises other products & services — either as paid ads for someone else or their own ads for their own offers. People are reading your newsletter precisely because they are interested in your subject matter, interested in you, and interested in solving whatever problems your business is set up to solve.

Third:

It's your moral, ethical, and righteous duty to help them. And when you realize (1) most products and services absolutely suck in pretty much every industry, niche, and product category... and thus (2) they are going to spend their money on something inferior to your offers if you do not offer them something better before anyone else can...

**Then You're All But  
Being A Selfish A-hole  
By NOT Selling Them.**

In as honest a way as possible? Yes. In a completely transparent & ethical manner? Of course. In a way that isn't pushy or abusive? Absolutely. But that money in their pocket is going somewhere. And it'll be either with you or with someone else. And if you can genuinely improve their lives, then there is nothing wrong with including offers in content they have paid for. The mush cookies & sob sisters will still bristle at all that of course. But nobody else cares what they think anyway, why should you?

Finally:

**This Is How The  
Publishing Industry  
Has Always Worked.**

Monthly publications are primarily vehicles for *advertising*, not content. That doesn't mean your content shouldn't be valuable & worth far more than you charge (it should). But the magazine, comicbook, and tabloid industries have always done this. Comicbook writer Larry Hama gave a great example of how many popular comics existed for the advertising, and not the other way around. He said the rabidly popular Vampirella comics were merely a vehicle to sell the publisher's toy catalog. Of course, exactly how much or how little advertising you include, and where you place it, write it, and present it is up to you, and is based on your market, your peculiarities, & your preferences, goals, and agenda.

But there's a whole other publishing world out there hidden in plain sight.

If you're paying attention, you'll see it all around you.

And if you're smart, you'll figure out how to model it for your own offers.



# Book Publishing 101 - 401

The good news about the ins & outs of producing books is, it's something you only have to do once, and not every month like with a newsletter. Following is the elBenbo Press method I use for all my books that are self published, and not done via Amazon, or some other 3rd party seller.

These tips are in no particular order of importance.

But there are many “moving parts” so I suggest reading this section — along with every other section in this book — multiple times. This book represents almost 20 years of being in the info publishing business to one degree or another, and a lot of it may or may not be obvious, common sense, or even logical in some cases. But it's what I do for each book, and have it more or less “streamlined” so the process takes as little time, aggravation, expense, and frustration as possible.

Let's begin with...

## **The 3 “Cuts” For Making King-Sized Profits Publishing Books**

- 1. Never be boring** — if it's boring, cut it out
- 2. Write for consumption** — if it's not going to help your book get consumed (and, thus, by extension, get your other future books consumed...), cut it out
- 3. Teach great information** — if it ain't great, cut it out

Rule #3 above speaks for itself. But as for rules #1 & 2, I'll touch on these in more detail in the rest of this part. But for the moment realize if you ONLY follow those 3 "cuts"...

### **You Almost Can't Fail.**

I say "almost" because you never know.

But those are the 3 things I aggressively apply to my books, newsletters, emails, sales letters, offers, and anything else I write. All right, let's dig in to the first two cuts...

#### ***Cut #1 For Making King-Sized Profits: "Commit Ye NOT The Unpardonable Sin"***

In his excellent biography *The Name Above The Title* the late movie director Frank Capra said something about movies that is 100% applicable to every word you write in your books, newsletters, emails, video scripts, fiction (should you ever partake of the fruits of that discipline), or any other kind of writing you do for the rest of your days.

Specifically, he said:

***"There are no rules to filmmaking, only sins. And the cardinal sin is Dullness."***

Just replace filmmaking with writing and there you go.

Being dull & boring is the worst sin — the *unpardonable* sin — of writing if you want to use the elBenbo Press publishing model. And because of that, every single page, every single paragraph, every single sentence, and every single word, jot, and tittle must, no matter what the situation, topic, marketing, or niche...



### **Earn Its Place.**

The model for this?

For me, it has always been Frank Miller's *The Dark Knight Returns* graphic novel. I remember first reading it way back in 1993. And I always marveled at how I could turn to any page in that graphic novel, look at any panel, and be "wow'd" — either by the writing, the art, the story, or a combo of all three. That story never lets up. It never lets you get *bored*. It always has some idea, plot point, image, or thought that ropes you in, or makes you want to work your way backwards if you skip around, to get the whole story. This is, not surprisingly, the key to great copywriting, too. As I mentioned earlier, the better a copywriter you are, the better an info product writer you will be. The two go hand-in-hand. And the reason why is, quite simply, because copywriters who do their jobs right do everything in their power to...

### **Never Let The Reader Get Bored.**

Boredom kills consumption. If they don't consume your offers, they find something else to consume. And, in practically every case, that something else will be someone else's book or product. And if that other product gets them to consume then you, my friend, have lost a potential lifetime customer.

### **All because of being boring.**

So be paranoid about boring people. This is especially true when writing about anything that is inherently dull you can't avoid writing about.

There can be no fluff.

Work your personality into everything, so it is always 100% "you."

And make your writing smooth by reading it aloud if you have to (yes, even

with info products, not just sales copy) until you get good at this. Make sure each idea flows logically into the next, so they can't just willy-nilly skip around, and have to consume your content start to finish. And, probably most important of all when it comes to not being dull: Try to naturally & smoothly work in as many analogies/stories/examples as you can to illustrate your points into all your writing henceforth — especially books, newsletters, emails, sales copy, social media posts, and, yes, even your customer service replies.

All it takes is boring someone for one second...

**To Lose  
Them Forever!**

I don't care if you're writing an email or sales letter, publishing content for a book or article, giving a talk or being interviewed, or just explaining something to a friend. The more you think in terms of never boring someone... the more natural writing that is not dull will become, and the more responsive and profitable your advertising will be.

***Cut #2 For Making King-Sized Profits  
“Structure For Consumption”***

Back to the “C Word” again: the goal of every book, newsletter, or any other offer you sell henceforth is...

***Consumption.***

Just like price, structure your books for consumption first.

To do that, simply arrange the info in a way that will best get it consumed. For example, if you have great testimonials, make sure you put them in a section of the book — I recommend the beginning — so people take it seriously from the start. That will help get it consumed because it will get it taken more seriously and make it more credible before they read the info. Also, when applicable, make the chapter titles intriguing, like you are writing bullets for an



ad. Have a unique “theme” that runs throughout each individual book. This book, for example, about my publishing model uses the theme of a publisher. Everything from the section titles, the look and feel of the book (fonts, cover, words used, etc), and even the quotes I pick for each section reflect the book’s theme. My *Brand Barbarian* book, *Infotainment Jackpot* book, *Copy Slacker* book, *Affiliate Launch Copynomicon* book, *Email Client Horde* book, *Copy Troll* book, *Breakneck Content* book, *List Swell* book, *Villains* books, and all the other books I publish do the same thing — whether they have themes.

Also:

While I don’t think it’s mandatory, I do think inserting relevant quotes at the beginning of chapters adds a bit of “seasoning” to the consumption experience. It also goes hand in hand with the infotainment methodology I teach in *Infotainment Jackpot* book. Like many other books mentioned in this book, as an elBenbo Press customer, you can have ***Infotainment Jackpot*** at a substantial discount to help you better execute this book. Go to **[www.EmailPlayers.com/jackpot](http://www.EmailPlayers.com/jackpot)** and use code **PRESS** at the checkout for the discount.

Back to structure:

Start with the foundational info the reader needs to know, but make sure it is 100% interesting. And like I mentioned about dullness, this is especially vital if...

### **It’s Info That Is Inherently Boring.**

That’s where copywriting skills come in to play.

Again, this is mostly a matter of using stories, analogies, and examples to illustrate as many of your points as possible. And the more dry and boring the info is inherently, the more important this is. That is why, the better a copywriter you are, the better a writer of books using the elBenbo Press

method you'll be. Again, the elBenbo Press on ***Copy Slacker*** is at **[www.EmailPlayers.com/slacker](http://www.EmailPlayers.com/slacker)** by using the code **PRESS** at the checkout. Point is, you have to be interesting. Constantly. Just like I stated before about not being boring. And anything that is inherently dry needs to be sexed up.

Finally:

If you have extra info, that doesn't necessarily fit into the main book, that is what having appendices and sidebars are for. Sidebars & appendices let you "zoom in" on certain ideas without taking you away from the main narrative flow. And always remember, there are no rules except don't be boring, teach great information, and write for consumption.

Let those 3 things guide your every move.

Let's move on to some other important points about book publishing...

### ***1. Unique Layouts Make For Great Payouts.***

In my *Brand Barbarian* book, very early on I give what I call the "Dirty Milk" secret for branding. It's a secret that can make you never have to worry about your brand being different enough, interesting enough, or unique enough if you do it. And it's a secret that, not knowing it, is almost guaranteed to get you confused with someone else, bore people, look like a wannabe or copycat, or just be seen as a hack or amateur — either in the short term or long term.

This secret I speak of is asking this about everything in your business:

**"Does this look, feel, sound, taste, or smell  
like anything anyone else in my  
market, niche, industry, product category  
or advertising environment?"**

This is especially important for everything you learn in this book. But, I



believe it is even more true of the layouts you choose for your books and your newsletter. One thing I have nothing but raw, *seething* contempt for is when someone asks:

***“Ben, do you have a template for making my books/eBooks like yours on the inside? I want my sites to look like yours!”***

Fugking idiots.

These bums who can't be bothered to think for themselves and can only copy & paste and swipe & deploy should go back to pleasuring themselves with the other marketing proles in the affiliate circle jerk on Clickbank.

This applies to everything else, too.

But for book publishing, it's especially apt with the layouts you choose. Back in 2006-ish I invented the layout I use in all my books — except my *Affiliate Launch Copynomicon* book — starting with a book I wrote about dog training and health. The layout is 100% “me”, out of my brain, reflecting my personality (yes, a book format can and should be a reflection of your personality — people should look at it and think, “yep, that's Bob, all right.” If you can't figure out how to do that, then simply hire a good designer who can.) And I did it by observing what other books and eBooks looked like, and then...

### **Doing Almost The Exact Opposite!**

All while also keeping it 100% “me.”

I don't know how to teach or explain how to be yourself and use your own personality. Frankly, if you cannot figure that out, then you are hopeless as far as I am concerned. It is astonishing to me that people have to be taught how to be authentic. It shows how dumbed down society has gotten.

Here's the point of this crotchety rant:

I do recommend having a standard “stock” format you use for how you layout the insides of your books. If you have more than one of my books you will see how I do it. And even though I shouldn’t have to say this, for anyone reading this who has a low business IQ:

**Do Not Copy  
What I Do.**

Create your own layout.

Think up your own way of making your own unique looking headers & footers, placement of information, words used to get people to opt in to your list (I recommend always having a page that is like a squeeze page urging them to get on your email list at the front or back of the book, or wherever it makes sense), fonts, writing style, and the list goes on.

It must be YOU.

Not me, not your favorite guru, and not anyone else.

No, my Pet, it must be...

**YOU.**

I keep railing on this point because it’s so vital.

A cursory glance of your book should be obviously you, your product line, and your brand to your buyers especially. As I mentioned earlier, I do all my own layouts using Apple Pages. But that does not mean you should not get fancy if you want using something like Apple’s Keynote program or Adobe’s InDesign. Or to use more imagery than I do if you want. Or even hire it out (I did with my *Affiliate Launch Copynomicon* because I wanted it to have a particularly distinct look and format, apart from all my other ones). A great designer is worth his or her weight in solid gold for helping apply your personality and brand to your book, newsletter, and website layouts, covers,



design, etc.

All this requires thinking, of course.

Which is why so few stand out in this day and age where everyone has cheap access to platforms, ways to publish books, and having a presence.

Okay, let's move on to the next elBenbo Press book publishing tip:

## ***2. Content Avengers Assemble.***

As far as assembling, writing, and editing books, it is mostly a personal preference. Do whatever works for you. But this is the exact 5-point methodology I use to assemble, write, edit, and publish books in record time:

1. Dump all my notes into a text document
2. Set a timer — ala the late copywriter Gene Schwartz — for 33:33
3. During that time, arrange the info where it will go in the book in a logical, coherent flow, starting with the foundational info, and structuring it so each section/chapter/part builds upon each other, to the more complex info
4. Write first draft
5. Edit by going through the entire book at least 5 times, with 10 times being ideal

That's the raw basics of how I write and edit my books. This process can take days if it's a short book and you have all your info ready, to weeks or even years if it's long, you don't have your act together on everything, and you only put minimal time in each day. It also depends upon whether you are a slow writer or already a fast writer. Either way, one thing I can all but promise you is,

the more books you write...

### **The Faster The Process Gets.**

Writing begets writing, and ideas beget ideas.

That's why by following the above process, I often get ideas for more books. And every time I think I am done writing books, I get ideas for more, which is almost starting to annoy me at this point. Do not be shocked if this happens to you. Writing is, interestingly enough, more or less "tweaking" your brain to make sure you never run out of ideas, never have to worry about being "creative", and never have to deal with the gnawing anxiety of what to sell or write about next.

### **3. Ping The Peanut Gallery.**

Another thing I (sometimes) like to do is solicit questions from my list about a particular book I am writing. I am not looking for their advice as much as I want to make sure I am including information that is important to them I haven't already figured out via the act of daily and consistent email contact, studying my customers, and keeping my fingers on the pulse of the market.

Take my *Copy Slacker* book, for example.

Copywriting is a huge topic, with hundreds — maybe even thousands — of books written on the subject. There is a huge glut of books and trainings out there about it. And while I do have a unique way of doing it I teach in *Copy Slacker*, there are still a lot of things people want to know that, if I included them, I knew would make the product a lot better.

Thus, I solicited questions while creating it.

And, to make sure I got the best questions...



**I Bribed My List  
To Send Them To Me.**

Never be above the shameless bribe!

In that product's case, I said if someone sent me a question and it got included in the Q&A section, I'd give them a free copy. This is also a good way to do informal market research. I am not a big fan of asking people what they want via surveys. People often tell you one thing but do another. But when they know you are writing a book, and they know they might get a free copy, I have found you get better quality answers, that really are things they want to know, as opposed to questions just to look good or make themselves sound smart or whatever. You don't have to do this with every book. Just the ones where you are not sure if you are covering all your bases.

**4. *Recruit The Depth Knight.***

Back to *The Dark Knight Returns* I mentioned earlier as the model for never being dull. It's also another model for having a book that does not just have width, but also...

**Depth.**

If you can't write deep about something, you probably shouldn't write it. This is the case even if there is a lot of demand. Take the topic of social media. There is a huge demand for social media marketing training. And I know for a fact — based on my daily “chi sau” with my list — if I wrote a book on the subject, it'd sell big.

But I don't do social media.

I have very little interest in social media.

And, frankly, I think most social media is...

**Stupid.**

I do recognize it is a powerful marketing media, though.

And, if I really cared about the subject or if I just wanted to tap into the demand from my list, I could write a book on it. Although, fact is, just applying my *Email Players* methodology to social media — which many of my subscribers do, and say they profit like gangbusters from doing — is sufficient, as far as I am concerned. But let's say I cared enough to want to sell it, write an ad for it, launch it, etc (which I don't.) If I did, I would very likely just find people who are great at social media and interview them, and make it a book of interviews that I "present", like my own version of the *Alfred Hitchcock Presents* TV show. Hitchcock created, hosted, and produced the show, but only directed a few episodes. So I'd just apply the same concept to the book. I would arrange, produce, publish, introduce, and sell it, I just wouldn't write it. And by getting the best ideas from the best minds on the subject via the interview format...

**I Would Borrow  
The Credibility  
Of Actual Experts  
On The Subject.**

I could do entire series of book topics like this, about social media or otherwise. But alas, I don't care enough about the subject to do so. And, also alas, that is why I should never do a book about it — even if I would profit like gangbusters from it: it'd lack depth. I simply am not excited by it and would just go through the motions selling it and phone it in.

More on depth:

There are many ways to add depth to information. Take the idea of using quotes again, I mentioned earlier, from other sources that back up and add some infotainment to your chapters or points. Doing so also adds depth. In fact, here's a true story about this. When I wrote my first novel *Zombie Cop*, I included chapter quotes that added depth to the theme and plot of each



chapter. When I asked my editor and publisher Greg Perry — Oklahoma's #1 used book seller, who has seen and/or read literally thousands of books — if it was necessary or just me sounding like a dorky fanboy, he said:

**“Your quotes do E-X-A-C-T-L-Y what you wanted them to do: Your audience – guys like you and me – will understand and appreciate 75% or more of almost every hidden reference, the quotes, and the other little treasures you scattered throughout the book like some of the street names, etc. I bet there’s a bunch I missed and I THINK I caught most of them. THAT IS GOOD, you want lots of things that a small percent will ‘get.’ It makes the book most special to the very audience you want to like it.”**

Since then...

**I Have Doubled Down  
On Using Quotes.**

Because he's absolutely right.

They are like easter eggs your best fans and customers will notice.

I mentioned Vance Morris's book about Disney's customer service methods earlier. In that book, he talks about how even one small oversight of the tiniest of details can be the difference between being a boring & ordinary business with no real impact or passionate following to speak of, and being a business that not only has customers coming back to you over and over... but in some cases...

**Potentially Entire Families  
Consisting Of Multiple Generations  
Coming Back To You Over And Over!**

Here's how he puts it in the book:

**“Overhead, in the decorative moldings of the ceiling of the Be Our Guest restaurant at Beauty And The Beast Castle at Disney World, ordinary and customary little rosettes or circles have been (more expensively and painstakingly) replaced with little carvings of the Beast’s head. Since 70%, 80%, maybe 90% of the visitors may never look up, and if they don’t consciously notice this, why do it? There are the 10% who do look up and do ‘get it.’ They are probably the 10% most valuable, most committed customers. It matters to them. These are the clients who will continue to come back to YOU time and time again. Do you have whole families consisting of multiple generations using your business?”**

Pure genius, as far as I am concerned.

As I mentioned in *Brand Barbarian* (when talking about this topic), I will add these are also the customers who refer abundantly, who buy all kinds of other Disney merchandise, spend money on tickets for the whole family to see every movie, and fill their homes with Disney-branded juice, magnets, stuffed animals, lunchboxes, shirts, hats, alarm clocks, and other items that further cement Disney into their heads, and keep them coming back for more.

Even more about depth:

My woman Stefania majored in art history in college. And she was telling me while we watched *Citizen Kane* that Orson Welles purposely made every single shot have the same precision and dramatic effect of a full-fledged painting. If you watch that movie closely, you will see a true master of his craft...

**Adding Depth  
To Each Frame  
In The Movie.**

And so it should go with your books.

Do this in every chapter, on every page, within every sentence — as much



as possible, and with as much precision as possible. Thus, the editing at least 5-10 times. Each pass will be another opportunity to do just that. And it's just a great way to make your books, newsletters, and other content far more valued, respected, and likely to be consumed.

That's the story behind Depth.

It's something missing from nearly every info product you will ever read, listen to, or watch. Add it to your books for more "depth" of profits, too.

### **5. Bring The Heat.**

When it comes to not being dull & boring in your books I cannot stress the power of simply only talking about topics that are 100% hot to your market. Copywriter John Carlton once wrote in his magnificent *Kick Ass Copywriting Secrets of a Marketing Rebel* course how most books in bookstores...

### **Absolutely Suck!**

The reason?

It's not necessarily because the authors are stupid or uninformed. It's because they have to "pad" their books for volume, with only about 10% of the book usually being the meat worth reading on any particular subject. This is obviously subject to the book and author. But overall, he's 100% correct. Gary Halbert used to say the same thing. He would talk about how the best way to create info products is to get a pile of books on any one subject, spend dozens and dozens of hours reading them & pulling out the chunks of meat, and then turning that meat into a slimmed-down book, report, or info product.

So it is with the elBenbo Press publishing model.

I am not saying you have to create your books that way. I certainly don't.

And the one time I did (a book about dogs) it turned out to be a lackluster

product at best.

What I am saying is your one and only job in a book is to...

**Put Meat  
On The Table.**

No milk, fluff, or cotton candy.

Not only are you doing yourself a big favor saving yourself time and boredom trying to pad a book for page count... but you are doing your readers a huge favor. People are in a hurry. Time is finite and can't be printed up like fiat money. Once it's gone, it's gone for good, and people know that. So do them the courtesy of only giving them info that is meat, that adds to their lives, and that they will want to read on whatever subject you write about. When I say "meat" I am talking about real, actionable tips or info they have to know to implement your tips. Leave the fluff and over explaining and other pad-fluffing prose out of it. Otherwise, you might as well write a book for a big publisher with a page count requirement. Some of my books are extremely long (*Copy Slacker & Affiliate Launch Copynomicon* — both near 1000 pages in 8.5 x 11 size). Some are extremely short (*Breakneck Content* & my three *Villains* books). But one thing they all have in common is... they are...

**As Pithy  
As Possible.**

If an idea doesn't earn its place, it has to go.

That means hitting all the hot topics, not bothering with the lukewarm or cold topics, and respecting your market's time. In a lot of my books, it only takes about 100 pages or so to give the meat. After that, I put all the supplementary info, ancillary info, and tangential info that adds to, enhances, or builds up on the main part (but that could technically be left out) as appendices, to be read or not read at the reader's discretion. In other words, I write to two types of people: The "get in and get out" types, and the deep



thinking “got to know everything” types.

I suggest you do the same. And here’s another suggestion:

If you end up doing an interview-style book, where you interview various experts and leaders in a market, apply all the above. Strip/edit out all the fluff someone says in an interview. Keep it as tight as possible. Edit, pare down, and cut out anything that is not essential. Hit as many of the hot topics — from as many different angles — as possible. Get them telling you stories, and make them explain and back everything up. But edit harshly so every word earns its keep. And while I probably don’t have to say this to 99.9% of people reading this book, do NOT do the low class jackass thing internet marketers like to do to build their lists. I am talking about saying:

**“I will interview you for a book, and you agree to mail your list about it!”**

It’s amateur, it’s low class, and it’s the mark of a marketing wannabe. The people you interview are doing you a favor giving you their hard-won knowledge, and you are giving them a platform. It’s a mutually beneficial deal. Demanding or even expecting them to mail their lists for your book promoting you and other people is weak on its best day.

As for what the “hot spots” are:

That is where market research comes in to play. It’s also where daily contact with your market and list comes into play. And it’s where paying attention and spotting emerging & evergreen trends, pains, and desires amongst your list and market also comes into play. I can’t speak for anyone else. But as I mentioned at the very beginning of this book, almost none of the offers I’ve created were directly asked for. Like, for example, my *Copy Troll* book. My *10-Minute Workday* program that AWAI.com publishes. My *Villains* books. *Infotainment Jackpot*. *Brand Barbarian*, and the list goes on. These were topics I knew my list — not necessarily my market — wanted based on feedback they gave me....

### **But Without Directly Telling Me.**

For example:

Nobody ever asked for *Copy Troll*. I simply did an *Email Players* issue about the topic and noticed a huge flurry of feedback and testimonials. So to expand that into a book was a no-brainer. But I did not do it because Guru Bob or whatever did it. It's also something I had extensive experience doing, too, and could write deeply about.

There's that word again: *Depth*.

### **7. Beat 'em With The Ugly Slick.**

One decision you will ultimately have to make, and should NOT make based on anything but your own brand, preferences, and possibly norm defilement... is deciding who wins the fight:

#### **Ugly vs Pretty.**

The vast majority of perfect bound books go for pretty.

What I mean by that is, books that look mass market and are slicked up, like you'd expect to pay \$12 for at the local bookstore. This is a huge No-No in direct response marketing. Not a single true direct marketing expert will tell you to do that. They will all say to make it ugly, bare bones, pages stuffed in a binder or comb or spiral bound, with a clear laminated cover, and stock back — and as cheap and fast to produce as possible. Zero designer needed, just use your word processing program, and maybe find a great looking font for the title page. Plus, call it a “manual” and never call it a “book”, because nobody expects to pay more than a \$10 or \$15 for a book. And even though I do the exact opposite of all the above with my books (not just to defile the norms, but also because I prefer the bookstore look for my books, no other real reason)...



**They Are  
100% Correct.**

Yes, this is a case of “do what I say, not what I do.”

It is absolutely the height of foolishness to do your books the way I do if you want to be able to price them high and keep refunds (if you offer refunds) low. This has been extensively tested over and over and over, in probably hundreds of niches and markets, by the greatest marketing minds who ever lived. None of them sell high-priced books that look slicked up, with mass market-looking covers like I do. Not only do they generally command small prices, but they drive refunds through the roof if you price them even a few dollars too high.

So why do I do it then?

I'll just leave you with what I wrote on the subject in the April 2020 *Email Players* issue about defiling norms:

Obscenely priced “books” – starting with my *Affiliate Launch Copynomicon* book last year, I decided I will only be selling print books, with no audio, video, or PDF components. And, since then, I have only created print books, and have been converting all my other products to print. This is in complete defiance of the entire internet marketing industry full of eBooks, digital nomads, membership sites, Facebook groups, etc. There are many practical reasons I do this (and many reasons unique to me I can get away with, do this at your own risk). But, the main reason is consumption. I have had *Email Players* plead and try to bargain with me to get my products in pdfs. When I ask them, “Let me ask you a question, eBook boy, of all the products you buy, which ones are physically on your desk, with a physical presence in your office?” When they admit only mine, I then ask them, “And all those pdfs and MP3s and videos on your hard drive... which of those stands out more than my newsletter and books?” Of course, they have no answer. What people say and what they do are always different. It's not unlike when the great publicity expert Paul Hartunian told a

story about a student of his who FAXed his press releases in. The reporter who interviewed him after interviewing him and giving him free publicity said, "we prefer you email them..." The irony writes itself. Also, my books are called "BOOKS" and not manuals or whatever, as I was repeatedly told because "people won't pay a lot for a mere 'book'". And for many years I blindly went along with this. But now, in accordance with defying the norms, I only say "book." I also have them professionally designed to look mass market – another no-no (I heard from Dan Kennedy, ironically), as people see professionally-designed covers and think, "mass market!", which everyone is conditioned to only paying \$12 for, and not the hundreds of dollars mine cost. I could do an entire issue just on this, but I think you get the point...

Again, most people can not get away with this.

I get away with it precisely because of the long track record of producing high quality products, a 20-year relationship with my list, my email marketing chops, my aggressive list curation methods, and because, for no particular reason...

**I Prefer Books  
That Way.**

So I will repeat: it is not the ideal way.

Even the late Gene Schwartz used to talk about how in a world of beauty the ugly thing stands out. And the uglier he made his direct mail and his books, the better they sold. (Irony is, after his death, his magnificent "mass market looking" *Breakthrough Advertising* book — which costs well over \$100 — breaks that very rule...) It could be I'd get more sales going ugly. I'll never know though because I don't care, since ultimately, at this point, after this much time building a relationship with my list, they are buying "me" more than the format.

And so it will be with your list, market, customers.

It all goes back to Self-Aggrandizement:



Do that right, long enough, consistently... and you should eventually be able to get away with any format you want. The late Jim Straw proved that when selling his \$997.00 PDF eBook. I prove it by selling the book formats I sell. And you will easily be able to test & prove this to yourself as you use the *elBenbo Press* publishing methodology over time.

### ***8. Don't Spurn The Deplorable Book Format.***

If there is one book format that delights and angers people, it's the pure transcript book. It's always amusing to watch reviews about this on Amazon, especially. People will whine "this is just a book of transcripts!" as if that makes the info any less valuable. I would argue interviews are often more valuable than traditionally written books. They are more raw, go into interesting little tangents, and bring out of the interview subject's mind (whether it's you being interviewed, or you interviewing someone else) lots and lots of... yes...

### **Depth.**

One of the great Matt Furey's most valuable books called *My First Million* is simply a transcript of him being interviewed about how he got into info publishing in the fitness niche. I highly recommend it, too. Very valuable info. I am not sure where to find it, but if you contact his website he may have some copies still for sale.

Back to transcript books:

My *Infotainment Jackpot* book has a lot of transcript content in it. In fact, the "crux" of the book, and that it begins with, is an interview transcript of a talk I gave to Agora Financial on the subject of Infotainment. It also has some other transcript material in it as well, that adds more value, depth, and power to the information.

It'd be stupid not to use that content.

And, even more important, not using it would have been...

**A Disservice  
To My Market.**

At the end of the day, it's all about them.

Yes, you are building your World.

And yes, you are utilizing the Law of Self-Aggrandizement.

But those ultimately exist to help you better sell to your market, so you can better service them.

By the way:

Here's another tip if you are turning transcripts into books to be sold on Amazon/Kindle or anywhere else where you have book reviewers who seem to exist for the sole purpose of giving 1-star reviews: First, write the description and don't mention it's a transcript. Then, as a bunch of complainers and snobs start whining and mewling about "This is just a transcript!", edit your book's description by clearly and **boldly** stating it is an interview transcript. Yes, literally **bold** that part and underline it. Admit it is rather sloppy, with no chapters, table of content, etc. Doing that *after* these trolls have nattered on about whatever is bothering them about the format in reviews will effectively....

**Hijack Their Idiotic  
1-Star Reviews  
About The Book  
Being A Transcript!**

It makes them all look stupid, which is always good.

But, more important than that, it brings readers in with the right expectations, which makes them more likely to consume your books. Which makes them more likely to benefit from them. Which makes them more likely to become a fan, refer others to you, and the list of benefits goes on.



## 9. Quickly Produce An R & T Album.

One of the beauties of writing books is there are multiple ways of doing it. You can sit down and write them like I primarily do, and like most writers do. You can do a pure interview & transcript type book like we just covered. But, you can also produce what I call a...

### **Record & Transcribe Book.**

What that means is this:

Making an outline of everything you want to say, then sitting down at your computer or in front of something you can record audio on — and then talking/lecturing the content into the recording. Then, take that recording and have it transcribed. Finally, go through the transcription line by line and “smooth” it out into a book. It’s not only a very efficient way to write books, but it’s especially useful if you dislike writing and/or are simply in a hurry. Personally, I dislike writing books this way. But that is because I am a writer and prefer to just... write. However, that doesn’t mean I haven’t used this when in a time pinch.

Take *Copy Troll*, for example:

In October 2018 I released an issue of *Email Players* about my unique ways of profiting from trolls. I mentioned this a few pages ago. It was a smash hit issue that was not only popular...

**But Was Making  
My Subscribers  
A Lot Of Money.**

However, it was a mere 16-page “condensed” version of what I knew.

I had a whole lot more to say, teach, and talk about on the subject — including entire swipe files of emails (mine and customers’ emails), interviews

I'd done on the subject, and other secrets I'd taught about profiting from trolls included in various *Email Players* issues over the years. I also knew my list would not only buy a full-fledged book on the subject, but that in some cases a lot of them really needed the info. Especially the ones getting attacked left and right by trolls, haters, and other idiots trying to ruin their brands, get them de-platformed/cancelled, and slander their characters.

Thus the idea for *Copy Troll*.

My woman Stefania was there when I got the idea. And, a few days later, she watched as I went down to my office on a Sunday with an outline, recorded the entire book, and was back in just a couple hours. She further witnessed me sit down for a couple hours a day a week or so later — after the transcripts came back — “smoothing” the transcript out, get a cover made, bang out a sales letter & emails for it, and launch it to my *Email Players* subscribers.

She told me it amazed her how it ultimately...

**Took Less Than 30 Days  
To Go From Idea To Launch  
To Money In The Bank!**

I did the exact same with my *Affiliate Launch Copynomicon* book earlier that year. Although that admittedly took some 6 months to create and launch, because I hired my designer to design the interior layout of the book in a very specific way that took a long time and some \$12k in fees. All those fees were, incidentally, recouped before the end of the first day of the launch.

That's what happens when you know your list & market like I am teaching you to do in this book.

You should not worry if a launch will be successful or not.

If anything, you should know if a book'll be successful...



**Before You  
Even Launch It.**

I also did this the next year with a couple of existing video products I wanted to convert into books — namely, my *Copy Slacker* and *Email Client Horde* books. One thing you can do if you want to start using the elBenbo Press publishing model faster is, if you already have audio or video based products, simply have them transcribed and smooth them into books following what I have been showing you. In fact, I know of one guy who “writes” all his books while driving in his car. He has a long commute each day. And he simply starts a recorder, talks, and records his content while he drives, then transcribes, compiles, smooths out, and sells that content as books. I won’t go into the safety risks of driving and content creation — so do that sort of thing at your own risk, and make sure you follow your relevant traffic laws. But it is a shining example of taking advantage of Unused Capacity which we will talk about later in this book.

And guess what?

If you think that’ll make writing easier for you, here’s an every easier way...

***10. The Other Suck.***

One of the most practical and useful ways to research a product and market it is to do what Gary Halbert called...

**“The Suck”**

What that means, in his own words, is this:

**“The Suck” is where you take the product or service you have to write about and examine it from every conceivable angle. As you do this, you take notes... and... you number those notes. Take notes on everything pertinent. Take notes on everything**

**interesting. Take notes on things that pop into your head (like ideas... random thoughts... or even questions).**

Again, very practical for writing ads.

But there is another kind of “Suck” you can use to write books...

### **Extremely Fast.**

In fact, in a way, you don’t even have to “write” anything.

And that is by **taking content you’ve already written, and packaging it as a standalone product.** I’ve done this numerous times. One of the more profitable examples of this would be my *Email Players List Swell* book. It is 100% made up of content I had already written on the subject of email list building in the pages of my *Email Players* newsletter over the course of its first 8 years of publication. The main part of the book is three specific issues I had written on the subject — including those issues’ bonus inserts in a couple cases — followed by every article I’d written on the subject in *Email Players* in all the years prior. I also included all the transcripts of all the bonus interviews I’d done over the years with various list building experts. Every single word I’d ever published about building a list was already written, and simply “sucked” out of all those issues...

### **And Turned Into A Near-Instant Book.**

Boom.

Done.

No additional long days and nights of sweating over the keyboard. No weeks of editing. And, in many cases, the advertising copy, emails, and bullets for the sales letter & emails to sell it...



### **Had Already Been Written, Too.**

It's the single easiest way I've ever used to create high ticket books.

I also did this with my *Breakneck Content* book. It was originally the July 2019 *Email Players* issue. All I did was take that issue, put it in a book format, enlarge the font, use a small book size, and added some additional content that were emails I'd written on the subject, as well as a transcript of a talk I gave on the subject. I "created" the book in just a few hours. It took maybe another couple hours to add the extra content. And presto — it was done, just like that.

Chances are you have a book "already" written, and maybe even several books. You just aren't selling them & making money from them...

### ***11. Dominate The Book Shelf.***

One of the benefits of selling physical books instead of digitally delivered content is, you have a physical presence in your customers' homes, offices, living rooms, bedrooms, and, yes...

### **Bathrooms.**

Even better:

If you have great content people would not dream of parting with or shilling on eBay, your books will very likely end up on a bookshelf as something they are proud to have, show off, and display for status. That is another reason I like to sell high ticket books. **The more someone pays, the more likely that book will be used as a status symbol to show people.** I am no different than you or anyone else when it comes to this. My own office has signed memorabilia from some of my business "heroes" like Matt Furey (a magazine cover he was on, personally signed directly to me) and Gary Bencivenga — who graciously signed a couple of magalogs I got way back in the 1990's he had written.

So assuming you make the bookshelf, here's a tip:

**Create Peaks  
& Valleys.**

Here is what I mean by that:

If you were to look at my suite of books you will notice they are of varying sizes. Some are 8 x 10 (*Copy Troll*, *Affiliate Launch Copynomicon*, *Infotainment Jackpot*.) Some are 8.5 x 11 (*Copy Slacker*, *The Email Players Rules: Volume 1*, *Enoch Wars: Omega Edition*, *Ben Settle's Big Book of Business*, *Crypto Marketing Secrets*.) Others are 5 x 8 (*The Email Players Skhēma Book*, the 3 *Villains* books) or 6 x 9 (*Breakneck Content*, my individual *Enoch Wars* novels, *Christian Business Secrets*). And two of them are oversized to the tune of 8.5 x 14 (*Brand Barbarian*) and this MONSTER sized book you are holding in your hands now, that clocks in at 10 x 12.5. I wanted to make this book even more obnoxiously big at 11 x 17 but the printer would have had to outsource it, and I did not want to mess with that. Point is, ask your printer what crazy sizes you can use, and then... use 'em. I pick my sizes randomly, with no "system" for why I pick a particular size other than my gut instinct guiding me on it. I would suggest getting even more odd and bizarre with your book sizes than I am. The more odd, the better.

I do this for all kinds of reasons.

But mostly, I do it for sheer...

**Dominance!**

My books stand out on a book shelf.

If they were all the same size, I do not believe that would be the case. But because they create a "peaks & valleys" effect on the shelf, they simply stand out as a dominant presence. Originally, this was inspired many years ago when I worked retail stocking shelves at an OfficeMax. We used to get chastised for stacking boxes of stock on top of the shelves where the stock was displayed



that had “peaks & valleys.” They wanted them to be even looking so they wouldn’t call attention and it’d look more clean. Probably a good idea for retail. But the opposite is perfect for getting attention, standing out, and being a presence on the bookshelf that is...

### **Hard To Ignore.**

Do you have to do this?

No.

And, frankly, when you are just getting started I suggest sizing your books for consumption — what will be most likely to get it read, enhance the reading experience, and, if you’re the type to offer refunds, keep the appearance of quality & prestige as high as possible. It took me many years to build the kind of bond and relationship with my list to “get away” with selling a 6 x 9 sized thin book like *Breakneck Content* for almost \$200.00. Same goes with my other smaller and thinner books. So keep that in mind. These things take time, they take tight marketing game, and, most important of all they take...

### **A Rock-Solid Relationship With Your Email List.**

Something you can only develop over time.

And, also, by always working on building your World. I only bring this up for the super long term strategical thinkers reading this. As you add more books, think about varying the sizes & shapes. Don’t shy away from odd sizes nobody else is using. I have found this can make it so yours are practically the only books people notice, reach for, touch, browse, and read — especially when your books are displayed next to anyone else’s.

### **12. Buck For Cover.**

While launching my *Brand Barbarian* book, I wrote an email quoting one of

the few people the great Dan Kennedy lets anywhere near his design work — Kia Arian — who designed that book's cover. It is easily my favorite of all the ones she's done for me. And, it is also one of the favorites of quite a few of my customers, too, who have let me know since. But, that didn't stop a blue light special from giving this unsolicited advice:

**“\_\_\_\_\_ would do a better job on the book cover for cheap.”**

I couldn't resist looking at the link.

After looking at some of their work, I was not at all surprised the service was cheap. And, as suspected, it nattered on about how many “awards” the designer won. But the design work it displayed was a joke compared to even Kia's throw-away brain fart ideas I've seen. And it was also proof why she has no competition, with a waiting list of people to hire her agency.

When I forwarded the dope's email to Kia, she was even more amused:

**Funny. I've been re-admiring this book cover design all over again since you started promoting it. An “award-winning” agency or designer is code for “we're more interested in winning awards than getting results.”**

I am bringing this up to make a point.

And that point is, when it comes to cover design, interior design, and any other kind of design of your books & newsletter(s)...

**Buck The  
Unsolicited Advice  
Of Idiots.**

I got the same line of nonsense from another small thinker when I changed my old *Email Players Playbook* to the *Email Players Skhēma Book*. The change was radical — turning an 8.5 x 11 spiral bound manual with an ugly



cover into a 5 x 8 perfect bound book with a slick looking cover. Thus, the guy declared I “devalued” it. He also incorrectly assumed the new format saves me money and that’s why I changed it. After that, he then proceeded to complain about the font (“too small”), the format (“too slick”), and even the title (“too hard to read”). Then, still without gathering a single fact first about my results and my sales... he started talking about *his* business and experiences — which was like comparing apples to dandelions — and how he used to talk to Dan Kennedy, who told him to turn his book into a 3-ring binder product, and his sales went up by millions.

All of which may very well have happened.

But, what he missed is this:

While the reasoning behind his product packaging was sound in his situation, with his limited marketing abilities & the particular market he was selling in, the simple fact of the matter was...

**It Did Not Apply  
To My Business  
Whatsoever.**

The short story long of it is this:

It goes back to what we covered earlier, about how many markets have a hard time paying for high ticket “books” that look mass market like you’d find in a bookstore (such as mine), since that makes them look like they’d be \$12 books at Barnes And Noble. And people who respond to those kinds of offers tend to refund them in droves when they buy them via direct response, at higher prices. All of which is absolutely true, by the way. However, I neither sell those types of offers, or sell to those types of markets, or offer any refund guarantees. Plus, I use email in ways hardly anyone else does with my *Email Players* methodology, making his comparison to my business completely pointless and, frankly...

### **Stupid.**

To further illustrate what made his unsolicited critique so amusing:

At the time of his comment, my high ticket *Affiliate Launch Copynomicon* & *Copy Troll* books — both with slick, mass market-like covers that supposedly don't "work" — were two of my most successful launches in the history of my business at the time. Clearly those customers didn't get the memo they weren't supposed to value them...

Here's the reason I am bringing this up:

Like all people who give unsolicited advice without bothering to do their homework, this guy didn't have an opinion as much as...

### **His Opinion Had Him.**

More irony:

While this guy was busy mindlessly chanting "Dan Kennedy says..." he completely missed the reason why the new version of my book has been so successful, with *Email Players* subscription sales far higher than ever since swapping the books out... and with way more overall positive testimonials and feedback than the old "Playbook" version ever got. And that is because my entire re-design was inspired by, and in strict accordance with, Dan Kennedy's "Defy the Norms" teaching.

The irony truly wrote itself.

But, here was what was even more ironic:

One thing Dan Kennedy says (Lordy, now even I'm saying it...) is:



***“All marketing  
dogma is bad”***

And never to blindly believe or follow it.

Which, of course, is what the guy did.

Yes, even as he doled out his unsolicited advice without context, or bothering to ask a single question, first, in the name of Dan Kennedy.

The point:

It's extremely important to ignore unsolicited advice in general. But, I have been finding it's even more important to ignore it when it comes to book & newsletter design. **Always consider the source, and always do what makes sense vs what some “rule” that may or may not even apply to you says.** What you want are covers that are completely in sync with your brand, your strategy, and your World — and that are consistent, so that all your covers are different, but still essentially...

**YOU.**

There's that “You” theme again...

And it is far more important than following any rules that only apply to selling in bookstores or selling to markets that have nothing in common with your market, such as the example above. If you want some guidance on how to do this for your particular business, I refer you to my *Brand Barbarian* book which has a chapter just on this. Like my other books, as an *elBenbo Press* customer, you can have ***Brand Barbarian*** for a discount at **[www.EmailPlayers.com/brand](http://www.EmailPlayers.com/brand)** by using code **PRESS** at the checkout.

### ***13. Compromise & Die.***

If you decide to go the elBenbo Press route full bore, I can guarantee you

will get people asking, insisting, possibly even begging you to send your print book content to them in some kind of digital format.

*"Do you have it in PDF?"*

*"Can you send me an audio book instead?"*

*"Why isn't this in all the formats for those of us who prefer video?"*

And the nagging will go on.

In one case, because I did not offer *Copy Troll* in PDF format, one particularly low class jackass customer...

### **Accused Me Of Discrimination!**

You might as well prepare for it.

And this will especially be the case if you have previously sold your products as digital, and abruptly switch to print. Just know this will very likely happen. And while it is your business and you can do what you want... **I highly advise against compromising on your business strategy.** I am not saying never to offer content as other medias. I do on Amazon, for example, where I have eBooks. And I even have some digital product upsells to my books and newsletter, plus some digital content in my mobile app for sale. But what I do NOT do is make exceptions for people. They can either respect the buying process I've set up or they can...

### **Buy From Someone Else.**

But giving in to the mob is never a good idea.

I can virtually guarantee you will find any extra time and energy appeasing



them wasted — as those wanting you to change just for them are almost always — with RARE exceptions — the low class customers on your list. Once in a while, I used to cave on *Email Players*, sending it as a PDF to people I knew or who were in some bizarre corner of the world with terrible mail service. And every single time they soon quit. It happened enough to know it was 100% due to the format change. Plus, I like making my content a harder target for pirates. They will still try to pirate your books if you have any kind of success or brand to speak of, which is why I suggest getting your books officially copyrighted so you can go after web hosts and platforms with some teeth. But making them physical simply makes it less attractive to bother with.

Again, it's your business, so do whatever you got to do.

But I highly advise NOT compromising once you've established the rules of doing business with you. To paraphrase the comedian Dante Nero, if you let your customers steer your ship...

**They're Gonna  
Run It Up  
On The Rocks!**

Ignore that warning at your peril.

#### **14. Punch The Pirates.**

Speaking of pirates:

One of the more amusingly bad pieces of advice you may or may not hear from the typical info marketer is to not worry about pirates. "Just send them a cease & desist and move on..."

Dumb.

For one thing, you don't intimidate criminals with a toothless piece of paper. And for another thing, it's because of this lax attitude that piracy is so

rampant. They have zero fear of any repercussions being protected by layers of procedure to even get Google to do anything about them. All of which is why I recommend doing two things as soon as funds permit. I say “as soon as funds permit” because I do not think this is necessarily super urgent if you are just getting started. Don’t stress out or lose sleep over it or get into debt because of it. But when you have enough books selling, with a big enough audience, and enough overall influence & a big enough brand where the pirates are consistently going after you, do this:

**1. Hire a service to get any sites where your books are being pirated delisted from the search engines, social media, eBay, etc on your behalf.** You can see who I use at the end of this book, along with all the other services I outsource to.

**2. Hire an experienced attorney to help you get your products officially copyrighted.** Again, I have leads on attorneys you might check into hiring for this at the end of this book

Will this 100% get rid of the problem?

No.

But, in the case of the former, it will frustrate and slow the pirates down since nobody is finding them online to buy their “booty” in the first place. In the latter’s case, when you have your books officially trademarked you can, from what I understand (this ain’t legal advice)...

**Start Going After  
Pirates For  
Financial Damages.**

That is, if you find it worth your time.

If you’ve never been in a lawsuit, realize discovery is a huge pain in the ass — for both sides — that nobody particularly enjoys. And if it’s going after



someone in another country altogether that's another issue. But it will be an option. And if you should choose to exercise that option... you could potentially make money from the sociopathic pirates.

### ***15. Don't Pshaw The Law.***

Since I just mentioned getting your books copyrighted, here is some related advice: Make sure your books have the proper legal disclaimers inside. Now, when I say this, a lot of people think they can just “lift” someone (mine or anyone else's) legal disclaimers thinking it is all just “boilerplate.” But before you try to cheap out and do that, behold this cautionary email I wrote about this:

**Last week, I got an email from an excited, well-meaning, and eager-beaver customer of my 10-Minute Workday program who is about to launch a paid newsletter, asking:**

**“What I'm wondering, is if you're cool with me duplicating the ‘Publisher's Notice’ block you have stamped in ‘Email Players,’ for use in my newsletter? Either way, thanks!”**

**This reminded me of a similar question from waaay back in 2013.**

**Some blue light special who supposedly teaches people how to make seven figures in the fitness industry ripped one of my emails off word-for-word — changing just the signature and the URL — and I hired an intellectual property attorney to deal with it.**

**Turned out her letter was pretty good at deterring the thieves.**

**So, I put it up on my site and linked to it in every email as my signature as a way to rattle the goo-roo fanboys. And did it ever rattle them — to such an amusing degree I left it there for almost 6 years, even though I knew it was distracting readers from**

clicking the link I wanted them to actually buy something from... which is why I ultimately stopped linking to it.

But, it was so good, a guy once asked:

“Can I copy that letter from your attorney for my own site?”

The irony was astounding:

The bloke wanted to copy a scathing letter, that was written and copyrighted by an IP attorney whose job it is to go after copyright infringers... that was telling someone not to copy someone else's work, and the consequences of doing so.

Anyway, here's my advice to people wanting to copy my legal forms:

They are all written and copyrighted by my internet marketing attorney Mike Young.

Whether it's my disclaimer pages, my publisher's notices, or anything else — he owns the rights to them, I merely pay to license them, and I highly suggest you not be cheap and stupid like everyone else about these things, as copying “legalese” — yes, even the verbiage you think is canned “boiler plate” — can get you in a lot of trouble.

If you think I'm just saying this to scare you away, consider this:

When I told Mike Young about how people were always trying to “lift” the legal forms and disclaimers, etc he owns, thinking it's just “boiler plate!” and it must work because “that's what Ben uses LOL!”, he told me something that'll help sober up even the laziest marketers drunk on swiping & copying:



===

About 10 years ago, an Internet marketer ripped off an attorney's website legal documents and created a forms generator software application.

Not sure what the developer ended up paying to settle but he did make a very public apology for the theft and gave the attorney the customer list (including many IM "gurus"). The attorney apparently went to each of the customers and demanded between \$3,000 and \$5,000 to license the docs. The alternative was a copyright infringement suit in which he could seek \$150,000 in statutory damages plus attorney's fees.

===

Something else to think about:

Frankly, it would not surprise me one bit if these internet attorneys all had a Google search going, and were subscribed to lists of marketers with print newsletters, membership sites, eBooks, etc... making a long list of dozens — if not hundreds — of infringers ripping off their work, big and small, and will one day take them down one-by-one when it's expedient to.

Yes, this incessant pirating and word-for-word swiping can be expensive.

Not just in lost sales because it makes you sound like a hack and amateur

But, also, if you get caught, too.

Anyway, those are my non-legal opinions on the matter.

**Do with this info what you will.**

Sobering words.

And well worth remembering as you create your own book & newsletter business using the elBenbo Press publishing model. Being cheap never pays. In many cases, it can cost you far more than what you think you are about to save.

### **16. Title To Confuse.**

More on people wanting to “lift” content...

The worst of this lot are the *title* swipers. These idiots look at titles and, because they cannot think for themselves, just “lift” title ideas that are popular. In fact, one reason I changed the title of my old *Email Players Playbook* (thousands of titles have “Playbook” in them nowadays) to the *The Email Players Skhēma Book* was to deliberately...

**Make These Losers  
Look Like The Hacks  
They are.**

Same with many of my other book titles.

I sometimes deliberately choose words that are hard to spell, are unclear in their meaning, and that if someone else foolishly tries to copy it, everyone will know at a glance they are a loser hack & bum. I got this idea, incidentally, from the late Stan Lee. He got tired of all the other comicbook publishers lifting his ideas, including how he’d sign off on his Soap Box columns. He’d say things like “Face Front!” and other clever little one-liners to sign off. And, just like clockwork, DC Comics and other comicbook publishers started copying him (they were always copying Stan — which is why they were always second fiddle at best, there’s a lesson in that...) Then one day he got fed up and created a word nobody could spell much less knew what it meant. And if anyone did use it, they’d be immediately exposed — with no possible excuse or plausible



deniability — as a hack, fraud, and loser.

The word?

***“Excelsior!”***

It’s a powerful tip.

And it can serve you well as the hordes of low IQ competitors start wanting to copy your book titles and other peculiarities.

### ***17. Join The 10-Mile High Club.***

More content creation advice:

I’ve created or co-created entire books, products, and premiums/bonuses, while taking long, 10-mile walks. I am a huge fan of 10-mile walks. They have absolutely changed my life — physically, mentally, and emotionally — in a multitude of ways. It takes anywhere from 3 to 3.5+ hours each time. And yes, I realize most people will never do this, even if they have the ability and/or time & willingness to. But whether it’s 10-miles or just a 10-minute walk, that is some extremely valuable time that is just...

### **Begging You To Make Money With.**

The amount of extra sales and high levels of output made possible by walking several days per week and using it to create content cannot be overstated.

And it’s as simple as this:

- 1. Go for walk** — 10-miles or however long you can go, even 1-mile
- 2. Use your phone to record content** — via its camera, or find an app

that lets you record just audio (recommended so you can put your phone in your pocket with the screen off, and see where you are walking)

**3. Have content transcribed** — and then “smooth out” into book content as we discussed earlier in this book

The entire bit about my 3 ways for content creation you read in this book...

**Was Created  
When On  
A 10-Mile Walk.**

So this ain't theory.

Just record, upload, transcribe, smooth out. You can also use an app like Marco Polo (NOTE: at the time I am editing this book, we are creating a competing app at Learnistic.com more specially geared towards businesses and content creators, stay tuned...) to co-write books. We created a whole series of lessons talking back and forth on Marco Polo, and had them edited together and transcribed. It is probably the easiest way to bang out lots of books I've ever used.

Point being:

There are many upsides to this “10-Mile High Club.” Especially for your health, well-being, and ability to pump out lots of content. And there is not a single drawback I can think of.

## **18. Origin Stories.**

Here's another profitable tip I wish I'd done sooner:

Whenever you even so much as get a spark of an idea for a book, immediately write down the *origin* of where that idea came from. Whether it was the result of 20-years of struggle with a problem, or a mere brain fart that



came to you out of the blue, or something God Himself gave you...

### **Write It Down!**

Here is why:

Origin stories can not only make for great emails, sales copy, and marketing... not only make it easier to sell your books... and not only make your books inherently more interesting and valuable... but it can start giving your books a fat layer of prestige and potentially an almost “legendary” like status.

If you want proof of this, simply look at high-priced items on eBay.

Or look at what makes a stock sell.

Or do an intense study of Disney.

Fun fact:

Disneyland customer service & restaurant manager of over 10-years Vance Morris — who I mentioned earlier a couple times already — was telling me how every object, place, and prop at Disney...

### **Has An Origin Story.**

And I do mean everything.

From the smallest decoration, to the newest cuisine, to the cast members (i.e., employees) in some cases. An origin story gives even the otherwise boring and/or insignificant idea, product, or book you sell a spark of individuality and makes it infinitely more interesting and worthy of charging more money for. That is why there isn't a single book I sell I don't have an origin story for, even if I don't always outright use it in the marketing of that book. And even if you don't use a book's origin story right away, that doesn't matter. Just having one

gives it a lot more depth than not having one. It will also spark ideas, stories, and discussions.

And, best of all, it will make selling that title...

**A Lot Easier &  
More Profitable  
Than If You Don't Have One.**

Another fun fact to think about with this:

Before his movie *Once Upon A Time In Hollywood* was released, Quentin Tarantino said something very intriguing in an interview he did with Deadline.

The context:

The plot of the movie is about a Hollywood actor and his stuntman in the late 60's. And to make the movie as authentic as possible, Quentin wrote 5 episode scripts of the fictional TV show the actors star in, in the movie (the audience will never see), **as well as wrote out the main character's entire fictional back story and filmography, film by film**, as well as every single director he worked with, and all the little stories, quirks, and anecdotes on the sets he worked on, how he got his roles, who the casting directors were, which movies worked, which bombed, etc etc etc.

Why did he do all this extra work?

And, why did he do it even though the audiences won't see it?

Because, as he put it in the interview:

**"[The audience] need to know that I take this mythology this history seriously, and that there are answers to these questions. I don't have to vomit it out but if you ask I could tell you. The writer needs to know that mythology backwards and forwards.**



**You need to be able to throw it off with the expertise of an expert.”**

You don't have to be *that* hardcore.

But it does illustrate the power of at least writing down the origin story of everything you sell. And I ain't just talking about your books. I am also talking about your origin story. Origin stories make big money. This is true in virtually every industry — from Hollywood movies, to sports celebrities, to, yes, your info products.

### ***19. Banging Out The Bonuses.***

As I wrote the first draft of this book, I was having one of my popular:

**“Bargain Bin”  
of Bonuses Sales.**

To my knowledge I was the first one to do this in my niche.

And what it means is, once per year or so, I gather together all the bonuses/premiums I have offered as bribes to get people to buy one of my own books, or an affiliate offer I have sold, and put them into a big bundle for sale at a ridiculously low price. This allows people on my list to get their hands on bonuses they'd normally have had to collectively spend thousands of dollars to get...

**For Less Than  
The Cost Of Having  
A Pizza Delivered.**

These sales are extremely profitable, too.

And, they are just one of many reasons — beyond the obvious — for pounding out lots and lots and lots of bonuses/premiums all the time,

whenever you can, well in advance of when you will use them. Old school direct marketers have used the power of premiums for over 100 years. In fact, entire multi-million dollar businesses can be traced back to promos that...

### **Had The Right Kind Of Bonuses.**

The product almost didn't even matter.

Which brings me to the rub:

### **SPURN ye not the power of bonuses.**

Create them as often as possible, even before you need them. They will help you sell your books during launches, as well as affiliate offers, or to get people to respond to other things you want them to. I've used bonuses to get people to donate to causes they normally wouldn't have as well as to get them to buy my fiction (99% of people on my list would have zero interest in them otherwise), and the list goes on. The key is to make them short, target a specific burning & emotional desire/problem, and, most important of all...

### **“Bullet Friendly”**

Yes, it's all about the bullets with bonuses.

If you can make your bonuses bullet-friendly, they will do a lot of the selling for whatever your main offer is. This is yet another reason why copywriters have a huge advantage over everyone else when it comes to writing & selling books via the elBenbo Press publishing model. It's also why I spend so much time on how to develop this skill in my **Copy Slacker** book. (Which, if you have been skimming this book and missed it earlier, you can have at a big discount as an elBenbo Press customer — simply go to **[www.EmailPlayers.com/slacker](http://www.EmailPlayers.com/slacker)** and use code **PRESS** at the checkout).

Here's another way to create “instant” bonuses:



If you already have a book written, and want to create a bonus — and this can work even better as an opt in bribe — simply “break” off a chapter from a book and use that as a bonus. And then edit the end of it to plug whatever book you took the bonus from, along with a discount. If you tag a deadline on to that discount, it can work even better. Later on, when you’ve created a bunch of bonuses, it gets even better. That’s when you can do things like Bargain Bin sales, etc.

Point is this:

Bonuses can carry the sale all on their own. Including for super high-ticket offers. And they have lots of different uses for making sales or getting higher response. Think about them often. Pull them out of content you’ve already created if it makes sense. And if you struggle with what to create bonuses about, always look at your market.

Frankly, no matter what marketing-related problem you have...

**The Answer Is  
Always In  
The Market.**

Do intense studies on your market.

What they hate, love, need, want, fear, desire, and crave, and pay particular attention to stories they tell. Each one of those is potentially a bonus as well as an email, piece of sales copy, or some other marketing tool. If you don’t know how to research a market to that degree, I refer you again to the *Copy Slacker* discount above. That book goes into great detail on the subject of market research.

## ***20. Printer & Fulfillment Logistics.***

Finally, I’m going to end this section with the raw logistics of how I print, fulfill, mail, and run my book publishing operation. It’s extremely simple, but

there are many “moving parts” to be aware of.

Here is the elBenbo Press method of book publishing:

- 1. Get idea & decide to write the book** — You can't be wishy-washy about this. If you are going to do it, DO it. Run with the idea, and see it through. Corny as it sounds, this old school success quote is 100% true: ***“Character is following through on a decision long after the excitement of the moment has passed.”*** Have more character, and you'll have more success.
- 2. Hire a designer to do the cover** — Do this as early as possible, even while the book is being written. Fact is, it can take time to do covers. And if you are in a hurry, there's a very good chance you'll have the book done sooner rather than later, and may end up putting off launch dates/plans waiting for the cover, depending on its complexity and your designer's work load.
- 3. Get a proof from the printer** — This is standard and always necessary. I've found huge problems with books that looked good on the computer screen as a PDF, but like hammered crap in print. This was especially true with my *Affiliate Launch Copynomicon* book, which I paid to have the interior of the book professionally designed. One little ill-adjusted setting can throw a book totally out of wack. This is not likely to happen if you use a basic word processing program (like I do). But always, Always, ALWAYS get a proof, and methodically & carefully go through it page-by-page before launching.
- 4. Create sales letter** — I put this as step 4, but do this as soon as you get your book written. For most people this is the hardest part, and can take even longer than writing the book! So do this as early as you can. And since I mentioned bullets earlier, here's another tip: as you write the bullets, you may want to make claims that are not in the book. Well guess what? Since you are selling a print book it is the easiest thing in the world to write the coolest bullets and claims you (legally & ethically) can... **and**



**then make the book fulfill on those claims/bullets.** When writing the sales letters, I like to attach a page number to each bullet, just like the old school direct mail book sellers have always done. And by editing the books to say a specific thing I want to say in a bullet, it not only makes your ad more intriguing and specific, but it also makes it very easy for the customer to find (i.e., consume) the solution you are teasing by pulling the bullets right from the book content word-for-word. Obviously, you have to say only true claims & statements. But this is a little “twist” you can put on your books that can not only make them a lot more valuable & fun to read, but can make your sales copy a lot more responsive, too. NOTE: In some cases, you can and should create the sales letter before you write your book. Lots of old school direct marketers did this. And that means sitting down with your market research and pretending you have unlimited “genie-like” powers to grant your market anything you want in your book. Then going hog wild crazy writing an ad selling this mythical book, with every benefit, claim, idea, and promise you know they will salivate over. Then, when you are done, create the book around that ad, and legitimately & ethically fulfill on as many of those claims as you can in the book. Then, go back to the ad, and edit out all the claims and promises and features from the ad you couldn’t fulfill on in the book. What is left over is often a near-perfect info product and ad selling it. That is the ideal way to write your books. But, I will also admit, I have only done that a couple times (such as a book on how to work at home) so do with this info what you will. I admittedly don’t exactly practice what I preach with this.

**5. Create launch emails** — I write and structure launch emails in strict accordance to my *Affiliate Launch Copynomicon* methodology. That means 2-3 emails per day, during a 4-5 day sequence, with as many as 7+ emails on the last day. So like with point #4 above, do this as early in the process as possible.

**6. Print up inventory** — How many copies you print up for a launch depends on a whole host of factors, like your list size, estimated demand, how good your marketing/emails are, how rabidly your list buys (i.e., if you do World-Building properly, you may find you underestimate demand, as I

do literally every single launch, even to this day...) and the list goes on. You will have to guesstimate this. But after launch, what I like to do, for my list size and my goals, is have a good 12-20 copies of any book in inventory, with a “trigger” set up with the printer to print up another 12-20 copies when inventory gets down to 3 books. If I am going to do a sale on a title, I print up what I think I will need well in advance. Especially with the oddly-shaped cover books that take longer than usual to print up. Incidentally, one reason I always clearly & blatantly say on the order form to give delivery 1-3 weeks is because of the vagaries of inventory control, mail delivery, and printer run times which I have zero control over. I find this not only respects my customers’ time, but often pleasantly surprises them when the book shows up way earlier than expected. I don’t do this as a “tactic.” It’s just a nice effect that bonds my customers to me & my business in ways no amount of “copywriting” ever can alone.

**7. Pre-load the emails** — I also do this as early as possible, too. In fact, I do my sales letters and emails so early, I sometimes forget I am even launching a book until I see the sales rolling in! That may sound crazy if you are new to all this. But I’ve done so many of them over the years, this whole process has become quite routine.

**8. Let ‘em fly** — Finally, enjoy the launch process. While I can’t say I’ve ever had a “failed” launch, and I doubt you will either if you do everything I command in this book, even if I did, it’d still be a huge learning experience. Everything — from each email you write, to every launch you conduct — is a learning experience, whether it is “successful” or not. But assuming yours goes good, enjoy it. Watching sales come in from your book launches really is one of the most exquisite pleasures of this business, second only to a happy customer base letting you know how much your books are improving their lives. And this is especially true if/when your sales exceed your expectations.

**9. Monitor during launch** — Do all your own customer service for launches especially. That means you — not an assistant — personally answering emails, questions, and responding to customers. This will be



one of the best pieces of market research you will ever do: fielding live questions, directly from your market/list, in real time, about your products.

Some more logistical odds & ends:

- **Shipping:** practically every newsletter publisher I observe and even personally know cheaps out on the shipping. In some cases, they don't have a choice since they have such razor thin profit margins. But for that I refer you back to the pricing section of this book to make that a non-issue. By "cheaps out" I am referring to them using the cheapest shipping possible, which means — in America, at least, I can't speak for other countries — the USPS. The ONLY time I use USPS is if someone gives me a P.O. Box and I have no choice. Otherwise, I use FedEx. At the time of this writing, they have one rate shipping & guaranteed 2 business day transit with money back if not delivered for any reason aside from weather. As I mentioned earlier, it is only a few dollars more expensive than USPS priority mail with tracking. I like my newsletters to get to people FAST — and with as little problems as possible. It's part of the experience. If you want to follow the elBenbo Press publishing model, go thou and do likewise. Just realize FedEx is not without its problems, and having to reship lost books, issues, dealing with an impatient customer, etc, is simply the cost of doing business. **NOTE:** All this said, I do not recommend reshipping for free anything to a customer whose book or newsletter was stolen off their porch or did not get to them through some fault of their own, which happens a lot with so-called "digital nomads", I have noticed. It costs money to use the premium shipping methods, so my attitude is to make them pay to reship in the above cases. If they put up a fight, refund them/cancel their subscription, and blacklist them immediately. They have officially marked themselves as problem customers with zero respect for your business, your time, or, quite frankly, you. Their choice to live in an area with porch pirates, marry a spouse who throws their book or newsletter out, or constantly being on the move is on them, not you.
- **Get tracking:** another reason I like FedEx is, at least with the printer I use, they will send all my customers a tracking number. It's not a perfect system, however. People tend to give throwaway email addresses they don't check,

for example. Or they use crap email providers who send the notices to spam, and even in 2020 (as I write this) there are people who still don't check their spam folders — including people in internet marketing! But it is what it is. And for the most part it works well enough. Worst case, if your printer sends you the daily tracking numbers (and if they don't find a better printer), you can manually look up the tracking number if a customer's package is running late or hasn't arrived to see what is going on. Incidentally, make sure you ask the printer you do use how they handle these things. You don't want to spend all day on the phone with FedEx yourself. Make sure they will follow up on lost packages, etc for you, or find a better printer. The best printers will have relationships — even their own rep — with all the main shipping companies, including FedEx, UPS, and the USPS, and get better rates than you could otherwise. One final thing: if someone says they never got your package — book or newsletter — immediately look up the tracking. If it shows it was delivered, ask if someone at the home or office could have put it out of sight. I would say at least 20% of so-called “undelivered” packages are because of a spouse, employee, assistant, front desk, or someone else received it and put it somewhere out of sight without the customer knowing. If you still get a no, and it is not their fault, then rush ship a replacement but with a signature requested. And make sure you let FedEx (if you use them) know and to honor their guarantee. They will supposedly do an investigation to find out what happened. And, sadly, they will usually side with their drivers no matter how corrupt or low class that driver is. But if you keep on them, you might get on the radar of someone there and have it happen less often. Again, just the price of doing business if you want to sell physical books & newsletters. And another reason to adjust your prices accordingly.

- **Pick the right fulfillment house:** there are multiple printer & fulfillment houses to choose from. I've used at least three different ones over the years. All but one have been flakey, run by flakes, and who cater to flakes. I had to constantly babysit them instead of spending time on running my business. For the one I use myself, see the resource list at the end of this book. But even then — and this is something I am working on myself — it's good to have a backup. As the great Dan Kennedy says, “1 is the most dangerous number in business.” Including relying on just one vendor or service



provider. It's one reason one of my businesses will very likely be acquiring a printing company eventually. Ideally, you have a back up printer you know, like, and trust, and who you could send a newsletter drop to if needed.

- **Amazon books:** I also highly recommend you publish lots of books on Amazon — both print & kindle. I only sell my inexpensive titles on there, mostly so I don't have to futz around with the customer service, shipping, etc for low ticket books. But I also do it because they make great lead gen. I cannot count how many customers first found me via doing an Amazon search, bought one of my books, then found my site (which I list the URL to in all those books, of course), and ended up being a long term newsletter subscriber and/or multiple high-ticket book buyer. You almost certainly won't make a fortune on there directly. But it's extra scratch, and a great way to get paid for lead gen, assuming you fill your books with links and incentives to click those links to get on your list. As for the specifics of it, I am not sure. For the past decade a friend of mine has been my go-to guy for listing my titles and managing it all. I don't even have an account, he does it all. He is also not for hire, and does it as a friend only. So I don't have much to tell you on this part. I suggest hitting up your network to find someone if you don't wish to manage and list your own Amazon titles. Only reason I found my guy is because we were friends already. Another perk of using Amazon is you can sell your titles in multiple formats, including audio books. And you can also look into having your own tee shirts and other swag sold on there for that extra omnipresence I wrote about earlier in this book.

**Section C:**

# **Sending Your Publishing Empire To Press.**

“Putting out a newspaper without promotion is like winking at a girl in the dark  
— well-intentioned, but ineffective.”

— William Randolph Hearst  
Billionaire newspaper publisher

All right then, let's get down to the fun stuff. Up until now, a lot of this book has been filled with inner-game, logistics, and all-around prep work. Now it's time for the sexy and exciting stuff whereupon you finally...

## **Get Paid!**

And to get paid means promotion.

We shall start with the first step of promotion, which is...



# elBenbo Press

## Lead Gen Strategy

The first thing to know about lead gen when it comes to using the elBenbo Press publishing model is I am not “against” paid ads. And, in fact, I highly recommend them. Especially if you are in a consumer niche, sell something with universal appeal, or if you can reach great leads that way. I have used them in the past, will almost certainly use them again in the future, and consider them a great way to generate sales.

But at the end of the day, I am primarily...

### **A Referral Lead Kinda Guy.**

Thus, I prefer and focus on that.

It's the oldest form of lead gen and is completely in your control (i.e., you can't get “de-platformed” from referral lead gen, are not reliant on any advertising platform, don't need a lot of money, etc). It's also the most reliable lead gen I know of, produces the highest quality leads I've ever seen, and works regardless of what kind of product or service you sell, or what kind of media you use — whether you sell online or offline. Old school millionaire salesmen were doing it hundreds of years ago. And many savvy multi-million dollar info publishers do it up to this day.

A couple examples:

The man the *Guinness Book Of World Records* said for many years (until somewhat recently) was the “World's Greatest Salesman” — Joe Girard —

consistently outsold every car sales man by a country mile year in, and year out.

One of his big secrets?

*Referrals.*

**He sold in such a way where his customers couldn't help but tell all their friends, family, co-workers, even complete strangers about him.**  
That meant people came to him already trusting him, already knowing he could help them, and already eager to hand him the sale.

All of which is why...

**Referrals Are  
The Best  
Kind Of Leads  
You Can Get.**

After all, they readily buy.

They readily use/consume/implement what you sell them.

And, assuming you give them a good experience and your product/service works, are far more likely to readily spread the “gospel” about you to everyone they know — including their friends, family, co-workers, email lists, social media audiences, colleagues, and the list goes on.

***“But Ben, he’s a sales guy, what about marketers?”***

My answer:

See Dan Kennedy.

In his magnificent *7-Figure Academy* course — I have now recommended



multiple times in this book, and for good reason — he did a headcount to illustrate this point. By his own admission, he is a lead gen guy. He teaches lead gen via paid ads, and using lots of paid media to generate leads amongst other ways. And yet, he admitted even though the people in the room paid him a lot of money to be there that day, with maybe one or two exceptions...

**Not A Single  
One Of Them  
Found Him Through  
Cold Advertising.**

In other words:

Practically nobody in the room — including many of his best, most loyal, and most profitable long term customers — found him through Google, Facebook, YouTube, magazines, newspapers, TV, radio, or any of the usual paid advertising suspects. Instead, they'd been referred by someone, somewhere, by somebody else.

That was quite telling, to say the least.

Which brings me to something he said I will never forget:

**“The Best Leads  
Swim Upstream.”**

Specifically, via referrals.

That referral can be a person, a business, or a book or info product they bought, a podcast they listened to, or even a casual name drop to an email list or in a mention in a book like this. These tend to find you indirectly through someone or somewhere else, and then keep making their way towards you. Again, while it's perfectly okay to run paid advertising in whatever way you are now or whatever way you see fit, the highest-quality leads will almost all inevitably come from referral traffic, referral leads, and referral sources. One of

the reasons I was delighted to hear Dan Kennedy talk about this is precisely because these kinds of leads have always been the foundation of my elBenbo Press publishing model, since I've always sold offers that don't really lend themselves well to paid advertising. Especially for the kind of leads & customers I like to have & curate.

So where do you find these kinds of leads?

The answer is...

**Everywhere!**

They are all around you.

Every day.

And anywhere you go — online or offline.

But they especially tend to come from your own network, customer list, email list, social media following, podcast audience, and similar sources. The purpose of this book is not to get into the nitty-gritty specifics of how to generate the following kinds of referral leads — that is what my *List Swell* book is for. But I will give you an overview you can run with, if you but apply the info. They are all more or less common sense, anyway. And some of these referral lead gen methods I like to use — or have used successfully in the past — include:

- ***Appearing on podcasts, virtual summits, radio shows, and public speaking.*** Which is self-explanatory for the most part. The more you get “you” out there circulating around other peoples’ audiences, on other peoples’ medias, the more of their people and audiences will know about you, find you, and get on your list. That is, if you give a good performance (use infotainment to the max), demonstrate your value, and offer what they want.
- ***List swinging.*** This is a term I invented for a lead gen method that is



probably thousands of years old. Call it tit-for-tat if you want. But you can get a lot of leads on your email list especially by finding a colleague who has a list of people who'd be in to what you offer. Then you make that colleague a deal where if they mail their list about opting in to your list, you will do the same for them. I've gotten some of the very best leads I've ever dealt with that way. If you do client work, you can "barter" your services in exchange for that client emailing their list about opting in to your list as well. It's so obvious, too. And something people have been doing online since the early 90's to fill their email lists with hot referral leads at zero expense. All of which is why it's so astonishing few businesses do it.

- ***Affiliate marketing.*** You can get great buyer leads simply by offering affiliates a chance to sell your products, and capturing those buyers onto a list when they buy. Admittedly, this is getting costly & complicated due to state nexus laws in the U.S. But if you have the right legal & accounting advisors and infrastructure in place, it can be an endless lead source.
- ***Being a forum moderator.*** I don't do this anymore, but have in the past. And it lets you have instant "gravitas" amongst someone else's audience. This can be an old school online forum, a social media group, or any other kind of forum platform. Do a good job, and all the credibility and prestige of the forum/group owner "rubs off" on you. You can get leads from other peoples' platforms for free like this, without them even promoting you!
- ***Social media.*** I am not a big social media guy. But I mentioned earlier how I had an extremely rabid Facebook group I had to end because it got almost too much engagement, and I wanted some peace and stopped enjoying it. A good problem to have, no doubt, for most people (not for me). That group produced lots of leads for me, a lot of customers for me, and, yes, a lot of sales for me — both directly and indirectly. The power in this, as we covered earlier in this book is, like all medias, to use social media platforms to get people onto your email list.
- ***Giving away resale rights.*** This is where you sell or give people the rights to give away or sell your print books or other content. Those books then are

given or sold (depending on what rules you set up) to customers of other businesses, who then find you through those books, and get into your World. That is, assuming you fill those books with links and ways to find you. Again, the best leads swim upstream. And you can do this with print or digital products, depending on your goals and business model. But for me, my strategy is to sell the rights to print and sell my books to other businesses for a specific time period, after which they have the option to renew. This was, incidentally, the end-game for me when I first decided to convert my business into a “print only” operation. There are only so many sales I can make to my own list & audience. But by licensing out my content, I not only get paid a licensing fee for the privilege of selling my books, but some of their best customers will then swim “upstream” to get more of me after reading those books. This is the difference between thinking like a mere “writer” which has an income ceiling, and a publisher which has, potentially, no income ceiling. I will discuss this particular strategy later in this book in more detail.

- **Content marketing.** People turn their noses up at old school article writing for online and offline publications to their detriment. Depending on your niche or market, you can generate a lot of high quality leads via content marketing on article sites, video sites, podcast sites, etc. The important thing is to have a clear and strong reason for people to check you out at the end of your content. That lets you get leads from those other medias into *your* medias.
- **Joint ventures.** This is probably the oldest way to do lead gen. This can take many forms that goes beyond mere list swinging. And it’s unlikely anyone reading this book doesn’t already know about it. So ‘nuff said.
- **Mastermind/master classes.** I hardly ever attend any events as a paid attendee. Almost always it’s been as a speaker, so I can get leads. i.e., going to another business’s platform (mastermind/masterclass) to get that business’s best leads onto my platform (email list). But if you are great at networking then have at it and pay. But the real power is in the “podium effect” — where people see or hear you speak, and you automatically get to borrow the



Kindle, Apple's book store, in-app purchases on mobile phones, affiliate marketing, and anywhere else you can sell your content. If you give those customers a great experience from buying your low ticket offers on other platforms, they are very likely to want to get on your list, settle into your World, and become long term buyers — including of your higher ticket books.

Bottom line?

The elBenbo Press publishing model thrives on referral lead gen. You can still use paid ads — and you may even be required to, depending on your specific business/market/product category — so this is not a case against paid ads. But the elBenbo Press publishing model primarily feeds off of the results of creating lots of...

### **“Backdoor” Portals Into Your World.**

That's what the above list of lead gen tactics creates for you.

You want to create as many portals — Wardrobe doors, if you will — into your World as you can think of. And the beauty of it is, everything you are reading in this section is a potential portal — or several portals — you can create and exploit.

On a blatantly commercial note:

If you want detailed instruction on my favorite referral lead gen strategies, I have a book called **List Swell** that goes into depth on many (not all) of the topics above. You can read more about it at [www.EmailPlayers.com/list](http://www.EmailPlayers.com/list). Use code **PRESS** at the checkout for a special elBenbo Press discount.

prestige & credibility of the event organizer, and people are automatically more likely to take you seriously, want to get on your list, and buy what you offer.

- ***Mastery of a skill.*** This is not a direct way to do lead gen, but lead gen can be a reliable effect of doing it. People are looking for masters at their craft regardless of what it is you do. They seek such people out, marching up the mountain to learn at the feet of the guru. And it comes down to Walt Disney's saying about doing what you do so well, others can't resist telling everyone they know about you. All of which can potentially bring you some extremely valuable leads.
- ***Creating conflict.*** This is another indirect way to generate leads. But conflict creates engagement. And I have lost count of how many sales, for example, I got after creating lots of drama and conflict in my old Facebook group (even to this day, years later, I get leads from that fiasco), via my daily emails, and from simply having a point of view that contradicts a lot of the so-called gurus in my industry. Giving options for thinking differently about topics and ideas everyone assumes are true, when they aren't, not only makes for great marketing... but it also makes for great lead gen. Just realize, if you don't have a thick skin, or are given to wanting to argue and always feel the need to cast your pearls before swine, this can be hair-raising. In case you missed it before, you can learn more about profiting from this sort of thing in my ***Copy Troll*** book at [www.EmailPlayers.com/troll](http://www.EmailPlayers.com/troll). Use code **PRESS** at the checkout for a special elBenbo Press discount.
- ***Licensing your content.*** For example, my *10-Minute Workday* that is exclusively sold via Awai.com. When someone buys, I not only get paid, but those customers get "indoctrinated" with me, and many of them get on my email list, buy my other books, newsletter, etc. All without me having to deliver any content, do any customer service, deal with payment processing or any of that. Other than helping them sell it when they promote it, via writing a few articles or shooting some videos, I just cash checks.
- ***Sell content on as many other platforms as you can.*** Including Amazon/



# elBenbo Press Promotional Calendar & Marketing Plan

Now that we got leads coming in, it's time to promote your offers to those leads. And to promote to them, it's good to have an overall marketing plan and strategy. The first thing to know about this is, the "lynchpin" that makes the elBenbo Press publishing model work is...

## Daily Emails.

If you've been on my list a while, then this comes as no shock.

Daily emails.

Multiple daily emails.

Sometimes as many as 5-7 (or *more*) daily emails.

It's all part of the promotional side of my publishing model.

I'm not going to show you how to write emails in this book. The sales letter selling this book was crystal clear about that. And that is what my *Email Players* newsletter is for, so I refer you there for help on that at **[www.EmailPlayers.com](http://www.EmailPlayers.com)**.

What this book will do is show you how to apply these daily emails as part of a...

## **Million-Dollar Business Plan.**

I'm going to teach this as if you know nothing about the subject. So if it sounds a bit infantile at times, and you get impatient, just grin & bear it. I have to teach this part especially on two different levels:

1. To those who are more or less just starting out, or new to email, or who have few or no offers to speak of yet
2. To those who have lots of offers already

Back in 2013 when I had basically just ONE offer (*Email Players*), I started with the first business plan “phase” below. Then, as I added offers, about 4 or so years later, I “graduated” to the next business plan phase I will show you after that. And now, as I publish this book a few years after that, I will show you the current business plan in the works, that I may or may not be 100% doing each day depending on when you are reading this book, and for reasons that will be clear when we get to that part.

## **But First A Word Of Warning:**

If you are reading this and already have lots of offers, I still want you to read the “phase one” business plan below. Because the foundational psychology & principles behind it applies to the two other business plans — whether you have zero offers yet, or have a suite of 50 offers, and just want to plug them in to the elBenbo Press publishing model. On that note, before I show you these 3 phases of business plans, I want to give some foundational info, so you fully understand the psychology behind it.

Listen to this, it's extremely important:

Back in 2008, Ken McCarthy — “founding father” of online advertising according to *Time Magazine* — hired me to write the bullets for the CDs of his



*System Seminar* that year. And one of the teachings I was to write bullets for was an “Info marketing for beginners” training Ken did with a multi-million dollar marketer named Lloyd Irvin. They talked about lots of cool stuff in that training.

**But Their Focus  
On Simplicity  
Stood Out Most.**

And it was this one lesson I have kept in my head ever since, never veering from it, and never letting myself get caught up in anything fancy or complicated. In fact, you could say the entire elBenbo Press publishing model is built around this lesson. Anyway, what happened was, people were asking about social media and all the sexy bells & whistles they see going on out there in internet marketing goo-roo land.

Ken and Lloyd’s reply?

They still primarily focus on the basics:

- Squeeze page
- Sales letter
- Relentless email follow up

Hardly exciting to most people. But if you were to do a little homework... you’d soon see that basic structure is...

**The “Skeleton” Of Many  
6-, 7-, 8-, & Even 9-Figure Online  
Direct Response-Driven Businesses.**

It’s also the skeleton of the elBenbo Press publishing model.

Now, for specifics:

When just starting out, building your World, and with creating a sociologically-built business in mind, realize you do not have to go crazy at first. Just get everything up. A squeeze page is easy to do. Simply put up a page that has these elements:

1. A headline
2. A bribe to join your list
3. A form where they — at minimum — have to input their email address and — ideally — also capture their cell phone number too, using mobile app technology like Learnistic, which to me is the ultimate in customer curation and having a super responsive list

It's not the purpose of this book to teach you copywriting or how to write a squeeze page or to go into the specifics of getting the phone number (it's part of my mobile app strategy — see Learnistic.com if you want this ability). If you are a total newb, and don't even understand capturing emails, then you best get cracking on learning it. Same goes with the sales page. You can belt out a sales pitch relatively easy, especially if you follow my *Copy Slacker* methodology — which at its core many times means structuring an ad like this:

- Headline
- Opening sentence
- Story/or announcement of product
- Bullets
- Close

Again, I ain't here to teach you copywriting in this book. If you want to learn my ways of writing sales pages, you can get *Copy Slacker* at a special



elBenbo Press discount at [www.EmailPlayers.com/slacker](http://www.EmailPlayers.com/slacker) and using code **PRESS** on the checkout.

Which brings us to the next part:

### **Relentless Daily Email Follow-Up.**

That daily, consistent contact with your list is where the real sales magic happens. Those daily emails are the “building blocks” of your World, in many cases. And, they are what make a sociologically-built business constructed both high and wide.

**Thus, writing and sending them are mandatory.**

If you are one of these blue light specials who thinks daily emails are “too much!” or “don’t work!” or “bull shit!” or whatever, it’s astonishing you invested in this book in the first place. Whatever the case, let’s bring this all together in a way where you can get started and see results quickly. And to do that I have no choice but to give you a “crash course” in Sean D’Souza’s magnificent...

### **Sequential Selling Model**

I cannot recommend Sean D’Souza enough, and highly suggest checking out his website at [www.PsychoTactics.com](http://www.PsychoTactics.com).

Anyway, this is especially beneficial to know if you are starting from scratch. Incidentally, when I talked to Sean about this in an interview he did for my old *Crypto Marketing Newsletter*, he said he doesn’t claim to have invented this idea, but figured out how to apply it and implement it for selling online. It’s been around for thousands of years offline, and is now even used by companies like Apple and Amazon, as well as practically every restaurant you’ve ever eaten at, as well as karate schools and even the Catholic Church. But he’s one of the only (maybe *the* only) people I know of who teaches it. I wrote more about this way of selling in an *Email Players* issue:

I learned this from Sean D'Souza (one of the great – and probably most underrated – marketing minds of our time, see [www.PsychoTactics.com](http://www.PsychoTactics.com) for more) while listening to the 2008 System Seminar CD's. It is extremely powerful, but can be a bit tricky to figure out at first. It's based on the way we're all used to consuming information (or food or anything else) in real life – where you follow a specific "sequence" you're using whether you realize it or not.

One example would be movies.

You don't see *The Empire Strikes Back* before you see *Star Wars*, right? Because you don't really know what's going on or get the full context of the movie. So instead you watch *Star Wars* and if you like it, you are going to automatically want to see (i.e., pay for) *The Empire Strikes Back* and then, if you like that, *Return Of The Jedi*. So by seeing the first movie off the bat, and not jumping the sequence, you are almost a shoe-in to buy tickets to the next two movies. Those sales are ALREADY made before they even see a sales pitch – assuming they had a good experience with the first movie. Another is Karate schools. You don't just walk in and say, "can I have a green belt please?" No, no no... they'll probably round house kick you right out the door! Instead, you (and everyone else – no exceptions – starts with the WHITE belt. And then you progress to the next color, and the next color. And like with *Star Wars* you know exactly where you are in the sequence at all times. You know what to buy first. You know what to buy next. And you may even have goals to buy more down the line, meaning those "sales" are already made, and sometimes before those offers are even created. Another example: Restaurants. Go to any restaurant. The first "sale" is seating you at the table. You can't order your food and eat it while waiting to be seated. Then, when you're seated you get an appetizer. Then the meal. Then the dessert. Then coffee, etc. It's a VERY specific sequence designed to extract as much money out of your hungry little hand as possible. They start with free, then inexpensive, then pricier main course, then back down to less expensive... it's very clever. But that's okay, because that's why you're there. You don't resent it, you enjoy it. Just like you eagerly can't wait to see *Empire Strikes Back* after *Star Wars* assuming you liked that movie, etc. Amazon.com does this,



too. You MUST register to buy something on Amazon. You cannot skip the sequence. First you register for free, then you can buy. Apple Computer does it to a degree as well: free iTunes software, then 99 cent music or a movie, then you might buy an iPhone, iPad or laptop... then they *de-escalate* to less expensive accessories... making the experience very easy and non-threatening.

Following is phase one of the business plan — and will not apply to you if you already have multiple offers/books to sell, when used in conjunction with the elBenbo Press publishing model.

So keep that in mind as you read it:

If you are just starting out, it is extremely powerful to have ONE front end product, and then not try to sell people anything else until they've bought that front end product, which should be your flagship product. This flagship product — if using the elBenbo Press model, it should be a book or newsletter (with said book as a premium) — will be the main “thing” that is the foundation for everything else you sell, brings them in correct, sells them on you and your “ways”, sucks them further into your World, gives them a great experience, and then naturally — and logically —

### **Leads Them To Sale #2.**

Sean told it to me like this when I interviewed him:

First he makes you opt in to his list.

You cannot buy any of his products until you've opted in.

So that is the first “conversion.” This is very important. He has a great theory about what he calls “the 3rd conversion”, where once someone gets to the 3rd conversion they may very well...

**Buy Everything  
Else You Sell.**

The way he put it in the interview we did is like this:

You opted in to his site, and you could ONLY buy his “Brain Audit” product. You could not buy his other products — not even his \$10k product! — until you’ve bought the first one. And, I believe he even made you subscribe to his continuity next, before he’d let you buy anything else. It’s pure brilliance and genius and again, he’s the only person I know of who teaches this. For BenSettle.com I followed this for about 6 years, before I started aggressively building out more books and offers to sell — while I was prepping to use phase 2 of the elBenbo Press publishing model we will talk about next. In my case, the only offer I sold — with rare exception — all month was *Email Players*. That was it. I’d sell the newsletter and only the newsletter — not recommended for you, as you will see, since you will most likely be better off just selling just a book — which would come with my “flagship” book teaching my evergreen methodology, that the newsletters then build upon.

Maybe I would goose in an affiliate offer here or there.

But 95% of the time....

**I Only Sold  
That One Offer.**

All month.

Every month.

Each year.

And in a ruthlessly consistent fashion.

I did this simply because I didn’t have any other offers. And also because I



was a bit burned out and was being lazy. It cost me probably tens of thousands or more in collective sales, too, since I did not even have a backend in place for most of that time, other than maybe a \$37 eBook. So I am not advocating you do what I did any longer than you have to. It's also why I want you to write and launch and build out as many books as you can using what this book is teaching you...

### **As Fast As You Can.**

The faster you do so, the more money you should make.

But here is the model to follow when starting with the elBenbo Press publishing model:

- 1. Sell ONLY the opt-in on your website** — when doing any kind of lead gen, and do not sell them on anything but them opting in to your list
- 2. Sell ONLY your “flagship” book to those opt-ins** — and nothing else
- 3. Sell the people who buy your flagship book your monthly subscription newsletter** — and nothing else (you may even be able to “tweak” the same emails you use to sell your flagship book to sell your newsletter, with slight editing in the call to action, in many cases)
- 4. You can then sell those newsletter subscribers anything you want** — affiliate offers, coaching, consulting, events, whatever it might be

This is the core of phase one.

It's also in complete opposition of anything else you will see taught. And while it may or may not hold back potential sales in the short term, what you are doing is building a rock-solid financially secure foundation for your

business, by building up your newsletter subscription first. Continuity income is the most powerful & secure income there is. Yes, it takes time to build. But assuming you keep consistently building your email list, delivering what they want, and keeping your new paid newsletter subscription rates higher than your churn rates, then over time...

**It Will Give  
Your Business  
Near Complete  
Financial Security.**

The kind of security that gives you peace of mind.

It also buys you time to focus on writing & launching your other books, working a job if you are still having to do that, or doing client work, side hustles, whatever. That continuity income is like magic. Do not listen to the dorks on social media claiming otherwise. I can guarantee you they don't know what they are doing, and thus think "it doesn't work!" No, it's *always* worked, since the first boo-of-the-month club offer the late advertising genius Maxwell Sackheim invented, and maybe even earlier than that. The internet — and especially social media — did not change anything. I also think this is only going to become more the case in the coming weeks, months, and years. There is a reason even big entertainment companies (Disney+, etc) are moving towards continuity/subscription income streams.

Before we move on, an admission:

With the above I am absolutely and blatantly telling you to...

**Do As I Say,  
And Not As I Did!**

I completely jumped the shark on one of the above steps — not because of any hypocrisy, but because I could get away with what the vast majority of



businesses simply can't. This is not empty boasting or bragging. It's a fact. Here is what I mean:

Instead of using this sequence of selling...

- Opt-in
- Flagship book
- Newsletter
- Everything else

... I did this:

- Opt-in
- Newsletter (with the flagship book being the premium to bribe customers to subscribe)
- Selling everything else

In other words, in shameless *defiance* of Sean's methodology...

**I Skipped Continuity  
As Being The  
3rd Conversion.**

Why?

Because my email skills, my relationship with my list, my copywriting ability, my marketplace positioning, my World-Building, my brand, my timing for having gotten in to my business in the first place... and many other of my business's attributes, that you may or may not share, allowed me to skip that step. **It is very hard for most new businesses to sell continuity up front.**

It's not impossible, of course. But I only know a few who have pulled it off long term in the nearly 20 years I've been up in this business. Most customers in most markets are understandably weary of buying continuity, and are quick to quit, cancel, and even chargeback. Especially when businesses do forced continuity (i.e., "buy product X, and you automatically are enrolled in continuity Y program...") even when the terms are crystal clear. And most businesses simply don't understand how to bring in customers the right way so those who do buy continuity want to stick around for longer than a month or two. You have to have rock solid lead gen & customer curation game, rock solid content creation & copywriting game, rock solid & relentless follow-up game, and a rock solid ability to inject your personality, brand, and peculiarities into your content, not to mention a whole host of other attributes — tangible & intangible — that makes it as rare as hens teeth to pull off for a newer business.

In other words:

**99.9% Of People  
Reading This Book  
Should NOT Do  
What I Did.**

Do not SPURN me on this like an idiot.

**Instead, focus on the *relationship*, first.**

To do that, when starting out ruthlessly sell them them in the proper sequence by getting them on your list, then selling them that first flagship book, and then the newsletter — which is that all-powerful 3rd conversion. And then after that, sell 'em anything you want. By NOT understanding that myself early on, I spent a good 7 or 8 years floundering, where I missed out on making a lot more money, probably to the tune of close to a million or more in sales by my guesstimate. Not to mention having a very shaky business that was constantly touch & go, and having to rely on client work far longer than I ever wanted to...



**Just To Pay The Bills  
& Keep The Lights On.**

All right, now, let's progress to the next phase.

After finally figuring out and doing the above for some 6 years, I let it ride for a few more years until Fall of 2017, when a couple things happened: First, I realized how close I was getting to that ever-elusive 7-figures in sales per year mark. I crunched some numbers and realized all I had to do was add another \$50k or so to my sales, and I'd be over the finish line. But, if I kept being a slacker with my one main upfront continuity offer, and nothing else, it'd take me another year or two, maybe longer. And secondly, I heard Dan Kennedy teach in his incredible *7-Figures Academy* course (there it is again...) the concept:

**"Unused Capacity"**

I've mentioned this a few times in this book already.

But every business has unused time, unused space in their promotional schedule, unused assets, etc, to create more business with. His examples were the TV commercial and speaking business. Originally, network TV stations would show content in the day, then show a sign-off screen the rest of the night when they thought nobody was up and watching. That is, until someone said, "can we buy that time at night?"

That one question...

**Spawned The  
Multi-Billion Dollar  
Infomercial Industry!**

All from someone noticing some Unused Capacity.

Yes, that night time period, which wasn't making the networks any money, suddenly became extremely *valuable*. In the speaking business, it was similar.

Dan mentioned to his client he spoke for something about how they had the room for an extra hour until the hotel would kick them out — i.e., Unused Capacity. They weren't using that time already because so many people tended to pack up and leave. So Dan offered to take that last slot of Unused Capacity and sold a lot of his product, making both himself and the speaking company lots more revenue.

Anyway, here's the low down for this:

I looked at my business and realized using my old business model — which, again, was very profitable, and slacker-friendly, and got me to the high six figures, doing little more than writing an email per day — had all kinds of Unused Capacity. Not only with my main list, but also my buyers list, too. Thus, in 2018, I started experimenting with various ways of filling those “spots” in, noting what worked and what didn't work, what made more sales vs what made less sales, what kept my business more-or-less just as simple, but required some effort — sometimes lots of effort temporarily, as I spent much of 2018 and half of 2019 building offers that would pay off in 2020 and beyond— to get up and running. Until finally, in September of 2018, I had it all dialed in to what I'll now be revealing in glorious detail.

I call it:

**“elBenbo's 7-Figure  
Business Model”**

Obviously, your mileage may vary. There is no such thing as identical businesses, getting identical results — and there are literally hundreds of variables that apply to me and my business that won't apply to you and your business, and vice versa.

This is extremely important to understand:

I am giving you the blueprint for building a business. But it is up to you to furnish it, deck it out, put additions onto it, fill it with objects & furniture that



fit your personality and goals, and basically...

### **Make It Your Own.**

In other words, this ain't something you "swipe."

It's something you think through, strategize, and build — over time, and in strict accordance to your peculiarities, strengths, and aptitudes. This is such a simple thing that people screw up in their overzealous attempt to want to copy and swipe everything. But I believe pretty much anyone who has the balls to think and the character follow my elBenbo Press publishing model as laid out in this book can use this model to go from 4-figures to 5-figures, 5-figures to 6-figures, and 6-figures to the low 7-figures. I don't believe it will take you much higher than maybe mid 7-figures, unless you have a team, which I don't have or want. That is, incidentally, why I searched for years for a business to buy into that did have a team and unlimited growth capacity, like Learnistic. But to get past the low 7-figures as a one-man-band with the elBenbo Press model, you probably will also have to sell higher ticket products and services, coaching, events, etc — which I also don't have or want. Still, with the right offers and/or team (if you decided to go really big) in place, I believe you can keep your business not only extremely simple and relatively stress-free, but also extremely profitable and relatively...

### **Complication-Free.**

The following page contains a "snap shot" of what my promotional offer structure looked like in 2020. I basically repeat this every year now, sometimes keeping the same offers (I will show you why later in this book), and sometimes swapping offers out with new ones.

But what is important is not the specific offers, but the structure.

Simply insert your offers where mine are, and boom — you're done. That is the only kind of "swiping" I will advocate:

Email Players List Offer	Early Month Offer	Mid Month Offer
Jan. Jim Camp seminar	Kim's Schwalm's course	Jim Camp seminar
Feb. Villains-time sale	Ken McCarthy course & Email Players back issue sale to Email Players subscribers only)	Copynomicon
Mar. Copy Troll	Stop Being Poor offer	List Swell
Apr. Email Client Horde	Emergency Cash offer	Email Client Horde
May. Learnistic	Automation Magic	Bargain Bin 2
Jun. Copy Slacker	Copy Troll	Copy Slacker
Jul. Brand Barbarian	<b>NONE</b>	Brand Barbarian
Aug. Infotainment Jackpot	Breakneck Content	Infotainment Jackpot
Sep. Jim Rutz swipe file	\$20 Schwartz offer	Jim Rutz swipe file
Oct. elBenbo Press	Back issue sale (to Email Players subscribers only)	elBenbo Press
Nov. Kim Schwalm offer	Cold emails templates	Kim Schwalm offer
Dec. Vance Morris offer	Vance Morris offer	Seasons Emailings

**As well as various one-off affiliate & other offers “peppered” in,  
promoting everything from my *10-Minute Workday* program  
to my *Enoch Wars* novels, *Villains* books, and Learnistic promos.**



There are many “nuances” to this, but the main ones are:

***1. There is an early month offer to my main list, a mid month offer to my main list, and offers that promote the Email Players newsletter the last week of every month.***

The early and mid month offers are usually Affiliate Launch Copynomicon-style — either Monday-Friday or Thursday-Sunday. These are not set in stone days. And I continue to try other combinations. But generally, I send 2-3 emails per day and sometimes more. Incidentally, even though the above is self-explanatory, it will have a lot more context for people who have read my ***Affiliate Launch Copynomicon*** book — which, if you missed it earlier, you can get an elBenbo Press discount on by going to **[www.EmailPlayers.com/copynomicon](http://www.EmailPlayers.com/copynomicon)** and using code **PRESS**.

Also, one last thing to think about with this structure:

This is very closely related to the multi-billion dollar soap opera secret of...

### **“ABC Plotting”**

I heard about this from the great Chuck Dixon — who is the single most prolific comicbook writer who has ever lived. Even if you don’t know who Chuck Dixon is, chances are you have been entertained and/or influenced by his work.

For example:

He was the co-creator of Bane from the Batman comics & movies. And he has also written stories for pretty much all the most well-known characters at both Marvel & DC & other comicbook publishers — including everyone from The Punisher & Batman... to GI Joe & Conan the Barbarian... to The Lone Ranger, The Simpsons, SpongeBob Square Pants, and even Raggedy Ann & Andy. Not to mention dozens and dozens of other beloved and well-known characters over the past 30+ years of his career. He is also the only person to

my knowledge who has ever been allowed to adapt *The Hobbit* into a graphic novel. No small feat considering how much the Tolkien estate is against comicbook depictions of the *Lord of the Rings* stories.

Here is the point:

Chuck knows storytelling. And he did a video at unauthorized.tv talking about how, when he was at a Batman writer meeting — with some 4 writers, amongst 4 different Batman titles, coordinating the storylines for the year — the editor told them they'd be lifting the ABC plotting method from the soap opera industry. What that means is, in soaps, there is always 3 plots going on, and being resolved in every episode, and leading into the next one. Specifically, in the beginning, middle, and end of each show. That way, there is always some kind of problem being introduced and another problem being resolved, with another problem in the process of being dealt with. This way the viewer can't easily be bored. It also keeps the audience engaged, too. And, of course...

**It Guarantees People  
Want To Come Back  
For The Next Episode.**

This means the structure alone has consumption “built-in.” And this is how soaps keep people sucked in for days, weeks, months, years, and even decades.

Well guess what?

If you examine the elBenbo Press promotional model closely, you will see it is very similar to that ABC plotting formula that makes it tough for customers to resist buying from your business week after week, month after month, and year after year. I did not have a name for it until recently, or even realize it was a “thing”, but have always followed a loose offer structure based on that. There is a lot of psychology to this publishing model worked out over many years of trial & error, studying the best in the game, and paying close attention to what has always worked in the past. Including psychology that can make your business a



lot of sales if you doggedly apply it and take it seriously.

***2. If it looks simple, that's because it is.***

The structure is what makes it so profitable, what makes it so predictable & repeatable, and, if you stagger the pricing as I'll show you in a minute, what makes it easier and more fun for people to buy from you.

***3. It requires lots of offers.***

They don't have to be informational product offers, either. You could just as easily use this model to sell services, coaching, consulting, supplements (i.e., my Nootropics offer), software/SaaS, and anything else that makes sense to your list. Again, the type of offer isn't what matters. What does matter is the...

**Structure.**

In fact, ideally, I'd be mixing coaching, seminars, masterminds, masterclasses, and other services in the mix. But instead I only offer that sort of thing to our Learnistic.com customers.

***4. Because of the above, it's important to be constantly curating a list of potential JV partners.***

One thing you may get frustrated by when you follow the elBenbo Press publishing & business model is the lack of great offers out there. Unless you are going to constantly pump out your own offers — which can get exhausting — you'll have to do JV's and affiliate offers to fill in all the Unused Capacity in your schedule. Thus, I always have my "antenna" up, constantly on the look out for offers.

For example:

At a mastermind I used to attend each year, I started taking note of people who had offers that might make a good fit to my list. And one of the people

who shared what he was up to talked about a workshop he puts on teaching people how to close exponentially more people when public speaking or when on webinars. That might make a good offer eventually. We will see. Another person I had my geiger counter on alert for was Kim Schwalm's product line. I had sold one of her products a couple times as an *Email Players* insert. But, I wanted to sell her wares to my main list. Thus, I contacted her, found out she has way more products than I realized, and bantered a little about how to combine them all into one, big "whole enchilada" offer at a price much lower than if someone bought them all separately. And, just like that... my March beginning month offer that year was created. It was the same thing for when I approached another guy I know about his cold email templates, which many people on my list are near-desperate to learn about.

**When it comes to offers, it's all about serving your list.** It is not about jumping into promoting the latest guru launch just because everyone else is acting like sheep and doing so merely to compete for a plethora of cash & prizes and being on the so-called Leader Board.

No, it's about your list, and doing right by them.

What do they want?

What will improve their situation, and make it better?

What *complements* what you already sell and how you already sell it?

So keep your mind ready and prepped. Look at products you are already using and love, at people you know & trust who you know will do right by your list, and at opportunities that fall in your lap at all times (i.e., trolls, current events, the list goes on).

## ***5. Structure based on continuity.***

Another thing to realize with both my old business model and this new one is:



## Continuity Is Still King.

I read Dan Kennedy say he left something like \$20 million dollars on the table by not implementing and offering continuity from the beginning of his business career. I believe that. Continuity is the back-bone of almost every 7-, 8-, and 9-figure online-based business I've ever seen and examined. With the elBenbo Press publishing model that continuity is obviously a paid subscription newsletter. **And I have found without a deadline, it's much harder to sell continuity.** So keep that in mind as you start to implement what you read in this book. I also realized, while I would get a steady (but small) number of new *Email Players* subscribers the first few weeks of each month, the vast majority come in the last week, when my deadlines have more teeth. This doesn't mean you have to sell a newsletter at the exact same time of the month I do. I mentioned before I suggest doing it during a time of the month you don't see anyone else doing it, so you have less competition. But, when you do have continuity, you can structure how you sell it similar to mine, quite easily. And that structure is based on having a deadline.

Incidentally, a deadline works any time of the week, month, or year. Thus, it's not the days that matter so much as the deadline.

### 6. Stagger prices.

A few years back, I had a bug to promote Dan Kennedy's *7-Figure Academy* program. I had listened to it over and over and over (still do), and think it is one of the single best info-products I've ever heard, and think the pricing is perfect for selling as an affiliate. So, I joined the then-GKIC affiliate program only to find out at the time it wasn't offered as one of the products affiliates could promote. But, I knew I could sell a lot of them. So I contacted the president of GKIC, and asked if they could let me sell it, which they did. Anyway, I wrote up a 3-page insert for *Email Players* linking to my affiliate URL. I ended up getting almost a dozen sales from that promo, which was great.

But...

## I Lost A Lot Of Sales, Too.

The reason?

Because I had just spent the prior two months (September and October) and earlier that month selling higher ticket products to my lists. In fact, that same month, I launched my *Affiliate Launch Copynomicon* book. And, multiple people were borderline angry at me, saying, “*Dang it Ben! I really want this but I’m all tapped out from all these other offers...*” Lesson learned. It was one of those “Obvious Adams” moments that can potentially change a business overnight. And that’s why, since then, I do what I can to stagger my offers based on price — so I don’t just have big ticket offers all clumped together. I implement that “peaks & valleys” principle of dominating the book shelf, but to offer staggering. Thus, at the beginning of a particular month I might offer something inexpensive to my list, while offering the pricier book to my list later that month (or vice versa).

I am very cognizant of this now.

And, I highly suggest you do the same.

### **7. This can (legally & ethically) steal Black Friday, Christmas, and New Years customers.**

Yes, the elBenbo Press publishing & business model lets you ethically & legally steal sales from your competitors during holidays, and save them from buying your competition’s inferior offers. I noticed this on Thanksgiving once. Lots of people did Black Friday sales. And many others jumped on a trend where they went out of their way to virtue signal about how they were not doing a Black Friday sale. I found both amusing since I’d just spent the prior 60-90 days creating irresistible higher-ticket offers in the way I have described, making it much harder for my buyers to spend money with anyone else.

This also applied to Christmas and New Years, too.



This wasn't planned, but was a side-benefit from doing things the elBenbo Press way. Plus, once in a while you may even find buyers thank you for it.

***8. Re-use and recycle offers later in the year.***

The beauty of this business model is, once you do the hard work of writing books and creating email sequences to launch them... **you can recycle them after that each year using the emails you already wrote**. And let me be crystal clear: it is admittedly a lot of brutally hard work at first — building out offers, writing ads & emails for them, and the emails for any affiliate campaigns, etc. In other words...

**It Ain't Easy.**

But it can pay you for years and decades to come.

Because after that, it's just a matter of copying & pasting emails into your email broadcast service. Frankly, almost every affiliate campaign I do is reused/recycled/re-tooled — sometimes even word-for-word copied and pasted (with only the deadlines edited) into the auto-responder — and all launch email sequences ultimately repurposed into either first weekend offers or mid month offers a year later, and then every year after that. There is no reason for your yearly offer schedules not to be up to 75% or more the same each year, as long as they are working. Ultimately, I am shooting to have almost my entire year of emails plotted out & pre-loaded each month except for fresh, last-week-of-the-month *Email Players* promos and intermittent affiliate/JV offers I am selling for the first time that strike my fancy, or other one-shot emails selling whatever I want, or when I get the bug to upload a video and send an email about that.

***9. Swap out my offers in the monthly promo schedule with yours and you're good to go.***

The structure is perfectly sound, proven, and tested. And while I cannot promise you the exact same results I get, it is a good starting point. You can always play with it however you want. Then it's just a matter of writing the

emails and sales pages to sell those offers. In fact, as I mentioned earlier, the biggest challenge you will likely have is finding offers to sell worthy of your brand and your list's time/money.

#### ***10. Choose the right software and services early.***

An admission:

When I started using the elBenbo Press model with my first offer, I made a huge mistake. And that mistake was having two different email broadcasting companies. My main (free) list was with one service, and my buyer's list with another. I simply did not know what I was doing at the time. Nor did I foresee the challenges this would cause with segmenting my lists. Thus, for over 10 years, I have been mailing offers to people on my main list who already have the product offered, instead of sending them offers they didn't already have.

All of which...

**Has Costed Me Probably  
Hundreds Of Thousands In Sales  
Collectively Over Those Years.**

And the reason why is, I simply did nothing about it until recently, but will be remedying (if it hasn't already, depending on when you are reading this) with our own email platform through Learnistic.com. With the business model I showed you, you would ideally be selling the buyers of a particular offer you are promoting something else those days. Not only will you not annoy buyers of your offers (since they won't see promotions for offers they already bought), but you will be making more sales by selling them something else.

#### ***11. Special sales.***

There is no faster way to pump cash flow into your business than special sales. One of the most profitable things you can do is think up "excuses" for



sales, and then run a 4 or 5 day sale based on that excuse. However, if you load your email campaigns months in advance like I do this isn't always practical.

### ***12. Discount strategy.***

Many times the offer I send out with *Email Players* issues is the same offer as the mid month offer to my main list. The reason why is because one thing I like to do each month is include an insert with my paid newsletter selling one of my other books or an affiliate offer. And then, later that month, sell the same offer that insert is selling to my main list. But, I give a different (more generous) discount to my paid newsletter subscribers than I do my main list. **I want to ideally make the savings my paid subscribers get either match or come close to matching what they pay for the newsletter each month.** That way, the savings “pay” for their subscription in a sense. Plus, I like to reward my paid subscribers. They are the apple of my eye and who I revere the most out of all my customers. That is how I suggest you look at your newsletter subscribers, too. In my experience, if you treat them like the kings and queens they are, they will not only appreciate it, but the wise & successful ones will stick around for the long haul as long as your newsletter continues to improve their lives out of all proportions the money spent. A lot of that is on them, of course, and whether they have the ambition, interest, motivation, and/or desire to improve their lives with your information. So don't beat yourself up when someone leaves. Simply blacklist them and never allow them back. Let them go haunt someone else selling inferior information.

### ***13. Do an annual “Bargain Bin of Bonuses” sale.***

I mentioned this earlier but it bears repeating. I once tested an idea for bringing in some quick cash basically “on demand.” The idea was a special sale on a bundle of the bonuses I'd offered over the years prior for one super low “impulse buy” price. I wanted to do this for the obvious financial reasons. But, also, because many of the bonuses I've offered over the years came with high ticket offers many people on my list simply couldn't afford when I offered them. Anyway, short story long: this sale — when used in conjunction with my *Email Players* methodology — was the fastest, simplest, and...

**Easiest Scratch  
I Probably  
Ever Done Made  
Up In This Business.**

And it is one reason to be pumping out lots of bonuses & premiums. Not just to better sell your offers, but because those bonuses can be bundled into a low priced offer your list will love buying. Every time I do one of these the sales are off the charts. And it's a simple matter of bundling the bonuses, and then taking the bullets you used to promote those bonuses, and list them on a sales page with a link to buy.

No big story or usual sales letter drama necessary.

Just a headline, a sentence or two saying what it is, then some bullets followed by a link to buy. All on a plain HTML page that need not be prettied up or designed. Personally, I use a free WYSIWYG ("what you see is what you get") HTML editor when I do them called SeaMonkey for Mac.

Very ugly and crude, but easy to read.

And the results are always well worth the time it takes to set it up.

***14. Don't ignore sales around Holidays or your birthday.***

This is obvious to anyone who has any experience in direct response. But there is no better and more reliable "excuse" for a sale than a holiday or birthday. People love a sale, and a birthday or holiday is always an excuse that works every time I have done them. **Some marketers have so much success with this, they will even make up their own holidays!** I did just that with my annual "Villains-time Day" sale to replace Valentine's Day I mentioned earlier in this book.

Frankly, in some ways...



**Hallmark Can Be  
Like A “Silent Partner”  
In Your Business.**

A partner you won't have to pay a dime to for their help.

Simply look at any holiday, I don't care how obscure (the more obscure the better the excuse). Then have a sale in its honor. It's so simple even a goo-roo can do it.

***15. Troll-inspired sales.***

As I teach in my *Copy Troll* book, trolls can be a gift from God Almighty Himself if you are wise enough to know how to use them. Whenever you get trolled, have a special sale in their honor. It can be as simple as taking a troll's attack and using it as an excuse for a sale, such as my “Write Supremacist” sale that pulled in almost \$30k in 5-days. I have reprinted that email towards the end of this book if you want to see it. For now, realize troll-inspired sales make great impromptu offers during the **OPEN** parts of your offer schedule, and become unexpected boons you never would have normally thought of.

***16. “Walmart-up” your 1-Click Upsells.***

Another of the easiest ways to make sales I've ever used is via simple 1-click upsells for all your offers. In other words, someone buys product A, and before the order is completed, they are offered one or more additional offers they can buy with a single click if they choose. If you don't know how to set it up, just hire someone on the cheap off one of the programmer-for-hire sites to do it. Unless you are using particularly complex cart software, it's not rocket science and even I could figure it out if I had to. Whatever the case, it is the easiest money you'll ever make. You're also doing your customers a service and it's based on the psychology of supermarket checkout lines and how monster retailers like Walmart sell a lot of product with very little effort.

In fact, true story:

Many years ago, I wrote a sales letter for Michael Senoff for a product that shows people how to get your product into Walmart and the big monster retailers. I remember listening to all these executives and corporate buyers he interviewed. They talked about how the checkout line is the product-placement Holy Grail of any type of retail store. That's where all the last-minute, hyper purchases are made. That's prime real estate in the stores, and where a lot of sales are made.

But, it goes beyond that.

The key to them accepting your product (whether to place at the checkout line or anywhere else in the store) is asking...

**Will Your Product Help  
Automatically Sell  
The Products Next To It?**

If you look at the checkout line or anywhere else in the store (they do this throughout the whole store) next time you're in a Walmart, notice how the products very strategically complement and help sell the other product around them.

So it is with 1-click-upsell.

Not only do you tap into that last minute "oh I could use this while I'm waiting in line... and look — a discount!" buying urge, but you also have a chance to sell other products by making each upsell help sell the next one via making them complementary. Basically, you have them at the checkout line, they're already there, credit card out, prepared to buy anyway. All you're saying is, "Hey, do you want this, too? Here, push yes or no." If they push "yes" it's automatically added to the order. Then they're shown another one where they can push yes or no. I can tell you in a lot of cases (not all) well over 30% of my customers take the first upsell, and around 10% to 20% take at least one of the others I offer, depending on the product I am selling. It's the exact same thing as, "Do you want fries with that" when you're going through the drive-thru.



**The key is making the offers strategically complementary.**

Don't just randomly put them in there, like a lot of marketers do just because. Whatever the case, the more books you write, the more you can strategically place as 1-click upsells, and the more money your business can make —

**Almost  
Automatically.**

As for how many 1-click upsells to include, that is where experience and experimentation comes in. There is no one-size-fits-all answer to this. I include as many as 4 or 5 1-click upsells with some offers. Others have just one. I always want at least one unless I simply can't find an offer that legitimately complements what I am selling. Either way, there's a huge income stream to be made if you do this right. And, after it is set up it's all automatic, without requiring any effort on your part whatsoever.

***17. Sloppy Seconds Sales.***

I tested this once on a complete whim. And I was pleasantly surprised by how many extra sales it made me for what came out to just a few minutes of extra effort.

Here is what happened:

I was selling — as an affiliate — a high priced copywriting course created by Ken McCarthy. And, as I always did, when the deadline came down, I had the link that was forwarding to the sales page redirect to a page on my own site saying how they missed the deadline, etc. I do this to silence the procrastinators, so I don't have to hear them mewl about how **“this link doesn't work!”** or **“what happened to the offer?”** which happens every single time I do any kind of deadline-driven promotion — for my own products/launches, or for offers I sell as an affiliate. But that one time, as I was putting the page up...

## **I Had A Brain Fart!**

And a *profitable* brain fart at that.

What I did was, on the page these late-comers were seeing and going to anyway... I put an offer for my own high-ticket *Copy Slacker* book. And, I gave them a 48-hour deadline to get it at a thick discount.

The result?

**A sweet extra \$1,500+ in sales.**

All by spending maybe 3 extra minutes adding a few words to a page I was already putting up, people were already seeing, selling a product similar to the one with the deadline those people had missed. This is something you can do, too, regardless of what you sell and whether it's as an affiliate or conducting one of your own special sales or launches. After the deadline, have the URL direct to a page telling them they missed the deadline. But, also give them a discounted offer on that same page — with a tight deadline — for a similar product to what you just sold that they missed out on. Like many of the tips inside elBenbo Press, this one tip *alone* can be worth many times the price you paid for this book.

### **18. Be Fluid.**

The beauty of the elBenbo Press promotional model is it leaves a lot of room for flexibility to both adapt to current events, and, if you do it right...

### **Profit From Them.**

Here is one of many cases I am talking about:

As I wrote the first draft of this book, we were just emerging from the first wave of quarantines from the COVID-19 virus. When it first starting effecting



everything, and the lockdowns began in mid March of 2020, I was originally set to sell my *Copy Troll* book as a special offer over the course of 4 or 5 days. I already had the emails pre-written and pre-loaded a full month earlier, and was set to just sit back and let the sale take its course. But then, just a couple days before it was about to be for sale... the lockdowns happened. Predictably, businesses (my market) started panicking. And, as a result, I decided to do a livestream Q&A to help my list out and talk about some ways to not only survive, but profit from the situation.

But during that livestream, something very odd happened.

I noticed an overwhelming chunk of the questions people asked were specifically about...

### **List Building.**

Now that times were about to get hairy, businesses finally realized the value of having a list. I'd been talking about the subject for years prior during the good times. But now that times were about to get nutty, it suddenly was something everyone was intensely interested in. And who could blame them? It's all fun and games when credit is easy to get, travel & toys are easily accessible, and you can run a business just mouthing off & bragging about how great you think you are on social media all day.

But when times get tough, and money gets tight?

### **It's A Whole New Ballgame.**

And my list knew it. Thus, they kept asking me about how to build a list.

Which brings me back to being fluid:

Even though it was a pain in the arse taking all the pre-loaded emails down selling *Copy Troll*, and even though it was an even bigger pain in the arse

scrambling to write and load emails selling my *List Swell* book...

### **It Was Well Worth The Effort.**

At that point, my list couldn't have cared less about profiting from trolls. But they had shown me they would very much be interested in an offer teaching them how to build a list they could sell to during the coming lockdowns and quarantines. Thus, I spent a few hours swapping out the *Copy Troll* emails with *List Swell* emails, saving *Copy Troll* for when things settled.

The result?

### **A HUGE Rush Of Sales!**

In fact, *List Swell* got almost as many sales during that sale as it did when I had launched it not even a year earlier. This went way beyond just "pivoting" or whatever people were all teaching at the time. This was about my list & their problems, not about me... and about being fluid, serving them, and focusing on that, instead of trying to awkwardly dance around trying to look like I wasn't selling like everyone else was doing.

Bruce Lee talked about being fluid like water in a fight, to adapt and empty your mind, and be formless & shapeless:

**"Now you put water in a cup, it becomes the cup; You put water into a bottle it becomes the bottle; You put it in a teapot it becomes the teapot."**

It's a good metaphor for how to think like a marketer & business owner. Especially one who publishes informational products. Be ready to move things around in the promotional schedule, to take advantage of current events and better serve your list on a dime. It might suck having to spend a few hours doing the work. But the payout can be huge, and the gratitude from your list



can be enormous.

### ***19. Leave Some Slots Empty.***

I purposely have the entire year as plotted out as possible in advance. But I also like to keep one or two **OPEN** spots. There are many reasons for this. One is, sometimes my list just needs a break from my antics to catch up. Another is, for example, you never know when a troll is going to hand you an idea for a sale, or a current event will alter things. Plus, you may have so many offers, you can't fit them all in. Or there may be better times than others to offer them. I also have a list of potential offers I can use at any given time, too, like my *Enoch Wars* novels ([www.EnochWars.com](http://www.EnochWars.com) if'n this sort of thing interests you). Or some affiliate offers or potential JV's with people I am in contact with or will be in contact with, or are considering contacting. As much as having a rigid, all-plotted-out schedule appeals to my meticulous nature, I have learned how the benefits (financial and otherwise) of having planned-flexibility can far outweigh the convenience and peace-of-mind of having everything figured out to the exact detail.

### ***20. Daily Postcards To Buyers.***

Admittedly, I still have yet to do this (as of this writing), but it is in the works. It did not occur to me until I was being asked about why I don't do more demographic and psychographic targeting when building my lists by direct mail grand puba-ess Christina Krause ([www.PostalImpact.com](http://www.PostalImpact.com)) at a mastermind we both attended in Napa, CA. Something she said completely unrelated — I don't remember exactly what — gave me the lightbulb idea of:

***“Ben, you already do daily emails... why not test doing daily postcards to your buyers?”***

It's taken me a few months to work out the logistics, but I am going to start testing this to U.S. buyers first. If that goes well, I'll test non-U.S. subscribers who don't live in countries with postal systems as insanely inefficient and/or corrupt as the U.S. postal service. That buyers list is just another example of

Unused Capacity if you send them daily postcards selling the same offer you are selling in the insert in your newsletter each month.

### ***21. Beware the marketing massacre.***

One reason to read *Marvel Comics: The Untold Story* by Sean Howe is to see a real-life example of how too much of a good thing can sink an otherwise rock solid company & brand. In Marvel's case, it started with doing a crossover between two books they called "The Mutant Massacre" — which, incidentally, I remember reading as a kid and being blown away by myself, and it being one of the stories that hooked me into being an X-Men fan. The sales were so outstanding that every year after that the suits upstairs started demanding a crossover. Then several titles crossing over. Until, eventually, you had to buy a dozen or more titles in some cases — most of which you'd have no interest in — just to get the full story. It was great in the short term like a lot of their other marketing gimmicks.

But it all ultimately collapsed on itself.

Thus, remember this Chinese proverb I heard the great Matt Furey say:

***"A strength overextended  
becomes a weakness."***

For example:

I once did a joint venture where I was already sending a lot of emails out. And as the JV partner noticed all the sales, he and his business partner kept asking me to send even MORE emails — even though I just sent a bunch that same day. But I always refuse this sort of request if I think it's going to hurt my relationship with my list. Yes, I suppose I *could* write 24+ emails per day, with one going out every hour, or twice per hour, if I was super motivated. And no doubt sales would be much higher. But the churn, destruction of goodwill, and opt outs of good people would be insane. As you do things the elBenbo Press way, you will get a "feel" for what to do, how often, and when. There is never a



black & white answer, only what works. But one thing you don't want to do is anything that ultimately ruins the relationship with your list.

That relationship is priority #1.

Treat it accordingly by not pulling a "Marketing Massacre" on them.

## ***22. There Are No Vacations.***

This may or may not please you to know, but realize this is all an ongoing process that never ends. Unless you plan to hire a team or someone to manage and run everything, the elBenbo Press publishing model is not something you "set and forget", and get to be lazy with. In my case, I am usually up and working by 3:00 or 4:00 am most days. I then often take a 10-mile walk 3-5 of those days, during which I do a lot of content-creation, customer service, and business planning for my other venture over at Learnistic.com. And then after that, I often work even more later in the afternoon, and sometimes into the early evening. Even on my so-called "vacations" I still take care of business on my phone. I've managed entire launches while on little weekend vacations, from the hotel room or the bar I was sitting at, answering questions, sending links to buyers (if a premium was promised for buying from me), and monitoring everything. Sometimes I will even tap out emails or create some quick content on my phone while walking or at a rest stop on the road.

That is why the one big requirement of this all is...

**That You Love What You Do  
So Much You Can't NOT Do It  
Even If You Wanted To.**

This is an ongoing process the rest of your business days.

There are no vacations from this promotional schedule and business model. There is no let up either. And if you do it right, you will constantly be thinking about it, adding/subtracting from it, and *living* it each day. I am

perpetually tweaking my promotional schedule for the year, thinking about it, moving offers around, and playing with it. I am not saying you can't take breaks from it. But I am saying when you do it the way I am showing you here, this promotional model, this way of thinking, and this way of doing business...

**Becomes A  
Part Of You.**

So embrace it.

Don't look for ways to escape from it, or for ways to be lazy like a 1990's affiliate marketing goo-roo. Instead learn to love and cherish it by always looking for Unused Capacity. Always looking for offers that will serve your list. And always looking at your promotional schedule, planning it out at least a year in advance, and being ready to change parts of it when needed.

Stay *fluid*.

Stay engaged with your audience and list.

And, above all...

**Stay Focused.**

This book is, when all is said and done, merely the first chapter in the very long story of your business, that will last the rest of your life, and possibly even your children's lives if you pass it on to them, and maybe even their children's lives, with the legacy living on way past you. That is how I look at it, at least. And it makes doing the work a lot more interesting, a lot more satisfying, and a lot more endlessly fun & important as a result.

One more thing before we move on from this topic:

You've seen an example of a yearly elBenbo Press schedule broken down by months and weeks. Now, I want to show you an example of a...



## **Weekly Schedule Broken Down By Days.**

This is simply a *snapshot* of one example of my weekly schedule.

This is always changing and be modified to something almost completely different. In other words, it's fluid, and adapts to changes in the market and my interests. But it serves as an example of what a typical month might look like for what I promote week-by-week and day-by-day:

### **WEEK ONE:**

- Day 1 — Ben Settle Mobile App
- Day 2 — Ben Settle Mobile App
- Day 3 — Enoch Wars Mobile App
- Day 4 — 10-Minute Workday
- Day 5 — 10-Minute Workday
- Day 6 — Villains books on Amazon
- Day 7 — Villains books on Amazon

### **WEEK TWO:**

- Days 1 - 7 — Learnistic.com, either to get a free test drive or teasing them about being an affiliate, which requires them to get a free test drive

### **WEEK THREE:**

- Monday - Friday or the end of the week Thursday - Sunday selling that month's affiliate offer or one of my own book sales

### **WEEK FOUR**

- EmailPlayers.com

# The Secret elBenbo Press Advantage That Makes It So You Just Can't Lose

In my humble — but accurate — opinion:

There is nothing that can (1) increase your sales & response... (2) boost your email deliverability & reputation with Gmail and the other main ESPs... (3) inspire “good will” & confidence in your business... (4) create a brand that is completely troll & hater “proof”... (5) turn even the most rapid skeptics into lifelong fans & customers... (6) draw people to your email & customer list in droves... (7) protect your business from the vagaries of recessions & unpredictable current global events and... (8) give you an advantage over nearly any business & service you compete against... than good, “old fashioned”...

## **Customer Service!**

Or as I call it, “*Customer Subjugation.*”

A lot of people find customer service boring. And it is if you are taking it seriously, and if you are following my suggestions in this book, it can give you an overwhelmingly powerful advantage over any competitor you ever sell against. It also goes back to the Law of Self Aggrandizement — there are few things that can do more for your brand and people wanting to buy from “You” — regardless of offer — than being the best in your market at customer service. It can forgive a lot of marketing “sins.” It can get an inferior product bought



over a superior product. And it can make it so customers & leads will want to buy from you...

### **And Only You.**

It makes me think of the Disney movie *The Sword In The Stone*.

There is a scene where the wizard Merlin and Madam Mim have a wizard's duel turning into various animals to try to outwit each other. The main rule is no dragons or other make believe monsters. And, of course, no *cheating*. At the end of the fight, Madam Mim breaks that rule and cheats by turning into a dragon, and is about to destroy Merlin. There is nothing Merlin can turn into to beat that fire breathing dragon wanting to consume him.

So what does Merlin do?

He transforms himself into...

### **A Germ!**

A germ that causes the dragon to get violently sick.

And, by doing that he incapacitates Madam Mim, humiliating & defeating her, and keeping her bedridden for weeks afterwards. That, in my mind, is what superior customer service can do for any business. It lets you beat, destroy, and utterly humiliate even the cheating “dragons” of your market and industry. And it lets you do it regardless of your budget, “star power”, brand recognition, or other attributes you may or may not still be weak on. The power superior customer service grants you is nearly infinite. And the following tips are some ways to make sure your customer service game is air-tight.

#### ***1. Read every scrap of your “white mail.”***

This is something I learned the potential life-or-death importance of many years ago when I read Gary Halbert's magnificent “Darkside of Success”

newsletter issue. To say it had an impact would be a gigantic understatement.

Why?

Because not paying attention to a business's white mail (any non-order/non-sale mail you get) got him literally...

**Thrown In Prison  
For A Crime  
He Didn't Even Commit!**

I recommend finding and reading that issue.

Then reading it again.

And then reading it yet again — at least once per year after that, for the rest of your business career, or until it is ingrained in your brain. The reason why is, it nails down the importance of reading your white mail, and not just delegating it out, and always taking it seriously. Admittedly, I don't get much white mail and never have. Not as far as someone sending anything via the postal mail. But today's white mail is *emails* in most cases. Yes, I read every email that comes in. I don't respond to every email for reasons you will see in a moment. But I do read them all unless they are small talk, spam, or have no real point. And, doing so has not only helped me douse red hot problems developing with ice cold water before they caught fire, but has also...

**Made My  
Business Incalculably  
More Profitable.**

It goes back to doing “chi sau” with your list from earlier.

By reading emails — and NOT delegating that part — you get ideas for books & offers, fodder for emails & sales copy, and the opportunity to serve & satisfy your customers in ways you will never get any other way. This is



especially important with any paying customer white mail. But, it is also extremely important for non-customer emails, too. As sometimes, if they ask a question, you can reply in a way that closes a sale. Some customers are 99% of the way there, and just need a reply, a word of assurance, or a question answered to be in. I am not talking about giving them free information as far as “how to” or anything like that. Some losers will try to get free info out of you by saying, “I am about to buy, but first, I have a question about how to do XYZ.”

Always ignore those idiots.

They are a waste of your time.

No, I am talking about purely customer service or product clarification emails here. In some cases, it could also be you telling someone NOT to buy that gets them to pull the trigger.

In fact, in my experience...

**Brutal Honesty  
Ultimately Pays More  
Than Gentle Lies.**

And you can only do this by being in touch with people.

Again, I am not saying to answer all white mail.

Many (probably most) should not be answered as you’ll see.

But you should read it all. You should use it to inspire ideas and solutions to problems your market has (i.e., create more books, newsletter topics, emails, etc). And you should keep the especially insightful ones in a folder on your hard drive that you back up regularly. It’s all the rage these days to outsource everything to an assistant. But like a lot of what you’ve read in this book, doing things the elBenbo Press way is not only *not* the easy way...

**But It's Often  
The Exact Opposite  
Of Whatever The  
Majority Are Doing.**

Keep that in mind as you gain an audience.

They will tell you everything you need to know to keep them happily buying, keep your market happily referring, and, yes, keep your business happily growing.

But not if you don't read what they have to say in the first place.

***2. Act fast & answer often.***

Another customer service tip that will serve you well:

Whenever a customer service-related question about an order — from a customer or someone wanting to give you money — comes in, drop what you are doing and answer it. This is why, incidentally, I turn off my email and other notifications when writing. Because I have “trained” myself to answer customer service-related questions worthy of being addressed on the fly. This includes whether I am watching TV, whether I am eating (yes, I take this to a ridiculous extreme sometimes, and am not recommending you necessarily do this), while I am on a 10-mile walk, and even...

**On Road Trips!**

It's why I will stop at nearly every rest stop.

Not just if I have to go the bathroom or let my dog do her thing. But also because I want to check in on customer service-related questions, orders, or anything else. Like I said before, I don't take “vacations.” If anything, I merely take short breaks in the action. But customer service is the lifeblood of my business, my brand, and my marketplace positioning. And doing these little



things can add up big over time. I also recommend you take notes of any unresolved customer service questions so you don't forget about them. For me, this is as simple as having Inbox Zero (I keep it that way throughout the day). And anything unresolved simply sits in my email inbox staring at me. Haunting me. And not letting me forget about whatever it is...

**Until It  
Is Resolved.**

I am admittedly an extremist about this.

And I am not saying you have to be as extreme as I am. Nor am I saying it is even necessarily long-term healthy, or that I won't eventually outsource some of this. But, I can confidently say that, the more extreme you are about customer service, the bigger your business, the better your brand, the more influential your reputation, and the more rapidly your referral network can grow.

***3. Deliver & fulfill as quickly as humanly possible.***

Since I mentioned Gary Halbert earlier:

He was one of my all-time favorite marketing and copywriting minds and a true marketing genius. And, I once did an entire podcast episode just on all the ways he influenced my business. But at the time time...

**He Probably  
Would Have  
Considered Me  
An Idiot.**

And, possibly, even a "shit weasel." At least, with one of the things I say in many of my sales letters and on all my order forms.

And that one thing is, I always tell people to:

**“Allow 1-3 weeks for delivery.”**

Yes, I already touched on this before. But I remember a newsletter issue Gary wrote where he said (more or less) that having that kind of verbiage is insane and stupid. And his reasons were sound for saying so. But even knowing that, I continue to keep saying 1-3 weeks. And, I believe it not only doesn't hurt sales, but greatly enhances them, as well as accentuates the customer buying experience in many cases.

But, not because of the “words” themselves.

It's purely because of two things:

1. When you are dealing with the mail there are always going to be forces outside your control — from the printer having problems, to slow mail patterns, to even the weather or current events (COVID-19, for example) — and I would rather people expect the worst. And one of the reasons why I want them to expect the worst is because...
2. The “contrast effect” of someone getting their book or newsletter delivered in the 2 or 3 days it often really takes is always a pleasant surprise, much appreciated, and just flat out gives customers...

**An Outstanding  
Experience.**

Customer service is all about the experience.

**Which means you can use slow delivery times to create more rabid customers and fans.** A product is a product, and often forgotten. But an outstanding experience is memorable. It generates good feelings. And it “bonds” you to customers in ways just delivering “VALUE!” can't even touch.

Take this response, for example:



**nice one. Can't wait to read both books.**

**And thank God you send your email players via FedEx.**

**I just subscribed, and actually got the skhema book within a few days -- I live in australia and have NEVER experienced a U.S company giving a shit about getting things to me fast.**

**I got so used to the "U.S postage-lag" -- and you're the first to break the model in my 15 years of ordering internet things.**

Do you think that experience didn't help my business with that customer?

Do you think he just forgot about that?

Do you think any offers after that didn't get taken more seriously?

If you believe any of that, then to the corner with a dunce hat you go.

It's these experiences that create life-long customers, an army of people eager to refer to you, and that make the frustrations & "downtimes" of business...

### **All Worth While.**

At the same time, the opposite is also true:

Give bad experiences... shirk even the most basic of customer service opportunities... or make buying not as appealing... and you will be shocked at how fast things can go downhill. I could write an entire book just about this with example after example after example. In my local town here, for instance, many years ago the business center didn't take credit or debit cards. It was cash or check only. When I asked why, the owner said "The credit card fees are too expensive." I remember wanting to say...

**“Bitch, what?!”**

I almost thought he was joking.

How could he not realize the convenience of being able to just put a routine expense (in this case, I was sending a check overnight by FedEx) on a credit card, instead of having to constantly make sure one has enough cash on hand or remember to bring the checkbook — much less have to write the stupid thing out — is well worth tacking a small 3% or 4% charge onto the price?

Another example:

Many years ago, I ordered some takeout — burger and fries — from a local restaurant. I opened the styrofoam carton and got ready to dig in. But then I abruptly stopped when I beheld...

**A Scraggly Dead Fly  
In My Fries!**

Naturally, we took it back and told them.

The restaurant owner's reply?

**“We will give you a 15% discount on your next order.”**

What a guy — “The Dead Fly Discount.”

But that ain't all:

In this case, word got around, and the owner complained about a year or so later that, because of that incident, he was forced to spend \$800 on a new door to keep flies out. It's hard to believe business people are this short sighted and this stupid about customer service. Same thing happened during the recent COVID-19 quarantines. The local restaurants started offering takeout



only. And a lot of them were hurting pretty bad. During such times you'd think customer service would get better. But in this case...

**Some Of The  
Customer Service  
Got Infinitely Worse.**

It started with them not including a salad that was ordered.

Or forgetting to include fries.

Or, in one case, including almost zero beef with an order of beef & broccoli. It was almost all broccoli, and you had to look under it all for the couple mini-pieces of chicken. In all these cases, they dropped the ball on the one thing they had 100% in their control:

**The Customer  
Experience.**

All of which will hurt them long term even if it saved money short term.

***4. Be the beautiful, hard to reach virgin at the top of the mountain, not the one-toothed, STD-ridden ho at the bottom.***

Another true story:

Back in my Facebook days, I once saw a goo-roo natter on about how the hard-to-get-to expert position is antiquated, and how transparency, authenticity, & accessibility "is where it's at!" Which I found as stupid as it was ironic. For one thing, being transparent & authentic have always been "in", and not something a virtue signaling Millennial on Facebook invented.

The great old school direct marketers were doing both 100+ years ago.

But what about the accessibility part?

Accessibility rarely equals valuable.

If anything...

**Accessibility Is  
The Polar Opposite  
Of Valuable.**

A lock easily opened & accessed by many keys ain't a valuable lock.

Example:

Show me a business owner with a 24/7 “open door” policy and I’ll show you someone who doesn’t get jack done, doesn’t get to see their families as much as they’d like, and are always just an email or text message away from someone interrupting their productivity and/or fun. On the other extreme: Show me a Dan Kennedy who has no email, phone, or other easy access... FAX only, who responds two days per week... and I’ll show you a giant of his industry who commands outrageous fees and...

**Whose Every Word  
Is Listened To & Implemented  
Without Question Or Pause.**

I don’t go nearly that extreme, but it is worth noting.

And here is something else of note:

The tales of the great warriors and knights and kings never showed them questing for, dueling for, or putting their lives and honor on the line for the easy-to-access town ho with the open sores all over her body haunting the street corners and archways. But, they would happily risk life, limb, and freedom for the rare and beautiful, hard-to-find-and-access virgin at the top of the mountain, surrounded by a mote full of lava, and guarded by a fire-breathing dragon. If that analogy is too horrifying, then how about this one:



People with money, who value their time, and have a desire to kick some arse don't learn karate in the easy-to-locate strip mall who will coddle them, and lump them in a class of 200 other people doing punching drills in unison. But, they will scale a dangerous mountain and pay enormous sums of money to learn kung fu at someone like Pai Mei's feet, who will abuse, humiliate, and teach them the real secrets of combat — including making them break their knuckles punching wooden planks, snatch out their eyes for being disobedient, carry heavy water buckets up steep, rickety stone steps, and sleep on the cold floor to toughen them up.

So it is in the world of business.

And, yes, so it is in the world of...

### **World Class Customer Service.**

It is all about priorities.

By being easily accessible to just anyone, by reacting to every brain fart and small talking unreasonable seizure of your time... your overall customer service has no choice but to become less, not more, valuable. This means erecting boundaries. It means defining what is acceptable and what is not acceptable. And it means structuring your business, your pricing, and your offers so you can give the best possible customer service. You can structure the rules for your business in whatever ways you want. And your tolerance for some things will be stronger or weaker than mine.

Here are some more examples of my attitude on this:

- **Only answer paid customer questions** — I have a strict policy where I only answer questions from and give advice to paid *Email Players* subscribers. Not book customers. Not free email list readers. And certainly not stray people who find my website. Unless it's a question about ordering or something of that nature, their questions are received, processed, and...

ignored. I might answer them publicly if they prove useful as email fodder. Sometimes I will even use them as fodder for my paid offers. But I don't answer questions from people who have not paid for my time in advance. Thus, my policy to only answer questions, give advice, etc to paying *Email Players* subscribers.

- **Don't do small talk** — Maybe it's my introverted nature or my not really liking to deal with people in general. But nothing annoys me more, and gets people ignored faster, than trying to small talk me. Usually when that happens it is to try to be "friends" with me or as some angle to get free info. And it never works. Because I not only don't answer emails with small talk, I ignore them altogether as soon as I see they are full of small talk. This includes paying *Email Players* subscribers. I train them not to waste my time, and if they are going to take advantage of the opportunity to ask questions, there had better be a business-related question to be answered. What my favorite color or what I thought of the latest movie or whatever horse shyt the small talk is asking about is ignored and not answered.
- **Block & ban anyone who tries to waste even a second of your time or take even a shred of your knowledge for free** — There will never be any shortage of people wanting to take up your time and knowledge. And the bigger your list & audience grows, the more this will be the case. Fact is, people will happily take all the time and energy you are willing to give them. The worst offenders are the low class jackass idiots I mentioned earlier, who ask for advice with the implied promise if you answer them, they will buy your offer. Anyone doing that is BOA — "blocked on arrival."
- **Don't answer anything already answered on your sales pages or Google** — This needs no explanation or illustration if you value your time at all. But, there is also a bonus "perk" to doing it. And that is, every now and then when you tell someone this, you will expose any insane customers before they can buy, or expose a mentally disturbed (no exaggeration) customer who slipped into your business. Take this peach of a guy after he kept asking me questions about *Email Players* that are answered clearly on the sales letter and I cancelled his subscription as a result:



you know I teach classes and have hundreds of students and I never refuse to answer a simple little question like I asked you.

YOU FUCKING SUCK! big time

I've seen your pictures and your a little bitch whose tune would drastically change if we were face to face. You're a coward who would never pull some shit like this if you were standing in person with me ...

Hide behind your cowardly internet you faggot, because that is all you can do!

you are a worthless piece of shit!

fuck off!

With Great Love & Great Respect,

N

The auto-appended "With Great Love & Great Respect" signature in his emails (this was merely one of several bat shy crazy emails he kept sending me that day) is my favorite part. You can't invent irony that amusing. And just think of the bullet I dodged exposing and, thus, jettisoning that idiot. Imagine what a crap stain of a time & energy-wasting customer he'd make...

- **Don't talk to trolls** — Speaking of emotionally unstable trolls and insane people... never talk to, answer, or so much as acknowledge trolls one-on-one. I've made this mistake enough times so you don't have to. Let the little trolls think what they want, say what they want, and believe what they want. Always note what they say and possibly use as fodder to sell something. If they threaten you, forward to the cops and your lawyer to keep a file. For help dealing with and profiting from trolls, again, see my ***Copy Troll*** book at

**www.EmailPlayers.com/troll** — which is all about ways to do this. Use code **PRESS** at the checkout for a fat elBenbo Press discount.

I will be reprinting some information about customer curation from the May 2019 *Email Players* issue that goes deeper into all this in a bit. But the point for now isn't necessarily to approach this exactly the way I do. It's to figure out what is and what is not acceptable, worth spending time on, or what you are willing to do... so you can spend all that time and energy...

**On The Customers  
You Do Want  
To Help & Service.**

Time and energy are both finite.

Guard yours well and those you do want to help will be a lot more grateful. Your mind will be a lot more at peace, too. And, yes, your bank account should be a lot fatter as a result.

***5. Immediately acknowledge questions.***

My printer does this brilliantly. Whenever I send a question or even forward an updated customer address... anything, whether it's a question or not, **they always acknowledge it**. And as a customer I appreciate that. I don't have to wonder if they got it, if something was updated, or whatever issue I was telling them about got addressed. I do this with customer service-related questions (not small talk) in my own business, too. Even if it's as routine as a customer sending me an updated shipping address, I let them know I got it and have changed it. That way they don't have to wonder or worry about if I got their question, can cross it off their list, and focus on better things. Little things like this can make big differences in the customer experience.

***6. When in doubt, give 'em ice cream.***

One of my favorite Dan Kennedy stories is about when he was stuck on a



plane for 6 hours without departing and they would not let anyone get off the plane. Everyone had to sit there, sweating, stewing, and stressing like rats in a cage.

The airline's solution?

**They Served Everyone  
Free Ice Cream!**

And apparently it worked like crazy, too.

In fact, Dan said something that has decades of customer service wisdom “frozen” into it: **“It’s hard to be mad at someone who is giving you free ice cream.”** I remember many years ago, before I even started selling my own print newsletters, Terry Dean told a similar story. He was selling his print newsletter and something went wrong with his shopping cart where it billed everyone incorrectly, creating mass chaos with their banks, credit cards, etc. Terry’s solution? He gave them a valuable book or product he was selling and made it right with them.

This might sound strange to think about:

But even when really horrible things happen, if you know how to adapt to them, and be fluid by giving those who got hurt some proverbial “free ice cream” (so to speak), you can use that opportunity to strengthen the relationship you have with your customers and, possibly...

**Even Profit  
From The Turmoil.**

Something to think about...

***7. Multiple streams of contact.***

Even though I am an email supremacist, believe email is the 8th wonder of

the business world, and have a lot of my business & sales driven by email... I am under no illusions it's still not an inherently *flakey* media.

It can be completely unreliable, too.

And, it can be a huge pain in the arse if you have to get information to someone and only use email to do so. Not just because of spam filters and people using multiple addresses (maybe not even checking the one you have on file), but also because of Gmail and other ESPs sending your mail to spam or other folders. This is especially a problem in consumer niches where they aren't used to even thinking about their spam folders, much less likely to check those folders.

Thus, the power of...

### **Multiple Contact Methods.**

Like text messaging, push notifications to their phones, direct mail, social media (not my favorite, but it can be useful for this), and the list goes on. Getting timely info to customers is just good customer service. And, good customer service is just good business overall.

### ***8. Have multiple merchant accounts.***

There are both obvious practical reasons for this we already covered — such as not relying on one merchant account, or running too many transactions through just one account — but also customer service reasons.

Here's a real life example:

A few years back, I had just gotten my second merchant account. And, for some reason, AMEX cards were all being flagged as fraudulent through that particular merchant. The reason had something to do with the merchant gateway (new to me at the time) I had started using. And during that time, a lot of my AMEX customers were rightfully...



### **Frustrated.**

And who could blame them?

Here they were trying to give me money, having to spend time on the phone with their banks only to be told it wasn't on their end, and basically it was a big waste of their time dealing something that was essentially my fault.

The solution?

I simply turned off that particular merchant account in the gateway.

It took me a few days to figure that out. But once I did, all the AMEX orders simply got routed through my other merchant account until we got the offending one fixed up. As that one smart fellow I mentioned earlier once told me, "you can never have too many merchant accounts." And customer service is one rarely, if ever talked about reason why.

### **9. Gift generously & intermittently.**

Many years ago, I remember reading something Dan Kennedy talked about in regards to budgeting something like 4% of all sales to gifting customers in some way. That percentage may not be exact. But I have tested and experimented with this many times over the years, and have found the idea more than sound.

The key is to gift generously, but at intermittent times.

In my business, I like to buy books I have gotten a ton of value from in bulk, and then include them randomly with an *Email Players* issue. I do it for the good will it creates, as well as because I really want my people to have certain knowledge. Especially knowledge that will make their *Email Players* subscription more valuable.

But, I also do it because I believe in the power of...

### **Rewarding Good Behavior.**

And obviously, sticking with me is good behavior.

Plus, the subscribers love & appreciate it, and it increases the overall retention numbers. People love getting valuable gifts they weren't expecting. And that is why doing so can make for great customer service.

#### ***10. The Disney secret.***

To paraphrase Walt Disney:

Do what you do so well, people can't resist telling others about you. I'd argue this is most important when it comes to customer service.

Customer service done the way Disney described is...

### **The Ultimate "Equalizer."**

You really don't have to be the most talented.

You really don't have to have the greatest product.

And you really don't even have to be the best logical choice for someone to buy from in a sea of competition that all out-market, out-spend, and out-sell you in all other ways. Like Joe Girard, who we talked about earlier. For the longest time he was the World's Greatest Salesman according to *The Guinness Book Of World Records*. And the reason why is, he consistently outsold every car salesman by a country mile year in, and year out. And it wasn't any magical one-liners or closes that did it.

Instead, it goes back to his big secret I mentioned before:



Referrals.

He sold in such a way where his customers couldn't help but tell all their friends, family, co-workers, even complete strangers about him. That meant, people came to him already trusting him, already knowing he could help them, and **already eager to hand him the sale**. A great example of this is in a book called *Ten Greatest Sales Persons* that illustrates this in glorious detail. When someone bought a car from Joe Girard, it wasn't just a "transaction" —

### **It Was An Experience!**

Here's what I am talking about:

He'd walk the customer personally to the service manager and introduce him, tell the customer something like, "this is Bob, he's the best mechanic you'll ever meet. And is also the guy who is going to make sure you don't have any problems. You can call him personally if you have any questions. And if you can't get a hold of him for some reason, you call me and I will make sure you are always taken care of." And if someone did come in for service, and was frustrated, he'd go to bat for them by personally going to the service department on their behalf, or the factory foreman, even right up to the Chairman if he had to! He just sincerely cared — it wasn't an act or a "tactic" — and truly treated the relationship with his customers as...

**Sacred.**

**Thus, the guy was the Customer Service King.**

He made his customers feel completely at ease.

He made it super easy to want to buy from him.

And, yes, he made people feel *compelled* to tell all their friends about him. And that's why, as you can imagine, when it came time to buy a car...

**There Was Nobody Else  
They'd Even Dream  
Of Buying From.**

His sales were made days, weeks, months, even *years* in advance.

And in many cases, with no sales “pitch” required.

All from superior customer service — a sales “technique” like no other.

In fact, **it is THE #1 sales & marketing technique ever invented.** It needs no fancy one-liners, and no magic closes. Anyone can do it, raw newbie or seasoned pro. And it works in every market, every niche, every industry, and every product category ever invented to make people want to buy from you, and only you, regardless of how strong the competition.

If you can't beat someone on price, guarantees, or quality...

**You Can Always  
Beat 'em On  
Customer Service.**

One last thing about this:

There has been a theme throughout this entire book you may or may not have noticed. It started with the introduction and has interwoven itself through every section, page, paragraph, and sentence you've read. That thread is summed up at the end of Earl Nightingale's short teaching called *The Boss* when he says:

**“[People] have problems and sorrows of their own about which we're not aware. They have bad days and disappointments. Make sure that the time they're with you is a high spot in their day and they'll want to come back, not just because of your company, but because of you.”**



That is what it all ultimately comes down to.

And you can do this via superior customer service.

Yes, even starting *today*.

### ***11. Curation for superior customer service.***

Finally, I want to circle back to what I talked about before about customer curation. By curating your list, your customers, and your audience — as well as anyone and everyone you do business with in any capacity — you will automatically give better customer service.

And the reason why is time & energy.

Remember, both are finite.

And if you don't curate, you will have no choice but to spend that time and energy on those who don't deserve it, won't appreciate it, and can't place what you sell/teach in its proper context anyway.

This is why the elBenbo Press publishing model is keenly about:

### **Customer Curation Over Customer Placation.**

Curation is the best way to serve your customers.

And it's also the best way to prevent/reduce refunds, spam buttons being pushed, chargebacks submitted, haters, trolls, being de-platformed, etc too. On the next page I am reprinting a long, but necessary, training I did on this in the May 2019 *Email Players* issue.

Enjoy...

# Behold The Awesome Business-Building Power Of "Customer Curation"

I'm going to spend a lot of time on this, because I know of nobody who teaches it, and certainly not like how I do it. On the surface it won't seem like a "money making" concept. But it results in making more money, with less stress, and while having a much more enjoyable business than you may ever thought possible. I am not the only person who does it. But, I am one of the few who has made it into a methodology, I think. Anyway, to illustrate: back when I was still on social media, my woman was looking over my shoulder one day, while I was reading my Twitter feed on my phone. I assumed at the time, she was making sure I wasn't texting some ho. But when I asked her why she's constantly looking over my shoulder as I was a-Twitter-ing, she said it had nothing to do with seeing if I was consorting with the Enemy. Instead, she said she was fascinated with how I "curate" my content. i.e. I am very specific and deliberate about what I read. And, also, very specific about cutting out all other things I don't want to read. While, apparently, most people get sucked into various rabbit holes in the information they consume each day... wasting only God-knows-how-much-time filling their heads with the ideas, opinions, and virtue signaling grandstanding of random do-nothings and click bait on social media... I was always a "get in and get out as fast as possible" kinda guy. Anyway, as aggressively as I "curate" content I consume, I even more aggressively curate my customers. By that I mean, I select my customers very carefully. And I am very methodical about blocking, repelling, and cutting people off my list when necessary. And while it may seem like a paradox, and that such an attitude would eat at would-be profits... getting rid of people has not only given me a lot more peace of mind, but the more I do it, the more my overall profits go up, the bigger my business grows, and the more fun I have in my business overall. For example:

It's not uncommon to get an email from someone who has canceled their "Email Players" subscription to get excited about an upcoming



issue I am promoting, and then ask if they can come back. These requests are always received, processed, and summarily denied on arrival. It's not that I think people who quit are "bad" people. But there are few (very few) excuses I've heard that warrants letting someone come back if they do leave, and I aggressively curate who I share my knowledge with. I have a very specific set of Valuable skills when it comes to the email game. Why would I just share that with anybody? The way I see it, one should have standards in everything one does – including with who you accept as clients and customers. There's a teaching in the social sciences that says you are the sum total of the people you spend the most time with. In my way of thinking, this applies to your customers and clients, too. If you just accept anyone waving cash at you as a customer – quitters, excuse-makers, do-nothing people, complainers, price shoppers, time-wasters, people who need hand holding, wishy washy people, etc – you will end up slowly but surely becoming more like them, and then attract even more of them. It's inevitable. This is something the ancient thinkers knew well. It's why, for example, in the Bible Paul is very specific about not letting unrepentant sinners into churches. When he said, "A little leaven leaventh the whole lump" he wasn't just whistlin' dixie. And there's a reason why many churches who don't do as Paul said wither away. Let one rotten apple in, and soon the rest of the barrel starts to rot. And it's no different in your business. If you don't curate who you do business with, preferably before someone buys from you, your business will ultimately suffer. I'll give you an example of what I mean. Not long ago, there was this chick out in the UK who wanted to join my woman's membership site. And when I saw the questions she asked my woman, I immediately told her not to let this chick join. Why? Because she was asking questions that indicated she wasn't looking to learn the skill my woman teaches (using personality typing to close more sales and clients). She was looking for a support group – somewhere she can go to emote, gossip, and share her feelings with. I remember seeing certain copywriting and business groups on Facebook go from being high quality and valuable to complete wastes of time due to letting these exact types of people in. That little bit of "leaven" spreads fast – until, one day, they've converged the entire platform, watering and dumbing everything down, calling for other members to be kicked out should someone – gasp! oh noes! – offend them, etc. You may think this paranoia. But it happens all the time. And I told her not to let the person in, and she wisely agreed.



And before anyone asks, this doesn't just apply to membership sites and social media. It also applies to something that is non-interactive and non-social by design like "Email Players" – where I let people ask me questions via email. That means I'm associating with everyone who asks questions. And if I am hearing from, dealing with, and associating with quitters, whiners, complainers, excuse-makers, trolls, etc, sooner or later that "leaven" is going to work its way into my psyche. Thus, I ruthlessly curate them out. I don't care how nice they are, how agreeable they are, or how much they "need" my help, either. If someone gives me any indication they are someone I don't want as a customer – even if they are already a subscriber – I cut them out immediately. This even applies to when I sell affiliate offers. Back when I sold the great Brian Kurtz's "Titans of Direct Response" DVDs I asked him if he could send me the names of anyone who refunded. Refunders of quality products advertised honestly are pure leaven as far as I am concerned – worthless losers & frauds I want nothing to do with. And it turned out a couple of them were "Email Players" subscribers. Without pause or hesitation, I went into 1ShoppingCart, pulled up their names, and canceled their subscriptions. When they asked why, I told them. I also blacklisted them from ever being able to join again or buy anything else in my shopping cart. They are leaven and I don't want their kind around.

Now, many people hear me talk about this and have a hard time wrapping their heads around it. They will ask either, "Why not just take their money?" or, "I can't do this, I need the sales because..." and then rattle off any number of excuses, such as they are new and need sales, whatever it is. To which I tell them their first stumbling block is they have a scarcity mindset. I don't mean this in some woo-woo life coaching way. There's nothing mystical or magical about it. It's simple common sense. When you understand – really understand, at a gut level – you have something worth offering, like a skill or knowledge you spent great time and expense cultivating, the math is already on your side. There is less supply of you than there are of people who want and need what you have, assuming you picked a good market. So you don't need any one customer. You sure as hell don't need the ones like I am talking about. If anything, they are holding you back, and costing you money. That's why I don't let people return. Yes, sometimes they take it personally, which always amuses me. They'll start trying to troll me, or start whining, or get pissed off. One guy even said he



was going to make it his "mission" to destroy my business after I excommunicated him. And all they're doing – ironically – is validating why I don't want them around. They're too emotional. That's why they joined and then quit – they have no character, they lost the "feeling" of excitement of buying, and will now go seek some other game to play at the goo-roo casino to get that dopamine fix they get when they buy something new. I've seen this a hundred times, and it's rampant online. These people get an emotion, don't think through their purchase, don't take responsibility for their non-action or, even worse, make money from my product then, due to whatever bad money wiring (i.e. they are afraid of success, or their internal money "thermostat" is set too low, prompting them to sabotage themselves to get back to the income level where they are comfortable again) they quit. Why would I want them back? They aren't serious business people, and all I want is serious business people around me. Here's another example of customer curation and why it's so vital. A few months ago, I got this email from a blue flame special in the rugby niche:

Hi,

Tempted to buy the \$97 a month email players.

Few questions

I pay \$97 and then only get issues from that month forward.

As you probably don't recycle issues much, does this mean I'm paying for less and less of your core ideas and email tactics?

For example, you probably have some issues that have been way better than the rest and as time goes on it must be harder and harder to produce the newsletters?

Is there a way to get past issues too? Just don't want to pay and miss out on the gold that's been for maybe no more gold moving forward.

Read that drivel carefully. It is full of assumptions about my business and my product that are not only 100% incorrect, but are him projecting his own business and product nonsense onto me and my product. I knew – just from this first email – I would have had to

spend a lot of time dispelling all the horse shit baggage he was already trying to bring to the table. Look at his assumptions. He might as well wear a sign that says he's a marketing prole. He wants back issues – others have paid for – for free. He thinks I've already taught all the good stuff when it's just the opposite – my knowledge and what I teach is light years ahead of when I first launched this rag. That it gets harder to produce better information – although if anything, I have TOO many ideas, and have to hold back to fit it all into 16-pages each month. His are all nonsensical assumptions based either on how he runs his own business, or because someone screwed him over. It's like dating someone who has been screwed over too many times – they carry their bull shy into the relationship, projecting it on to you. Yes, I could have taken the time to explain this to him. But what would be the point? He's too far damaged and gone. And I don't have the time, energy, or inclination to re-wire his assumptions.

Short story long: I told him (word for word) I prefer he not subscribe and that he sounds like a complete pain in the ass. I didn't say that to be a dick. I said it because it's part of my curation process. I like to gauge what someone's emotional state is before I sell to them, whenever I can. For all I knew, he could've been a serious customer who just asks dumb questions or makes dumb assumptions, but only needed a little reassurance. I do this all the time when I reject people. I don't just reject them for the sake of it, I want to gauge their response, and there are people sometimes who respond positively, and there are a lot of people (most people) who don't when told No. This guy was one of the ones who didn't, and got immediately butt-hurt about it. One of the other things he asked (before he asked the question above) was if "Email Players" works for eCommerce. I have lots of testimonials from eCommerce people I could have dug up if I was so inclined. But I wasn't. I was gauging his response. And it was clear by his emotional state after I told him he sounds like a pain in the ass that he is not somebody I want to associate with. Again, you are the sum total of the people you spend all your time with. Ruthlessly, coldly, and relentlessly curate the crud out – before they even buy from you, ideally – or the crud will infect your own mind, your business, and eventually your other customers.

Another example is sometimes people send me an email to cancel "Email Players" with a long list of excuses. Which always amuses me,



because I don't care why someone quits, nor do I even have time to read them. They are adults and can do whatever they want. It's their life, and they have to live it, and maybe it's just not a good fit for them. But, I always let the ones who give excuses and insist they "will be back!" know while it's perfectly okay to leave, they won't be allowed back later. In fact, not long ago, one of these guys said how much he loves the newsletter, how it's making him money, but he is a couple issues behind, he's a slow reader, and he has some silly rule where he won't keep paying for information until he gets caught up (something like that) but he "WILL be back!" I replied saying, no, you won't. I have a rule of my own: I don't cater to quitters. Think about the mindset of someone like him. He's projecting his inability to get his act together, his inability to improve his reading speed, his inability to manage his time, etc onto my newsletter. It's 16-pages a month. It takes about 15 to 20 minutes to read. The rest of the month should be spent implementing and working the information into his business, which should easily make back his investment in spades. Instead of improving himself... and improving his reading speed, improving his time management, improving his slow implementation, improving his attitude... he projects his excuses on to the newsletter. Instead of elevating himself, he wants to drag my product down to his level. Again, why would I want someone like him back? Nothing personal against him. But he's never going to do anything. So he was cast out into the Abyss – blocked and blacklisted for eternity. This might seem like I am losing money. But the reality is, curating him out has simply opened the door for him to be replaced by someone better, more responsible, and more successful. And it was, that was a record month for new subscriptions – coincidentally or not. This is something Dan Kennedy teaches in his NO BS Time Management book: When you get rid of the bad customers, they are replaced by better ones. And it's so reliably predictable, it's truly amazing how it works.

Around the same time, another guy from the Philippines did something similar. He said due to where he lives he couldn't get his product together yet and was canceling until he could finish it and build his email list. Yes, even though the sales letter is crystal clear about how you need a business, a list, etc. And he said he would beg for my forgiveness when the time came. As you can guess, his request to come back will be denied. Once you take the trash out, you don't bring it back in. Some bum or dumpster diver of a



marketer can have him. I don't want him. The fact he didn't listen to my first instructions there, free, says something. The fact that he was such a small thinker, says something. And the fact that he was already making excuses, says something. He could have studied and implemented the info by applying it to make himself better at writing persuasive email copy by using the knowledge for writing ezine articles on major article directory sites, creating YouTube videos (the same principles I teach for email are easily applied to video or any media), guest articles, and short podcasts on iTunes... in addition to doing all the surprisingly simple and effective list building strategies I teach (the December 2018 issue – which would have been his next issue – would have shown him lots of ways to build a list, as did this year's February and March issues) that would have been building a list he could then create or find an offer to send to that list. Not being "ready" is never an acceptable excuse. If you're not ready, you sac up and make yourself ready. I wrote an email about this, and how if you make yourself ready before you need to be ready for something, you don't have to waste time getting ready for that which you are getting ready for when the time comes to be ready. This is also true of the "I can't afford it" excuse, too. People who natter on about price need only replace "can't" with "won't." It's \$3.23 per day. It ain't the money, it's their priorities and lack of action-taking. A bum rattling a used, coffee-stained styrofoam cup full of sticky pennies can afford it. And if they really are that broke, that desperate, they should hop on public assistance and quit pretending they are some kind of business person. I ruthlessly and coldly curate such people out. And doing so, every single time, enriches me in the long run, as their "spots" are then taken by better, more serious, and longer term customers I do want to associate with. I have zero doubt if you take the same attitude – regardless of what you sell, you will ultimately have the same experience.

Now, while curating your customers will make your business more profitable and secure, it probably won't make you very popular. However, if you write for sales and not applause – as the late, great Gary Halbert described it – popularity should be the last thing on your mind. In fact, do this right and you'll probably have people complain about you on social media and in other places. If/when that happens, that's a good thing. It means you're doing something right. I want everyone in my market to know I do this so they don't waste my time or their money. It's like in Tim Burton's



*Batman* movie. In the beginning Batman is holding the criminal up by his neck and he says, "I'm not going to kill you. I want you to tell your friends about me." Which the "curated" in your audience will ultimately do. I remember people complaining about me and how I don't let people back once they leave in a Facebook group. Everyone in that thread who is against my policy wants me to prop up their excuses and failures and let them back when they're "ready." But they've never been ready. Not in the entire history of their lives. And, unless they make a change in their short-term thinking, opportunity-minded ways of making decisions, they never will be ready.

Anyway, this is why I don't try to get everybody, and why I don't think you should, either, my little droogling. And again, this applies to any kind of product or business. I'm using "Email Players" as an example, but it doesn't have to be continuity, or my market, or my kind of product. I've applied this in health markets, too, and it works.

Yes, this applies to all businesses, in my experience.

Curate people before they even buy. Success leaves clues, and so does failure. Do you want to deal with successful customers and clients or failures? And by failures, I mean people who will not implement or use or consume what you sell. Ruthlessly curate who you give your time and attention, knowledge and products, skills and expertise to. Without pity, without remorse, and without pause. Not just in business but your personal life too. You are the sum total of the people you spend the most time with. Cut toxic people out. Cut refunders out. Cut complainers out. Cut time wasters out. Cut trolls out. Cut dopamine junkies out. Cut out anyone who's not taking you towards your Mission and who won't let you help them solve whatever problem it is you solve. It doesn't mean you have to hate them. And I don't think you should purposely try to be an asshole to somebody unless you're doing it strategically like I do, just to gauge their emotional state. But that's kind of an advanced thing. I didn't always do that, it's something I started doing over the years.

And on that note, following are some tips on how to do this in your business – regardless of what you sell, how long you've been in business, and who you sell to. These are not the typical "how to"

tips for making more money. But, I would bet you will make just as much, if not more, money doing this than implementing another checklist of ways to write copy or whatever:

### 1. The Assumption To Make About Assumptions

One thing you can start doing immediately, is paying attention to someone's assumptions. Like the rugby guy, with all his false assumptions. Not a single one of them was true, and he didn't even bother to ask for clarification. If they're assuming and not asking you questions, it's a red flag. It doesn't mean you have to curate them out based just on that. But realize it's a red flag. If they are projecting a bunch of baggage on you right out the gate, curate them out without hesitation. Doing so opens the door for much better, non-damaged customers who will see your lack of neediness, and be attracted to it.

### 2. Ask Questions About Their Questions

Sometimes people ask questions that give clues about what their agenda is and what they're trying to do. For example, if they ask you if you have a refund policy, you should not even answer that person. **They've already told you they intend to refund. Guaranteed.** If you sell to someone who asks about a refund policy I'm telling you right now, that person will refund. 99.9% of the time, they've told you.

### 3. Dodge Emotional Projectiles

Another thing to ask yourself is, are they projecting on you? Projecting is a very insidious phenomenon, and holds people back. But it also is a good reason to curate someone out. One way to know if someone is projecting is if they accuse you of something. After I told the rugby guy not to buy, he started nattering on about how I have a big ego (something like that). He was basically telling me he has a huge ego and he's insecure about it. Trolls do this all the time. Here's a reliable rule that will serve you well the rest of your life:

Whenever anybody accuses you of something, they are projecting whatever they are thinking, feeling, or intending to do upon you.



They're basically saying that's their hangup. They have that problem. In my Copy Troll book ([www.EmailPlayers.com/troll](http://www.EmailPlayers.com/troll) – "Email Players" subscribers get a discount on it this month, email me for details) I talk about some banter I had with rapper Talib Kweli on Twitter, which I turned into a very profitable special sale (thanks buddy!) His whole playbook is if you disagree with him in any way, even if you simply don't like his music, you're a racist, white supremacist, and Nazi. If you don't believe me, follow him on Twitter and watch. This guy is tremendous in his predictability. But that's his whole playbook: He just calls you names. And if you look at some of the people he associates with, what he says, and how he behaves, you quickly notice he is the very thing he is accusing people of. This goes triple for his fans. In fact, want to make some easy money? Go to Talib's Twitter account, tell him (in a respectful way) he's wrong about socialism and he will very likely respond back by calling you a name (racist, nazi, white supremacist, whatever name he pulls from his playbook) against you.

Whatever name he calls you, turn it into a sale in his honor.

The key thing to remember is, be legitimately respectful and grateful if this happens, and he'll be like your unofficial business partner if he takes your bait. Don't be an asshole or disrespectful or argumentative. Take the higher ground and have a serious point of view. When his fans start attacking you, and they will, probably starting with your opt-in page or something else they are too stupid to understand, just ignore and block them. All you need is the accusation against you. In my case, I had a "Write Supremacist sale." It could just as easily been a sale on anything else. This tip can potentially make you a lot of money. Just realize, if you have a thin skin, or can't contain your emotions or resist getting into a shy-talking matches, or if you are worried about some of his psychopathic fans doxing (i.e. looking up your address and publishing it online) you, etc, you are better off not doing this. I simply leave this here as an option... do it at your own risk.

#### 4. Reject The Rejected

Finally, how does someone react to rejection? Do they get emotional? Do they get angry? Or do they own up to whatever they did to prompt you to reject them? When I tell someone I don't want them to buy or don't let them buy, it's not some kind of trick or tactic.

It means I really don't want them around for all the reasons cited. But, every now and then, someone will own up and sometimes (not very often) I might give them another chance, depending on my history with them. Usually, though, they end up revealing themselves as trolls. I mentioned earlier the guy who decided he was going to make it his "Mission" to bring my business down when I told him I no longer wanted him as a customer. Does that sound like someone who is emotionally healthy, I should be selling to? But just like a damaged guy will start telling a woman who rejects him she's a bitch, a slut, etc (when he was just prior trying to hit on her), a damaged customer will reveal what they are, too, when you reject them. And that is the whole point of curation at the end of the day – to keep damaged people away from your business. With email especially, the relationship is everything. And having a relationship with a damaged person is always a frustrating experience. You cannot "fix" a damaged person, they have to fix themselves. As the comedian Dante Nero likes to say, "You cannot save a damsel who loves her distress." This applies to personal relationships as well as customer relationships. And you can usually tell if someone is a damaged customer or client by their assumptions, questions, projections, and reactions to rejection.

All right, hopefully you see the money-making potential of this information. It's not the typical checklist of things to do to make sales. It's far more valuable. At least, it has been for me, where it's been worth, easily, tens of thousands – if not hundreds of thousands – in its varying ways over the years. I have no doubt it can do the same for you. So start curating. Today. Don't grandstand about it or threaten anyone with it. i.e. don't announce it. Just start applying the 4 criteria above to people on your list quietly, and take it from there.



# elBenbo Press: End Game.

To wind this book up, let's talk about two of my favorite subjects:

1. Wing Chun kung fu
2. The Bible

Let's start with the former. I have shown you my entire publishing methodology in this book. It is functionally everything I do to build, expand, and grow my publishing business. And while there are many "moving parts" — and you will need to read this book multiple times to get them all — it's still ultimately simple, although not necessarily easy. And, the next step for you if you choose to build an elBenbo Press-like publishing business, is to take this information and...

## **Make It Your Own.**

I don't mean to copy & paste anything.

That should be abundantly obvious by now.

What I am talking about is *expressing* the methodology in a way that is uniquely you. Which brings me to Wing Chun. Sifu told me years ago — when I first started learning at his feet — we all express Wing Chun uniquely. Yes, the forms, the moves, the drills, etc are the same across the board. But my Wing Chun will be expressed differently than his. And his is expressed differently than his sifu's. Everyone who practices Wing Chun all have unique physical &

mental attributes, different thought patterns, preferences, ways of thinking, and other “nuances” that make it uniquely our own.

So it goes with elBenbo Press.

I’ve taught you the fundamentals & the “forms” of what I do.

Now it’s your turn to go forth and express it in your own unique fashion. If you did not see something taught in this book — but that you observe me do — it’s because that is how I *uniquely* express the methodology within the system I have created, and is not something you should necessarily be doing. And indeed, if you do, it should be done in your own way, with your own “spin”, and...

### **With Your Own Flair.**

That’s the Wing Chun part of this end game section.

Now, let’s talk about the Bible part. Specifically, the parable of the talents about a master who puts his servants in charge of his goods while he is away on a trip. When he comes back, the master assesses what his servants did with his money and whether that money grew or not. He evaluates them according to how faithfully they made the investments, and the profits those investments made, and then rewards them accordingly. He is pleased with two of the servants and gives them their just reward. But one of them played it safe — i.e., played to not lose instead of playing to win.

### **And He Was Rightfully Punished.**

It’s an extremely apt story to end this book with.

And the reason why is, your publishing business should be just one “cog” in an ever-growing machine. If you do this right, I have absolutely zero doubt



you will start making a lot of money. Thus, as soon as that money starts rolling in, I do not recommend doing what I did. In my case, I spent some 6 years happily living the proverbial 10-minute workday lifestyle — spanking out an email each day, and then spending the rest of the day doing whatever amused me. I am very grateful for that experience. I spent a lot of time with my dad playing golf and going wine tasing, writing my novels, and hanging out with my dog, and just enjoying being free on the earth.

But, I also put my business and finances...

### **On Shaky Ground.**

Why?

Because ultimately it was just one stream of income.

And, as the great Dan Kennedy — its no coincidence I've been quoting him throughout this book, and keep recommending his programs — likes to say...

### **“1” Is The Most Dangerous Number In Business.**

Relying on one of anything can tank you in a heartbeat.

And this is especially true of just one business or one stream of income. As I showed you, for far too long, I only had ONE main offer (*Email Players*), dependent on ONE merchant account, that could have shut my entire business down in a nanosecond if I'd given some nervous nellie banker even ONE reason to do so. And while my newsletter and a few other offers got me to the mid 6-figures, completely debt-free, with not a money worry in the world... I always knew...

**I Was One Bureaucrat's  
Calculator Stroke  
Away From Being Ruined.**

That's no exaggeration.

This is why I talked about multiple merchant accounts earlier. But even more important than that is to have multiple businesses, multiple investments, and multiple other income streams completely independent of your publishing business. Listen, I am not one to give investment advice. But, what I will do is show you what I've recently been investing in to help preserve what I've been building, and that will hopefully eventually dwarf whatever money my publishing business brings in. Especially if — God forbid — I should end up with some kind of debilitating condition that prevents me from doing the hard work required to run my publishing business.

**But First  
A Word Of Warning:**

I list what I'm investing in only to get you thinking in this direction, not as specific advice. If all you get from this is "I should invest money I make from my elBenbo Press publishing business and not just put it under the mattress" then I've done my job. And on that note, the next pages shows what I've been currently investing the money made from my elBenbo Press publishing business in, to try to keep the money moving, growing, and expanding. Depending on when you are reading this, some of these may have come and gone. What's important is the inner game, not the specifics.

Thus, before I show you those specifics, some context:

I'm a fan of Robert Kiyosaki's investing in the 4 main asset classes advice: real estate, business, paper assets, and commodities. Plus, as a 5th "class", I also invest in my community's people & future.

But, remember:



Nothing I write here is advice.

Frankly, **you'd be an idiot to take any kind of investment advice from me.** This is merely what I am doing with these asset classes currently. And if I leave out specifics, that is done deliberately for privacy and other reasons, so don't bother asking...

—**Real Estate.**

This may better qualify as sort of a hybrid real estate/business. Eventually I want to buy some acreage in another state than where I currently live, that has more freedom and respect for its businesses and citizens before the United States inevitably breaks up. But for now, a guy I met via a mastermind a few years ago invests in gentrifying (my description, not his...) some of his city's areas via fix & flip and rehab projects. And by investing with them, I get consistent and paid-like-clockwork passive income each month without the hassle of managing real estate.

—**Business #1.**

First is BenSettle.com - i.e., publishing my books (fiction and nonfiction), *Email Players* newsletter, and other projects. This is my primary gig, for obvious reasons.

—**Business #2.**

I also own 40% interest in two mobile app companies: Learnistic.com and Membrandt.com. I invested nearly half a million in them as I believe mobile apps are the future of online marketing — AKA Web 3.0. Plus, something else to think about: with Learnistic, we are following the exact advice in this book about not relying on “1” of anything. Plans include to not only keep growing the tech side of Learnistic, but to buy other businesses with that business — including a printing business, a business “compound” (like a theme park-like retreat for businesses and their families), possibly a newspaper or other mass media businesses so we have a bigger overall platform, and other related

businesses so we can not only keep things “in house” as much as possible, but diversify our income streams. A lot of this is years or even decades out, like our own Learnistic phones, and other technology. But it’s all in the works. In other words, even my second business has the agenda of creating multiple other income streams that can exist with or without it. The deeper you can plan, strategize, and think about this, the better off you will be.

**—Business #3.**

In the Fall of 2019, I invested in a movie that should serve as a refreshing counter to the constant “woke” nonsense being shoveled out by Disney that is destroying their brand, whether the Disney fanboys want to admit it or not. The movie is the brain child of two of my favorite writers, and I believe they are going to be the first of a long line of comicbook movies that will make a lot of money by going the opposite way Disney, Warner Brothers, etc are in the culture wars.

**—Paper.**

I’m not much of a stock market guy, and I don’t pretend to care about crypto currency, one way or the other. I’m very much an amateur at this side of the investing world. Thus, I simply added a little money to various StashInvest.com and Ameritrade.com investments and just let it all ride.

**—Commodities.**

As for commodities, I am a big fan of precious metals. Particularly silver & lead (ammo). Both of which I believe are extremely important. The former as a way to protect what wealth (big or small) you have now. The latter as a way to protect your life and your family — which should be everyone’s most valuable assets, the way I see it...

**—Community.**

Finally, investing in your community — financially and/or with your time/



energy/labor is an intangible investment that probably won't make you "rich", but it can enrich your life, your family's life, and the lives of those you are surrounded by. All of which can only benefit you. What I donate (always via money, I'm a funding kinda guy, not a volunteer kinda guy) to depends on the time and situation. But it's mostly all at the local level, to benefit my town and/or county.

All right, one last thing before we wrap this End Game section up.

After you've gotten a line of books written, selling, and making you money, you have the option to take advantage of another time-honored publishing tradition:

**Licensing  
And/Or  
Bulk Selling.**

This is the ultimate publisher's end game:

**Having other businesses paying you money to sell your books.**

This is yet another way to build an additional income stream — or add to a current income stream. Smart publishers do this all the time. Not just as a source of income for their own business, but also as a source of "upstream" leads (like we talked about earlier), a way to foster that ever-elusive omnipresence of their brand, and to help other businesses help you help you both. This also lets you potentially make a lot of money for your business without barely lifting a finger. All you need is a printer/fulfillment house and to decide how you want to get paid, how much you want to get paid, and what terms you want to offer. I also suggest consulting a lawyer to create an agreement customers sign to protect you and your rights, as well as your brand and intellectual property from being violated or illegally used.

And on that note, I have just such an offer for you:

Since you are now familiar with the elBenbo Press publishing model, you are eligible to be a part of the official elBenbo Press...

**“Anti-Affiliate”  
Program.**

Here is a thumbnail sketch of the details:

1. For a substantial (but fair) fee, you can have the rights to print & sell nearly my entire book product line to your customers for a specific time period
2. This (currently — and may or may not change) includes unlimited reprint rights, so you can print & sell as many copies of my books as you want, and keep all the sales for yourself
3. It also currently includes use of my sales copy & even my upsell page copy, although you will want to ‘adapt’ it, which I may or may not show you how to do depending on when you take advantage of this offer

The above is subject to change and there are some other rules & conditions, too. Plus, you’ll also have to sign an agreement and let me “vet” your business.

But the above is the gist of it.

**The Investment?**

Either really expensive or really cheap, depending on how you look at it.

The exact amount depends on when you are reading this. But realize, this is my entire life’s work you get to sell, that I put in all the time testing, experimenting, and trial & error frustration into at my own expense and at my own risk. All you have to do is put up the sales pages I already have written, hook them up to your own merchant account(s) & checkout system you already



have, and then sell them via email or whatever medias you wish to your list you already are selling to. The books are mostly high ticket, too. Which means you don't need to sell too many of any one of the titles — not to mention the 1-click upsells that are “built in” I've already written, and just need a little tweaking to use — to make your money back in spades fairly quickly, with the rest being pure gravy.

If this interests you, I have a page explaining the details at:

**[www.EmailPlayers.com/anti-affiliate](http://www.EmailPlayers.com/anti-affiliate)**

Also:

As an elBenbo Press book customer & student, if you do decide to take advantage of this offer, you will get a much better price than anyone who has not bought this book directly from me. And while it will still be a steep investment, I believe the savings can dwarf the price you paid for this book many times overs.

**Section D:**  
**Inserts,**  
**Examples, &**  
**Exhibits.**

“You don’t wanna show me nothing, but you’re telling me everything.”

— Vincenzo Coccotti  
*True Romance*

This section is made up of a mixture of examples, inserts, exhibits, and teachings that “zoom in” on certain parts of this book I wanted to more fully illustrate. I can tell you about this stuff all day long. But without showing you examples you won’t get the full picture. So read it carefully, and cross reference the examples & exhibits with the parts of the book it is talking about as needed.

Enjoy...



# World-Building 101.

Below is a question from one of my *Email Players* subscribers, followed by my answer. It is a crash course on World-Building, that gives some additional spins on the topic not talked about in this book already.

Here goes:

**Alright, so stop me if this question is out of your realm (it may be a slight side-step out), but I'm a strength & conditioning coach on the side (if you need any advice, I got you for free of course).**

**Recently, on social media, I've noticed a rich dad in the area corralling players to his admittedly nice outdoor basketball court, and having them workout in ways that look flashy, but to the trained eye, they're cringey.**

**And the other day I saw one of my guys training there. Admittedly he's loyal to me so no problem, but it bothers me that guys teaching flash get more players flocking to them than guys like me that actual get results, but use foundational, unsexy, principles.**

**TL;DR: Guy has flashy training methods, I have grounded but effective ones. He's getting the business that I want.**

**So my question is, what can I do to better convince/show guys that MY "boring" ways are better than the flashy methods that have no substance (without sounding butthurt)?**

**I don't have an online presence as a coach, but I do keep in contact with a lot of athletes in the area.**

**Also, I'm not opposed to calling him out on social media, or maybe even messaging him, asking if I could come through and train the guys without awakening his ego.**

It's a good question, here's my advice:

1. It's your job as a marketer to make the mundane, the boring, the un-sexy look, feel, and actually be exciting and new. People are hard wired for "new" and so making old concepts legitimately new — by putting new twists on them that make them better — is one of the first things you must do.
2. Give a unique name to each of your methods you teach. i.e., The South Beach Diet is the most mundane diet in the world, but the name makes it *inherently* interesting and more likely to be checked out.
3. Find ways to glorify that which people usually are repulsed by. Matt Furey is a genius at this. You can read any of his emails and articles and see some great models to be inspired by. The Insanity Workout is another great model. They make "hard work" seem cool, their brand is exclusive, like a club. Crossfit does the same.

This is the essence of all great marketing, branding, and messaging: You **MUST** make the usual unusual, the ordinary extraordinary, the natural supernatural. You can do all of this simply by re-reading the *Email Players Skhēma Book*. The subject line templates and ways to write emails will help you make the ordinary fascinating. Talk about horror stories that befall people who do all the flashy shyt, the injuries, and also the inspirational stories from your own customers. Create your own World, the World of Fornoff (better than World of Warcraft!) Then invite people in via the magical wardrobe door and let them explore, find their ways around what you offer, and enjoy every minute of it, never wanting to leave.



# Sociological Business-Building.

A while back, my pal and long-time business confidant (I can count the number of those on 3 or 4 fingers) Doberman Dan Gallapoo asked how posting videos — which I had started doing more of at the time — was working out for me as far as income generation, traffic, etc.

My answer is below.

And it's another example of *sociological* business-building, vs psychological business-building.

**This would probably mortify any marketing guru snooping in on this email:**

**But I find it nearly impossible to track these sorts of things to a transaction, as with pretty much anything else online. I do know people tell me they have found me via my podcast, videos, of someone mentioning me on social media, heard me speak somewhere, random Google search, word-of-mouth, and other ways I have zero control over or can track, test, or quantify. I just throw as much out there as possible, and focus on writing emails people want to read and buy from each day and putting new offers out, building-up my publishing empire, curating out and repelling those I don't want, etc, and things keep growing, building, and booming.**

# elBenbo's Strict Immigration Laws.

After writing about the stupidity of sales tricks & choke holds, one of my daily email readers responded with the following, that showed how few people “get” the necessity for or benefits of having a strong customer curation policy:

Hi Ben,

**I would argue you are using one “choke hold” and that is by stating once you leave you are never welcome again. So maybe not to make the initial sale but surely for repeat sales.**

**-Mark**

Incorrect.

Putting up a fence easily opened by anyone inside to leave but barred shut and guarded from the outside to all but those allowed entry is not even in the same ballpark or sport as a manipulative, hard pressure sales or persuasion choke hold. **Fences not only make for better neighbors, they make for better customers by keeping the riff-raff out**, keep those inside its walls protected & safe, and allows for inspection before letting anyone in.

Call it elBenbo's Immigration Policy if you want.

I have a strict policy of no diseases, no prior record, and no contraband. Anyone can leave, but anyone who revokes their citizenship is barred from returning, with all rights and privileges thereof permanently revoked as they wander the wastelands by their own choice.



# When To Price Low.

Came this question about pricing for Amazon:

**Hi there Ben,**

**I apologize if you have answered this question elsewhere, but how to you decide whether your products/books will be created for Amazon or Non-Amazon sales? I can see some benefits to both. I do feel that most of my products are worth way more than what I could charge on Amazon, but I also see the benefit of exposure etc on Amazon.**

**Thank you for your feedback. Working on releasing 6 of my 20 products that I developed after you shared your business plan in EP a few months back.**

**Talia**

My thinking on it is, if it's a lower priced book, I use Amazon. Not only because I don't want to mess around with razor thin margins with shipping, etc, but because the lower priced books make for great Kindle books especially, and can bring in some solid leads and opt-ins over time.

The expensive ones, though, I only sell direct, to my list.

Incidentally, I take the same attitude with my mobile app. Apple & Google take a huge chunk (30%+ as of this writing) of in-app purchases. It makes no sense to sell anything high ticket via that method. Instead, I use my own merchant account via email marketing to sell the big ticket books. In-app purchases are purely lead gen for me I get paid for (like my Amazon books), to get them interested in higher ticket offers now or later.

# Why To Price High.

My pal Doberman Dan also decided to take my wily ways about pricing books high for a spin, and reported:

**Hey Ben,**

**Inspired after our last conversation I actually sold a \$1,000 book.**

**I chickened out on the "no refunds" policy. Because if somebody is really unhappy with it, I'll give them a refund. But I think I was pretty strong in my language about who should NOT buy it.**

**I'm on my 3rd day of the launch and it's going so well I kinda doubt I'll ever do any more digital products or membership sites.**

**Just thought you might want to know.**

**Best,  
Dan**



# Example Of Defiling The Norms.

This is a real life example of how one of my *Email Players* subscribers is defiling the norms of her industry ala Dan Kennedy's teachings on the subject, and the results:

**Ben,**

**I wrote to you earlier about defiling norms as a running coach (completing a marathon with one day of training) and how my audience loved it.**

**Amidst that stunt, I'd partnered with another running coach for an upcoming info product. He's got zero marketing background, mind you. In a recent bit of copy, I detailed my 1-Day Marathon experience. And used it along with many other of your principles, as a way to sell this product.**

**The copy, that flies in the face of convention, got a visceral, negative reaction from him.**

**Before your teachings on defiling norms and repelling problematic people, I would have tried to convince and appease him. I would have compromised my mission to keep him happy and engaged with the project. Instead, it was a huge red flag to me that he's a small thinker and I'd have to convince him the whole time to get on board with this messaging style. No thanks, I'm not starting a business in babysitting.**

**In effect, he curated himself out of his own JV opportunity,**

because I told him too bad, I'm not partnering with someone who can't see beyond his own by-the-books knowledge and think past what every other schlub is doing.

I literally said, "I'm on a mission, and that mission is the only thing I'm putting on a pedestal." I couldn't even believe my own authority, confidence, and power.

That happened this past Saturday.

Word got around that I terminated the partnership. Today, a much more qualified JV partner contacted me who is 100% on board with my messaging, is a big thinker, and has a lot more resources to invest in the product.

It's true what you say -- when you curate out a dork, someone more qualified will take their place. It's crazy. I already know this product is going to be a success in early testing. I'll report to you when I get cash rolling in, haha. I'm doing all this on the side as I've got a fulltime job and family as well -- complete with a special needs kid. If I can do this and not whine about it being hard, I have no idea why others can't.

Anyway, not only do your teachings work on finding the right customers, they work on the people you might consider partnering with, too.

Thank you so much for this extremely valuable lesson, you've saved this project before it even started.

Lorri

The more norms you defile, the more your bank account'll smile...



# Newsletter Backend Offers.

The direct marketing formula I use is: sell 'em something, then sell those buyers something else. That's direct marketing 101. But it can be confusing what to sell them after that with print newsletters. Following are a few ideas:

- **Back issues** — in the form of a back issue sale, I recommend doing this infrequently & intermittently, when nobody is expecting it, or will think, “meh I'll just get this next time it's offered.” There should never be a next time as far as your customers know. Now is the ONLY time.
- **Classified ads or solo ads** — to sell in your print newsletter or in a daily email to your main list. Admittedly, I find them to be a complete pain in the arse to manage. And some lists/niches are better than others for this. But there is no shortage of people wanting to pay for solo ads or classified ads to quality & responsive email lists.
- **Coaching** — if this is something you like doing, you can potentially make a lot more doing coaching or group coaching than selling your books and newsletter. Same with events, seminars, intensives, and other live trainings.
- **Another business venture** — I have no problem selling my business-oriented list consumer-oriented products like nootropics, my fiction books, or anything else that makes sense. Remember, they are buying YOU. Although I do recommend tailoring to them, with unique bonuses, etc that are tied to their interests.

There's also your other books, affiliate offers, or anything else there's a demand for. One thing I like to do is give my paid newsletter subscribers opportunities not available to anyone else, or better deals than my main list.

# Sometimes I Grit My Teeth & Make An Exception.

Yes, I break my own rules from time to time about not bringing the trash that takes itself out back in, based purely on gut instinct. But, as you can see, I still qualify hard:

**Hi Ben,**

**Couple years ago I made an online weight loss course and had a friend do the marketing for it. She recommended I subscribe to Email Players so I could get the book and see what she was up to, so I did and then cancelled after a month or two.**

**I was and still am a full time professional poker player, and now I have a very solid coaching business in helping poker players. I decided to start doing the daily email thing, have been working through your book for a little bit each day, and am midway through the 30 day challenge writing emails every day.**

**Would love to be able to rejoin Email Players for real this time as this is the business project I always wanted for myself. Either way I'll be doing daily emails (it really does feel good to finish one), and would love to be getting your stuff along the way.**

My answer to him was:



**My tolerance for and opinion of people with the join and quit attitude and track record is extremely low, as you completely miss the point of a publication like this. If you want back in, I will allow it, but you won't be able to use the email access to me with questions for at least the first 6 months.**

We'll see how this one works out.

But generally speaking, I almost always regret doing this. To see why, turn the page...

# Displaying Orc Heads.

Here is an example of both my contempt for, and eagerness to profit from, the garbage that takes itself out if I make the mistake of bringing it back in:

**Subject line: Marketing orc heads on display**

**One of my favorite scenes from “The Two Towers” movie is when the Riders of Rohan slaughter an orc party, and then put one of the orc heads on display to frighten off the other orcs in the area.**

**It was an early inspiration for what I teach in my “Copy Troll” book.**

**But, it’s also useful for warding off people who should not be buying what I offer. By displaying their antics, it scares many of these other “orc” customers off, and lets the ideal customers I want know it’s safe to enter my lush green lands.**

**Case in point:**

**If you’ve read my last few days’ emails, and want to see a perfect example of someone who is a magnificent example of:**

- 1. A new product junkie...**
- 2. A hyper “S” personality...**
- 3. A small thinking info-marketer...**

**Look no further than a bloke who I broke my own rule with (proving even I have to keep any annoying tendency to be “nice”**



in check...), and let resubscribe to get the April “Email Players” issue last month.

Predictably, he gave the typical story others do to be allowed back.

And, also predictably, he did not like the April issue.

The reason?

“There was 6 pages of adverts and 10 pages telling me what not to do. I just expected more - I don't think I benefited from the issue so I'm sorry to say that I can't continue.”

Despite his fuzzy math — there was 17 pages of content, more content than the usual 16 pages, and only 4 pages of advertising - it's been quite useful.

Why?

Two main reasons:

#### 1. Amusement

An info-marketer complaining about seeing (oh noes!) ads that can be studied in an info product is as amusing a direct mail writer complaining about seeing direct mail in his mailbox.

It borders on marketing insanity.

But, it's an \*amusing\* kind of insanity.

Like when the Joker told the story about the two escaped mental patients on a roof top.

And the one with a flashlight says:

“I’ll shine this light across to the other roof and you walk on it to get to the other side.”

And the other one says:

“Do you think I’m CRAZY? You’ll turn it off when I’m half way across!”

## 2. A head to display

Even better...

It gave me a perfect orc head to display, to keep the rest of the new product junkie orcs away from even thinking something like “Email Players” might be a good idea to invest in. So if you think like the guy above, if his worldview makes sense to you... consider this email you are reading now the proverbial orc head staring at you saying:

"Save your money, Chuckles."

I promise you will be better off.

And this is especially true in the paid newsletter henceforth — where there will be lots MORE ads, to the tune of, eventually, if the demand is there, as many as 7 full pages of ads combined (even more than the new product junkie above's mythical 6 pages in the April issue) — embedded within and as loose leaf inserts. Ads that a small thinking new product junkies will no-doubt be horrified by:

“I’m paying for this - how dare he include these ads!”



... even as they happily get up-sold on everything else they pay far more for in life — from pricey restaurants, to hospital visits, to new cars, to warranties, to an extra shot of sugar in their coffee, to even buying domain names.

But forward-thinking types?

They will see those ads as the valuable free bonus “back door swipe file” it is.

Complete with special offers nobody else outside Email Players are privy to... and, even if they don’t buy from them or have any interest in them, are worth studying.

More reasons for the orcs to scurry back to their caves:

The future of “Email Players” will also be far more akin to the kind of deeper thinking info found in the April issue — which, I even predicted in the first email I used to promote it in late March, would be the kind of info small thinkers would hate, flee, and be warded off by... while bigger thinking types would love, embrace, and profit like crazy from.

Take, for example, one of Australia’s top copywriters & marketing consultants Pete Godfrey.

Right after he read that issue (which you can no longer get) he hunted me down on Skype and said:

“Ben you legend! Still loving the newsletter mate... please...keep publishing.”

And Blas Carrasco, who said:

“I just finished reading this month's issue and let me say... For

me, it's the best one yet and I know I'll lose sleep over it because I have a zillion-frackin things whirling around my noggin now. This issue has come at a perfect time as I'm currently working through a sales page for a product I created. Thanks for a badass newsletter and an insomnia filled night."

And Ross O'Lochlainn, who said:

"Ben... a quick note to say your latest issue...has been a mind blower. I've been thinking about what you said in this issue. A LOT." [Note: his comment was almost a page long, but it has lots of "spoilers" for that issue, so I omitted...]

And Steve Jolly, who said:

"Best issue in my 4 years of EP. Thank you!"

And, as far as the (gasp!) paid ads I am going to be testing more of inside go... the founding father of internet marketing as we all know it — Ken McCarthy - said this when I told him the secret inspiration and motivations I have behind testing them:

"Brilliant aspiration on so many levels."

HINT:

It ain't just about money — I make little from them, especially compared to when I stuck a single, long form sales letter for one of my own offers in the envelope each month...

Bottom line:

These guys are playing chess and getting cerebral with their businesses, while the new product junkies drool on the carpet while shooting marbles and singing along with Barney the



Dinosaur on tv. And, it's my goal that this email serves as a warning displayed "head" to these marble-shooters to save their money, save their time, and save their energy... and keep playing in the business equivalent of the bin of sticky balls at Chuck E. Cheeses where they will be more comfortable.

Because, as I show over and over and over... they have no place amongst the EPOTH.

(i.e. the Email Players of the Horde)

But, there is always the possibility of hope, for those few orcs with the desire to change their wicked ways.

I say "possibility" because it's all up to you.

I can show you my version of the 12-step program.

But you have to follow it, endure the withdrawals for when you crave something new instead of implementing what you have, and change the way you think long term, and make it a part of your "business lifestyle" — and not just a one-time quick fix for your latest new product craving.

And lest someone head to social media to say how "mean" I am:

The Riders of Rohan didn't particularly \*like\* slaughtering orcs & displaying their heads.

But, it was necessary.

Not just for the safety of their lands.

But, also, for the safety of the rest of the orcs, too.

And so it is when I write emails to ward off the new product junkies, freebie-seekers, and shallow-thinkers wandering the goo-roo casino. They are probably far better off downloading another free eBook or mindlessly reacting to their social media feeds than hanging around here being pitched every day.

Marbles, after all, are cheap.

But learning from, buying, and implementing my newsletter ain't...

For anyone still reading this long email who is interested in "Email Players"...

The deadline to get the May issue is Tuesday.

Here is the link:

<http://www.EmailPlayers.com>

Ben Settle



# Sea-Monkey Advertising.

On the following pages is a crash course in the power of what I like to call:

## **“Sea-Monkey” Advertising**

... followed by several examples.

If you are going to write ad inserts for your newsletter to sell your other offers, or if you are going to accept paid ads in your newsletter, this is must-know info in my opinion.

Enjoy...

# Revenge Of The Sea-Monkeys!

"I think I bought something like 3.2 million pages  
of comic book advertising a year. It worked beautifully."

— Harold von Braunhut  
Inventor of the Sea-Monkeys

When I was packing to move to elBenbo's Bluff a few months ago, I fished through my comicbooks. And, as any self-respecting copywriting fanboy would do... I started looking at all the ads that stretch back to the 1950's through the mid 2000's when I stopped collecting.

And as I poured through these ads for hours, I was reminded by how the ads in the 50's through the 70's were almost entirely direct-response and, frankly, some of the best ads I've ever seen. I have since done some intense research on the ads of that time, and it was no surprise at all that some of these advertisers literally became mail-order millionaires with a single ad that ran through various titles every month. Granted, many of those ads were pure fraud, selling lies, and using deceit and playing on the gullibility of kids and teenagers (and adults...)

But, as I have heard the great Dan Kennedy say:

The reason to study the ads you find that are selling that which is impossible and incredible is because:



Those Same Methods Work Even Better  
To Sell That Which Is Possible And Credible.

Take, for example, the infamous — and *notorious* — Sea-Monkeys ads. The Sea-Monkeys were fried up in the mind of one Harold von Braunhut — a man of questionable virtue, moral fortitude, and political ideology. They were simply a species of brine shrimp, but they were packaged, sold, and marketed as literally pets that live in their own magical-looking kingdom, that you can observe for hours in a bowl, endlessly fascinated by them — complete with illustrations (drawn by a popular comicbook artist of the day) in the ads showing humanoid-like creatures, living in a castle, underwater.



In other words:

**They Were Complete Bull Shit!**

But, that didn't stop people from buying them by the millions. Or from Hollywood creating a TV show about them. Or, from being so embedded in popular culture (even to this day) they've shown up on The Simpsons and even in a South Park episode. All of which were...

## A Result Of Their Fascinating Comicbook Ads.

Now, I cannot say for sure. But I'd bet the Sea-Monkeys ads were the single most profitable and effective comicbook ads ever created. Maybe Charles Atlas' ads did better. But, I'm putting my money on the Sea-Monkeys for sheer cultural impact. Same with many comicbook ads back then. Those copywriters knew how to tap into your soul, and create an itch you HAD to scratch to the point of kids begging parents for the \$1.00 to send away for the product, and adults blowing their paychecks.

### “Flash-forward” A Decade To The 80's:

Comicbooks stopped accepting “Sea-Monkeys” kind of ads, and sold only to big corporate accounts, churning out the usual boring big corporate ads. And (I suspect) bringing comicbook companies more revenue without the stigma of selling fraudulent products that preyed on the naiveness of children and grownups alike.

Anyway, one of the purely selfish reasons I am accepting paid ads for “Email Players” is because I want to see a return of “Sea-Monkey” advertising, that fascinates and delights my Horde, but while selling legitimate products & services my readers can really use, sold via the powerful, bold,





and, yes, “Sea-Monkey” style ads of yore — with irresistible offers we all (yes, myself included, I’m a sucker for great ads selling great products) will...

### Love Reading & Buying From!

It’s my goal for ads in Email Players to serve both as a “back door” swipe file and a source of offers that improve all our businesses, while also making advertisers a lot of money, without worrying if Facebook, Google, etc will nuke their ads on sight. Will my dream come to fruition? That remains to be seen as I conduct this paid ad test in next month’s issue. In the meantime, to advertise in “Email Players” hop on the Email Players advertising hotlist at the URL below. And while Email Players subscribers will get better rates than non-subscribers... all paid ads will be accepted on a strict first come, first served basis.

One of the *ONLY* copywriters elBenbo has ever personally referred to his most successful marketing pals says...



## **“I’ll Be Your Own Personal Email Copywriting SLAVE!”**

I know that’s not very PC in today’s climate. (And I might be wrong for it, considering I’m a black girl and all...)

But I’m one of the only people Ben has ever personally referred to his most successful marketing friends and I wasn’t going to risk boring you! My name is Christi Johnson and unlike most “ads”, this one isn’t about taking money from you.

### **It’s about giving free money to you!**

And I want to do this in the form of giving you all the money-making email copy ideas I can. Here is how: I am offering free 15-minute email copywriting “hyper drive” critiques just for “Email Players” subscribers. I will take any email you want, and show you how to make it convert better without charging my usual \$1,000 critique fee. There is no agenda to get you to hire me or pay for coaching or any of that.

There doesn’t need to be.

Every single time I talk to one of Ben’s people I walk away with a new client, a lead, a coaching student, or even a new friend. It is always worth it. And I can show you all kinds of email tricks you aren’t hearing anywhere else. I spend my entire day writing emails for some of the most prestigious clients in some of the most competitive niches on the internet. Like Tyler Bramlett who is easily one of the biggest marketers in the fitness niche who hired me as a mere “email” writer to eventually having me write the majority of the new copy for his front-end offers. I wrote emails, sales letters, webinars, launches, sequences, and the list goes on. I also currently write for Agora Financial in our email division. And I’ve had several clients famous in their own niches (but you may not have heard of) like... Meredith Shirk, The Psychology of Eating, Luisa Zhou, and more. I’ve also been an Email Player since the start of my career. But I only have a limited number of time to do these free email critiques. If you find all the times taken, I’m sorry! As much as I want to help Ben’s best customers, a girl has to make time for fun too!

### ***The Only Thing You Have To Do Is Use The Link Below To Get Your Free 15-Minute Email Critique:***

<https://go.oncehub.com/ConsultationswithChristi>

I’m confident I can help you, and can’t wait to meet, talk to, and rub shoulders with other Email Players subscribers.

But you have to hurry. From what I know of Ben’s customers (several have hired me) I suspect there won’t be many spots left for very long.



**Free Offer For Email Players Subscribers!**  
**elBenbo's Podcast Announcer Dame Shows**  
**His Money-Hungry Horde How To**

# **Reap A Huge Email List Of Buyers From Facebook!**

"If you have 15-minutes and a Facebook account, I'll show you exactly how to turn your evil Facebook account into all the new opt-ins and buyers you can reap with your Email Players subscription...without blowing your budget faster than Hillary deleting emails."

— **Nicole "Grim Reaper" English**

*Ben Settle Podcast dot com Announcer Dame*



Here is how it works:

1. Set up a time to talk for 15 minutes at my calendar link below. My consulting time is usually \$250 per hour (yes, that's what people pay me since word hissed out how I build **huge** Facebook communities), but for you it's **free**!
2. In just 15-minutes (probably less) I will show you exactly how I built Facebook communities of **1000's of leads**, how you can do the same thing, and how to get them on your email list so you can make **money** with them
3. I'll also throw in a **free \$1,500 social media audit** where I'll 'grim' over all your social accounts and website, cutting through the BS to help **maximize your ROI**.

Obviously, my time is limited. Between working on my social media marketing business, raising five kids, and helping my current clients I am limiting this to just the first seven people I hear from. So, if your social media marketing is as effective as an ashtray on a motorbike - **jump on that link now!**

Here is the link to schedule your free 15-minutes:  
**[calendly.com/socialreaper](https://calendly.com/socialreaper)**

**Well off you go then... you know it makes sense.**



# "That was the smoothest shit I've ever seen!"

... said elBenbo's woman Stefanie Arroyo when we walked into her favorite New York comic book shop and literally 7-minutes later I walked out having the owner as a client paying me to run his facebook ads and other marketing-related assignments.

My name is Lauren Hazel, **hardcore introvert** (I hate talking to people unless they're paying me...), **long-time "Email Player" subscriber**, and creator of **"Cold To Sold"** — which means this:

**"I can show virtually anyone how to walk into almost any local store, any seminar, and any business meet-up, mixer, convention, or even the doctor's office or bar at a marketing event... and walk out with at least one — and usually several — new paying clients, signed contract in hand!"**



**Lauren Hazel**  
The Black Khan of Cold Approaching

And to prove it, I am going to do a demonstration — filmed live and "uncut" — with no script...no prep...no actors... and no editing... of me walking into a random New York business, and showing "Email Players" subscribers exactly how it's done. I make people pay me hundreds of dollars to teach them this but "Email Players" subscribers can watch 100% free. If you are someone who wants to know how to get clients — big, small, local, even online (I show people how to "adapt" my sneaky streetwise methods to online businesses, too) — on a dime, whenever you want money, to grow your business, or just to pay the rent if your back is against the wall... this will show you exactly how to do it.

**Plus, I am even throwing this in just for elBenbo's evil Horde:** I will be doing a free group call answering questions, and showing you some of the psychology behind what I do in the video, such as:

- How to find events you can go to get leads without having to go to large conferences.
- What to do when you don't know anyone at the conference or event you are attending and still make dozens of cash-in-the-bank new connections
- How to use your social awkwardness as an ice breaker without annoying or scaring a possible prospect or connection away and much more!

Plus, if you decide to join me at my next Cold To Sold online event, I'll let you in at half the price everyone else will be paying. This is an offer strictly for "Email Players" subscribers I've been wanting to do for years, and the people who get in before the deadline are going to have a rare skill I learned from over 20 years hustling and selling in the most hostile sales environments you can imagine in one of the most hostile cities on the planet New York City.

Bonus: I'll tell you about a secret South Bronx Drug hustle trick I used called Flip Da Bytch to get NYPD precincts into only buying lunch from me during the summer when I had my illegal food side hustle going.

Here's the link before the June 30th deadline:

**<https://www.storyxbrandxstrategist.com/email-players-sold/>**



elBenbo "pimps" out his woman to his Email Players Horde and shows them...

## How to get A FREE TASTE OF STEFANIA!

(No, *not* like that...get your head out of the gutter!)



"Right now, talking to you is the closest people will get to consulting with me"  
- Ben Settle

Don't envy me... join me!

Being elBenbo's woman (or, according to the magnificent Talib Kweli, a member of his Email Nazi party) has its perky **Benefits**, including firsthand knowledge of his villainous ways in email, copywriting, offer and content creation...being his "henchwoman" and captive audience (emphasis on captive) to all the salacious ideas percolating in his evil mind before anyone else sees them...to having his crusty ear for feedback on what I (or my clients) are working on, at a level no one else does.

Which is why a free, no-obligation 29-minute coaching call with me is more than just a copy critique, content strategy, or (ugh) a "mindset check-up"—this is where I can rub my elBenbo privilege all over your face and business, using his never-duplicated Email Players methodology to truly "elBenboize" your business in the way only I can.

Take Email Players subscriber Darl McBride, for example. He's a man so hated and feared in the tech industry, **Fortune Magazine** called him **"Corporate Enemy No. 1" on its cover**. Rivals openly call him **"the most despised man in technology"** and "one of the top ten IT villains" in mainstream media. His notoriety so pervasive, **he has to check into hotels under false names** to protect himself and his family and, at one point, **he even needed a former Secret Service agent to protect him** while speaking at Harvard Law School. His knowledge is so threatening to the industry, I have to resort to **secret military-grade encrypted channels** just to communicate with him. And, here's what he has said about us working together (for which he's paid up to \$1,000 a month for the privilege):

***The real value is how you take all this Ben Settle stuff and put some sense to it for me at a personal level. It's like I get Ben's masters instructional set in the morning, and I'm able to actually implement it with you.*** - Darl McBride, dubbed by Wired Magazine "The Linux Killer"

This short and tight offer is for Email Players subscribers only, and since His Crotchety elBenbo doesn't do any 1:1 consulting whatsoever (unless under extremely special circumstances that are not only rare, they're not ideal for most people), this may be the closest you'll ever get to having Ben Settle's beady, snake-like eyes on your business. But, as his sammiches are not going to make themselves, I can only offer this to the first five Email Players subscribers who take me up on this hot little offer.

To schedule your quick-and-dirty 29-minute free chat (that is, if space allows), go here:

**[HTTP://TASTEOFSTEFANIA.COM](http://TASTEOFSTEFANIA.COM)**

# Pimp Daddy elBenbo Leases His Secret Content “Idea-Minion” To The Email Players Of The Horde!

As a birthday gift to Yours Crotchety, and because it dovetails perfectly with this “how to be a relentless content-generation terminator” issue of Email Players... my woman Stefania Arroyo has agreed to do free 20-minute content idea coaching free-fall calls with the first 9 people who respond to this offer.



*Stefania Arroyo*  
*elBenbo's long-suffering idea minion*

Why would you want to take advantage of this?

Because, quite simply...

**She Is The Best I've Ever Seen At Whipping Up Ideas For Content On-The-Spot!**

Yes, I am biased. Duh.

But, I've heard her thunder away on client calls — especially with certain “Email Players” subscribers **who pay her upwards of \$1,000 per month for the honor.**

Take, for example, “Email Players” subscriber Darl McBride. He's a man so hated and feared in the tech industry, **Fortune Magazine** called him “Corporate Enemy No. 1” on its cover. **Wired Magazine** knighted him “The Linux Killer.” Rivals openly call him “the most despised man in technology” and “one of the top ten IT villains” in mainstream media. His notoriety is so pervasive, he has to check into hotels under false names to protect himself and his family. And, at one point, he even needed a former Secret Service agent to protect him while speaking at **Harvard Law School**. His knowledge is so threatening to the industry, Stefania has to resort to secret military-grade encrypted channels (literally, I've seen the

hoops she has to go through to coach him) just to communicate with him. And, here's what he has said about paying her up to \$1,000 a month for the privilege of being coached like this:

**“The real value is how you take all this Ben Settle stuff and put some sense to it for me at a personal level. It's like I get Ben's masters instructional set in the morning, and I'm able to actually implement it with you.”**

Anyway, here's the deal:

Stefania doesn't work for free — I won't even allow her to. Except this month. Because as a birthday present to me, she says she will give a free 20-minute “idea free-fall” coaching session to the first 9 “Email Players” subscribers who respond to this offer. There are no strings, nothing you have to buy, and no hidden agendas — other than if, after your 20-minutes with her you decide you want to keep working with her. And, between you, me, and her picture... don't be shocked if you get way more than 20 minutes. Once she gets going, you can't shut her up. And, yes, even I tap that mass of ideas in her brain for my own business at times.

To take advantage of this, be one of the first 9 “Email Players” to book a time here:

**[www.TasteOfStefania.com](http://www.TasteOfStefania.com)**



# FOODIE CALL

A ROUTINE PATROL DELIVERS THE EVER-HUNGRY ZOMBIE COP FROM THE ENOCH WARS NOVELS A QUICK SNACK...







CONCUBINE!  
MIAMI VICE IS  
OVER-- GET IN  
HERE. THAT TAPE  
AIN'T GOING TO  
REWIND ITSELF!  
CHOP-CHOP!

ENOCH WARS SAGA VILLAIN FEZZIWIG  
THE VAMPIRE & HIS LONG-SUFFERING  
CONCUBINE DELIVER A SHAMELESSLY  
COMMERCIAL MESSAGE TO THE EMAIL  
PLAYERS OF THE HORDE...

YES,  
MASTER..



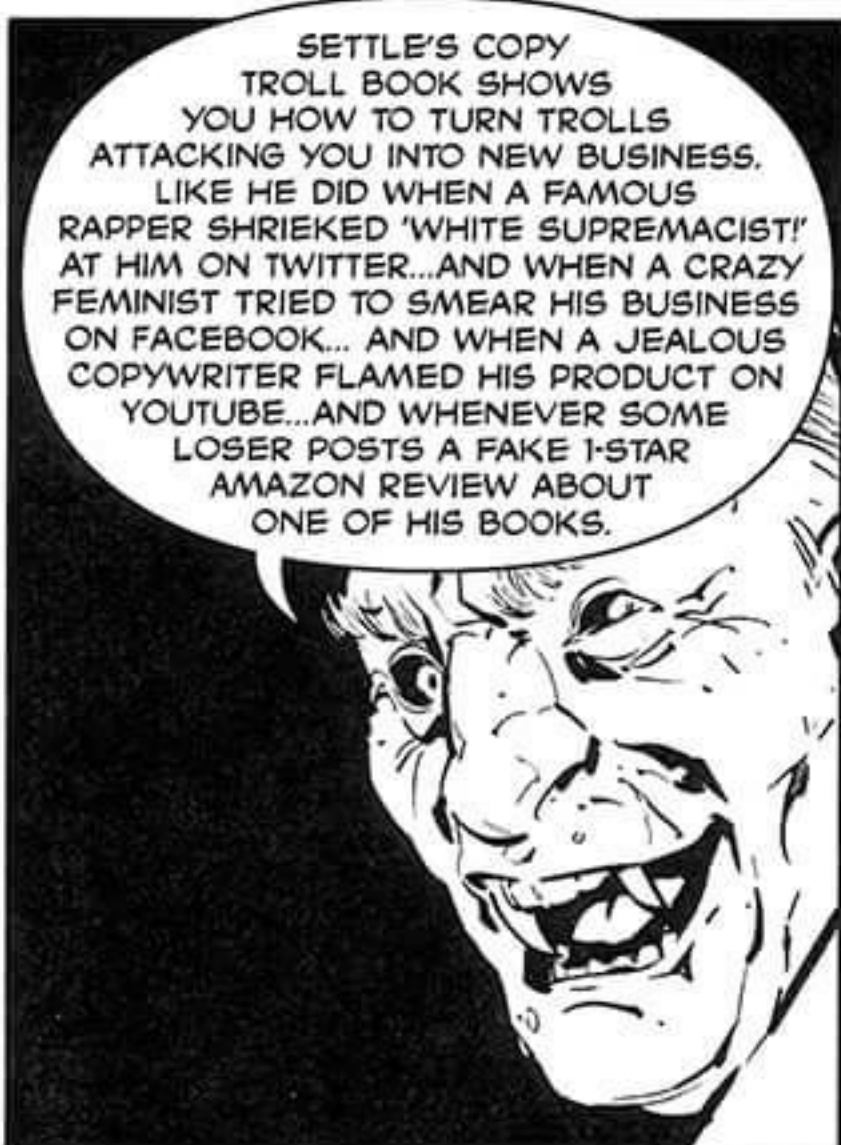
MASTER, DID  
YOU TELL THEM  
ABOUT BEN SETTLE'S  
DISCOUNT ON HIS  
BEST-SELLING COPY  
TROLL BOOK THIS  
MONTH?

WHAT?! THAT  
GREEDY LITTLE  
ASS BURGLAR IS  
HAVING ANOTHER  
SALE?



YES,  
AND THERE'S  
A...

SHUT UP  
AND START  
THE TAPE,  
I'LL TELL  
THEM.



SETTLE'S COPY  
TROLL BOOK SHOWS  
YOU HOW TO TURN TROLLS  
ATTACKING YOU INTO NEW BUSINESS.  
LIKE HE DID WHEN A FAMOUS  
RAPPER SHRIEKED 'WHITE SUPREMACIST'  
AT HIM ON TWITTER...AND WHEN A CRAZY  
FEMINIST TRIED TO SMEAR HIS BUSINESS  
ON FACEBOOK... AND WHEN A JEALOUS  
COPYWRITER FLAMED HIS PRODUCT ON  
YOUTUBE...AND WHENEVER SOME  
LOSER POSTS A FAKE 1-STAR  
AMAZON REVIEW ABOUT  
ONE OF HIS BOOKS.



THE BOOK WORKS  
SO RELIABLY TO PROFIT  
FROM TROLLS, YOU MIGHT  
EVEN BE TEMPTED TO PICK  
FIGHTS WITH THEM WHENEVER  
YOU WANT TO MAKE EXTRA SALES.  
THIS BOOK IS ALSO \$100.00 OFF  
UNTIL THE END OF THE MONTH.  
USE COUPON CODE FEZZIWIG AT  
WWW.EMAILPLAYERS.COM/ TROLL--  
AND BE QUICK ABOUT IT. NOW  
GET THE HELL OUT OF  
MY LIVING ROOM!



# DAMAGE CON-TROLL

TENSIONS ARE HIGH AND EMPLOYEES SCARED AS THE ENOCH WARS SERIES ARCH-VILLAIN FENRIS WOLFE DISCOVERS AN ONLINE TROLL IS SLANDERING HIS BUSINESS...



GENTLEMEN, PEOPLE ARE STARTING TO REFUSE TO DO BUSINESS WITH ME DUE TO AN OBNOXIOUS NEW TROLL'S SLANDERS, FALSE WITNESSING, AND FAUX REVIEWS OF MY PRODUCTS AND SERVICES. HE NEEDS TO BE DISPATCHED TONIGHT, OR I BEGIN DISPATCHING YOU, ONE-BY-ONE. I DON'T BROOK FAILURE.



SORRY MR. WOLFE. THIS ONE IS AN ESPECIALLY MALICIOUS AND INFLUENTIAL TROLL. HE HAS MILLIONS OF PEOPLE AND HUNDREDS OF BUSINESSES ON HIS SOCIAL MEDIA CHANNELS WHO FOLLOW AND LISTEN TO HIM.

HE IS BECOMING A DISTRACTION, LIKE A FLY. I WANT HIM SWATTED. YESTERDAY.

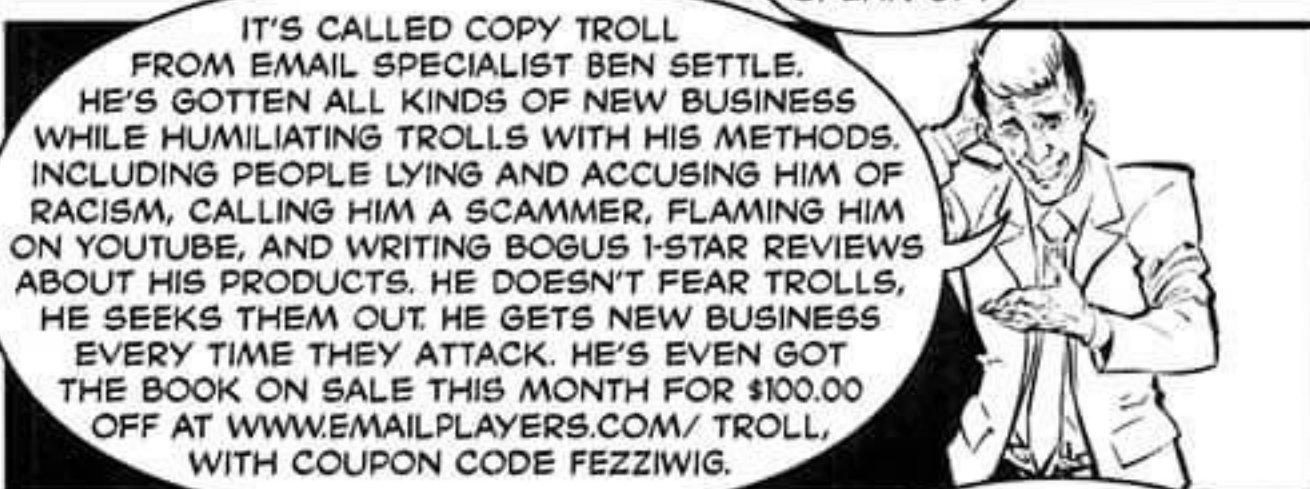
MR. WOLFE, I BEG YOUR PARDON SIR, BUT I THINK THIS IS AN OPPORTUNITY.

I'M LISTENING.



THERE IS A FIELD MANUAL THAT SHOWS HOW TO NOT ONLY DE-FANG THE LIES OF HATERS, TROLLS, CRITICS, AND SLANDERERS... BUT PROFIT FROM THEM.

WHAT IS THIS FIELD MANUAL YOU SPEAK OF?



IT'S CALLED COPY TROLL FROM EMAIL SPECIALIST BEN SETTLE. HE'S GOTTEN ALL KINDS OF NEW BUSINESS WHILE HUMILIATING TROLLS WITH HIS METHODS. INCLUDING PEOPLE LYING AND ACCUSING HIM OF RACISM, CALLING HIM A SCAMMER, FLAMING HIM ON YOUTUBE, AND WRITING BOGUS 1-STAR REVIEWS ABOUT HIS PRODUCTS. HE DOESN'T FEAR TROLLS, HE SEEKS THEM OUT. HE GETS NEW BUSINESS EVERY TIME THEY ATTACK. HE'S EVEN GOT THE BOOK ON SALE THIS MONTH FOR \$100.00 OFF AT [WWW.EMAILPLAYERS.COM/TROLL](http://WWW.EMAILPLAYERS.COM/TROLL), WITH COUPON CODE FEZZIWIG.



MAKE THE PURCHASE! AND DO IT BEFORE THAT DEADLINE! I DIDN'T GET WEALTHY BY FOOLISHLY PROCRASTINATING ON GOOD DEALS LIKE THIS. NOW, AWAY WITH YOU BOTH. AND DON'T RETURN WITHOUT A MUG FULL OF THIS LYING TROLL'S TEARS, AND HIS DEAD CAREER ON A STICK. HURRY!

# Affiliate Offer Ad Insert Example.

If you are selling an affiliate offer as an ad insert in one of your newsletter issues, a lot of the power is in “prepping” people to read the main pitch for it, and doing it in a way where they will eagerly go online to read it. It does not have to be this long, drawn-out sales letter. It just needs to be long and detailed enough to get them to the pitch to close them, and in a way where they will be leaning in to want to know more.

On the next page is an example (very successful), so you see what I mean.

Note the elements in the pitch:

- Heavy use of infotainment
- Use of photos as gag devices to elicit a smile or a laugh
- Unique bonus that makes it so nobody would want to try to circumvent me to get it
- Bullet-intensive description of the bonus — ideally they want the bonus MORE than the offer if you can swing it



# **The Secret Dan Kennedy Training That Took elBenbo's “Kitchen Table” Business From Six To Seven Figures In Just 3 Months!**

True story:

Back in September of 2017 I went on a Dan Kennedy “binge” — buying several of his products at once.

Most were copywriting related.

A few were about marketing as a whole.

And, one of them specifically shows people doing low, mid, or high six-figures in sales...

**How To “Sail” Right On Into  
The Seven-Figure Territory!**

And, do it no matter what you sell or who you sell to.

This product was especially intriguing to me for two reasons:

1. I had never heard of this program before — and I thought I knew all his stuff



**The Look On My Face  
When I Realized I'd Been  
Burgling My Own Sales For Years**

**2. I had been hovering in the mid to upper-mid six figures for a few years straight** — growing steadily each year, but still not able to pass the seven-figure mark

At first, I thought the reason I couldn't crack 7-figures was because I have the proverbial "kitchen table" business. And I mean that literally:

My "desk" is a wine barrel table.

I also have zero employees.

Or, even use an assistant.

All of which is why (for whatever self-defeating reason) I assumed I was having so much trouble breaking into the ranks of seven figure-hood.

Anyway, long story short?

### **I Was Wrong!**

I couldn't have been wronger.

And I discovered this as I **(1)** went through this obscure Dan Kennedy training nobody ever talks about, and **(2)** started to rapidly apply what he taught in it.

The result?

**I Crossed The "Border"  
Into Seven-Figures Land  
Just 3 Short Months  
After Buying & Applying The Info!**

And I haven't looked back since.



**elBenbo's Kitchen Table  
The Most Profitable  
Square Footage In Bandon?**



So, what is this Dan Kennedy program I speaketh of? And, how can you get your hands on it?

It is called:

**“7-Figure Academy”  
Insider’s Secrets & Strategies  
Exclusive To 7-Figure Earners**

And guess what?

This program has been so invaluable to me, and has had such a huge impact on my business (in a very short period of time), I asked the new president of GKIC (the company that sells it) to make me a special affiliate link for it so I could sell it. And, if you buy it from my righteous affiliate link on the next page, I will give you a very rare gift I have never given to anyone:

**The Ability To “Eavesdrop”  
On What I Personally Teach  
The Only Person On The Planet  
I Do Consulting For!**

Here is what I mean:

One of the things I do for my woman (“Email Players” subscriber Stefanie Arroyo) is I consult her on her business, answer her questions, and sometimes, even help her with problems her coaching clients have that she asks my advice on. I do this to show off and show her who the man is, of course. And, also, because I genuinely want her to be successful. (Makes Yours Misogyny look good...) But, until recently, it did not dawn on me to record these “mini-consults” to use as content for my best customers. And, I rapidly started to do just that.

The Result?

I quick series of videos I call:

**“The Stefania Files: Volume One”**

These are 10 private videos I recorded about her (and sometimes her clients') marketing, sales copy, emails, and overall business success. They add up to 85+ minutes of pure content and are, in their own way, some of the most valuable trainings I've ever done. This is my woman I am teaching, after all, and not just some stranger on a podcast or webinar. Thus, I delivered nothing but the raw, "uncircumcised" truth about a multitude of topics she asked me about, ranging from copywriting and list-building... to email and growing an audience... to social media, business plans, headlines, storytelling, and even a brief bit on passive funnels.

Here's a "sneak preview" of what's inside these videos:

- **The secret of the \$1,000 book that sells like hotcakes!**
- A sneaky way to profit whenever your emails land in Gmail's junk mail or promotions folders.
- **A disgraced TV talk show host's secret for inoculating — like a vaccine — your business and your brand against being de-platformed, banned, or digitally "ghosted."**
- How to "tweak" the resource box in articles you write to immediately multiply the number (and quality) of leads you get on your email list.
- **How to (legally) get celebrities to help you write your sales copy and emails without paying them!**
- A forgotten old school newspaper ad man (that not 1 in 1000 copywriters have ever heard of) whose headlines are perfect templates for online sales letter headlines today.
- **The Gene Schwartz school of psychologically tormenting people into buying from your sales pitches.**
- How to quickly "jimmy" your sales letter bullets to make them twice as persuasive.
- **A secret way of writing super profitable sales copy, emails, and other content to markets you have zero experience or credibility with.**



- The terrifying “I could never do that!” secret behind the great Dan Kennedy’s wealthiest and richest clients.
  - **The never-revealed-before reason (until these videos, I have never discussed it) why many of my most profitable sales letter headlines are just one or two words.**
  - Why littering your website with social media buttons is butchering your sales, leads, and business growth.
  - **A little-known fact about the two “most mailed” sales letters in history that horrifies the copywriting fanboys and blatant swipers.**
  - The world’s highest paid copywriter’s secret litmus test for knowing (without even looking at a single sales letter they’ve written) if a copywriting teacher is truly a master of their craft or just an amateur in guru clothing.
- 
- elBenbo showing off  
teaching his woman some skills,  
so she doesn't forget who the man is...**
- **An “oldie but goodie” way (that’s always scoffed at by the broke do-nothing ex-spurts online) to build your email list with solid, ready-to-buy leads.**
  - The popular social media site that has always produced shit leads for me.
  - **The not-as-popular social media site that has always produced great leads for me.**
  - A real life example of how to use failed business plans to become massively successful.
  - **elBenbo’s 2-minute lecture about passive, “set it and forget it” marketing funnels.**
  - The “caveman” way of getting Gmail, Yahoo, Microsoft, and other ISPs to deliver more of your emails.

- The details on an experiment a computer scientist once did that shows how having thousands of social media likes and shares can potentially hurt your business.
- A clever way to use Twitter to “prep” potential customers to buy from you months and even years in advance.

Okay, so here's the deal:

Since I don't do consulting or coaching, these tapes are about as close to getting this kind of information from me one-on-one as you can get. You literally get to “eavesdrop” on the exact same hard-nosed advice, instruction, and commands I give the only person I ever give such advice to. That is, unless you buy **7-Figure Academy** from my affiliate link below. Do that, and email me your receipt by Friday, November 30th at midnight and I will email you back a link to **The Stefania Tapes: Volume One**. (NOTE: You must send me your receipt, and not just buy, before the deadline — if you send me your receipt after that, you won't get **The Stefania Tapes: Volume One**.)

To take advantage of this offer here is what to do:

1. Go to my affiliate link below
2. Read the letter selling 7-Figure Academy carefully
3. Buy the course and send me your receipt before the deadline

Here is the link:

**[www.EmailPlayers.com/7](http://www.EmailPlayers.com/7)**

Your Pal,

*elBenbo*

elBenbo



# Hallmark Of A Profitable Promo.

There's a lot of profit to be had in inventing your own holidays. Especially if you can put a twist on a popular one, and in a way that generates a bit of innate controversy. One example would be my annual "Villains-time Day" sale I completely made up. It's a simple matter of doing this:

1. Invent your own holiday (don't copy mine or anyone else's, obviously — i.e., be your own Hallmark)
2. Create an offer/sale for it
3. Write a headline
4. Write a paragraph or so explaining what it is
5. Lots and lots of bullets
6. Call to action with a tight deadline

I've included an example of how to structure the beginning of such an ad on the next page. The bullets and CTA should be self-explanatory. And if they aren't, and you want to know my ways of writing sales copy via my **Copy Slacker** book then, once again in case you missed it earlier, go to **[www.EmailPlayers.com/slacker](http://www.EmailPlayers.com/slacker)** and use code **PRESS** at the checkout for a fat elBenbo Press discount.

# elBenbo Swaps Out Valentine's Day With Secret Offer Designed To Help Men Get More Dates While Making More Money At The Same Time!

Dear Friend,

To celebrate Villains-Time Day month (a holiday I invented out of thin air... to replace Valentine's Day...) I'm bundling the 4 specific February "Email Players" back issues -- the 2015, 2016, 2017, 2018 February issues -- at a discounted price, that teach men dozens of rarely-talked about (**and even downright offensive**) methods for getting more dates with women, or more lovin' from your current woman if'n she needs some thawing out... while also getting more sales, fees, customers, and clients for your business.

These are easily some of the most popular & valuable issues I've written.

And, since I rarely sell back-issues anymore (and never to the general public), this may very well be your only chance to get these 4 issues.

To help you decide, here's a "sneak preview" of what's inside:



# For Whom The Ben Trolls.

Following is an example of a mega-profitable email, which was the first of a campaign I wrote right after being called a white supremacist on Twitter by a has-been rapper desperate for attention & thirsty to still be noticed. You can see the exact psychology behind this offer in my *Copy Troll* book — [www.EmailPlayers.com/troll](http://www.EmailPlayers.com/troll). Use code **PRESS** at the checkout for a special discount.

**Subject line: The Write Supremacist Sale**

**Recently, a rapper named Talib Kweli on Twitter started calling Yours Vanilla and some of my “Email Players” subscribers white supremacists -- including, amusingly, non-white subscribers.**

**Apparently, this is a thing for him, shrieking "Racists!" at everyone.**

**No matter though, it was truly a gift from The Almighty.**

**Why?**

**Because while I don't know much about his white supremacists, what I do know about is being a \*Write\* Supremacist — especially when it comes to email and sales copy.**

**And, I've decided to hold a sale to celebrate in the magnificent Talib's honor.**

**Here's the deal:**

From now until Friday, September 21st at midnight (EST), you can get a \$100.00 discount with free shipping on my popular “Copy Slacker” product — which reveals the exact method I’ve used to bang out sales letters very fast (in mere days instead of weeks or months) — and in a way that removes a lot of the feeling of overwhelm, stress, and frustration from ad copy.

Plus, I will also throw in these two rare & valuable bonuses, too:

**Bonus #1 — “From Zero To \$100,000 In 30-Seconds”**

Back when I did consulting, I once showed a client (in the first 30-seconds talking to him) a secret way of writing emails that generated \$100,000 in sales for him in a month (December) where he usually gets \$0 sales.

But, it didn’t just stop at that \$100k.

He did at \*least\* \$230k the next month in January.

Including banking almost \$19k in a single day.

Obviously, your milage will vary.

(He sells a high ticket product, has a big list, a rabid market, strong marketplace positioning, etc).

But, I have found it works great for any market that is emotional.

And I’ll send you a short video explaining how it works and how to use it when you get Copy Slacker by the deadline.

**Bonus #2 — “Success Secrets Of An Unrepentant I-Hole”**



**I recently shot this 53-minute video for a customer's private Facebook group.**

**And, here are a few of the secrets it reveals:**

- \* A popular Manhattan consignment shop's secret for legally and ethically attaching high prices to products and services (including copywriting services) that aren't even that valuable. (And have your customers not only love you for selling it to them, but even want to buy MORE from you. There is nothing logical or rational about why people buy like this, but they do, and this video explains it in detail.)**
- \* The persuasion technique used by history's most popular politicians that is so powerful, it works to get millions of voters to vote against their best interests!**
- \* 3 pick-up artist secrets for making your sales copy, marketing, and other persuasion endeavors irresistible to respond to. (Some of the greatest negotiators in history routinely used these exact same methods, too, and they work even better today online.)**
- \* How to profit from any software (without using or even buying it) that uses technology and AI to "write" subject lines, emails, and other sales copy for you.**
- \* How to protect yourself against all the social media platforms kicking anyone right-of-center off (i.e. Facebook, Twitter, etc).**
- \* Why even email isn't safe from all the big tech company banning and de-platforming. (And why even liberal marketers so far left they have one foot in Venezuela are not immune to being de-platformed, either.)**

**\* elBenbo's "Brady Bunch" theory on where the culture war is headed. (Not directly related to marketing — but knowing this can help you prepare, profit, and prosper from what's coming.)**

**\* The Donald Trump secret to getting the heated, emotional, and passionate attention (and sales) of lukewarm leads (or, if you're a guy, chicks) who usually ignore you.**

**\* The controversial reason why trying to create harmony in your marketing is the surest way to destroy your sales, your personal brand, and your entire business.**

**Again, the deadline to get Copy Slacker at \$100.00 off, along with these two bonus videos, is Friday at midnight (EST).**

**Grab it at this link, while you still can:**



# "Sloppy Seconds Sales"

Recently after selling a high ticket course about copywriting, I knew there'd be a lot of procrastinators who would want it who would miss the deadline, then nag me about making an exception just for them. This happens with every single deadline-driven offer. **But instead of getting annoyed by it like I usually do, I decided to profit from it.** This particular one nabbed over \$1,500 in sales for what came out to 3-minutes of work. Use the copy below as a "template" for a webpage that you have your expired offers forward to, and it could potentially be the easiest money you ever make, and possibly even pay for this book many times over alone the first time you use it...

**The Giant Ben Settle Discount  
On Ken McCarthy's Copywriting Course  
Ended At Midnight 2/29/20.**

**For more copywriting lovin' go here:**

**[www.EmailPlayers.com/slacker](http://www.EmailPlayers.com/slacker)**

**Use coupon code: LATE  
... before Monday 2/10 at midnight EST  
for a fat discount**

# The Publishing "Underworld" That Makes The Mush Cookies Bristle

To wrap this section up, I want to give an example of how the publishing world thinks vs what the typical internet info publisher thinks. Especially when it comes to "VALUE!" and other naive assumptions about the so-called evils of using content you publish as a way to sell your other content. Below is a snippet from the book *Larry Hama: Conversations*. Larry not only created G.I. Joe, but single-handedly took it from a nearly unknown brand in the 1980's to being a near billion dollar brand today (movies, cartoons, comicbooks, toys, etc). Keep this in mind as you use the elBenbo Press publishing model:

**"...I mean, you know, about a third of the comic was advertising, and some comics only existed for advertising, like Jim Warren, for instance, who did *Creepy* and *Vampirella* and *Eerie*, he owned a company called The Captain Company, which sold rubber feet and itching powder and those little telescopes that gave you a black eye and exploding gum, all that great fun stuff. He was trying to figure out a way to get his catalog out to people, so he came up with the idea to wrap a comicbook around his catalog, and that's what he did. Those early *Creepys* and *Eeries* and *Famous Monsters* and the stuff like that are all catalogs from his toy company, and it worked."**

Somewhere a virtue signaling IM goo-roo on Facebook just wept...



# World's "Most Hated" President Shows What Supporting Your Berserkers Looks Like

If you want to see what it looks like to support your “berserkers” look no further than Trump’s exchange below with a reporter trying to “get” him, by associating him with a group the media Narrative has painted as fringe conspiracy theorists. (i.e., Trump’s berserkers). Notice how Trump does not:

1. Apologize (never apologize), while ignoring the implied accusation
2. Condemn his berserkers — if anything he emboldens them, but without outright endorsing or condemning anyone

Trump simply agrees & amplifies (as my *Copy Troll* book teaches), which completely silences his attacker while building morale. There is much to learn from this short exchange:

**REPORTER:** QAnon believes you are secretly saving the world from this cult of pedophiles and cannibals. Are you behind that?

**TRUMP:** Is that supposed to be a bad thing? We are actually. We are saving the world.

It’s like Copy Trolling *poetry*.

## **Section E:**

# **The Back Page.**

“You can’t invade Afghanistan with a pickup truck.”

— Ken McCarthy  
Founding father of online advertising  
*The System Club Letters*

This section is a compilation of services I currently use, recommend, and that help me build my own publishing business, as well as a list of resources that have inspired my own business-building.

First, let’s start with the companies I outsource to.

I have always been, and still am, a proverbial “one man band” — with no employees, no assistants, and no VAs. And, in strict accordance with the late, Gary Halbert’s “Operation Money-Suck” philosophy... I do only what I am absolutely indispensable at in my business. Specifically, customer service, writing emails & sales copy, and creating content.

Those are the only things I am qualified to do.

And because of that...

**I Cheerfully Outsource  
Everything Else.**

I’m also pretty selective about who I do business with, curate my service providers as carefully as I can, and don’t suffer fools gladly. Anyway, on that



note, below is a list of businesses I have used and/or currently use.

But, a caveat:

I learned a long time ago not to “endorse” anyone. Especially since people have a tendency to change, refocus their efforts or, in some cases, even go dark side! That’s called being human. And unfortunately I can’t control other humans as much as I’d like to... **So always do your due diligence, enter any business arrangements with, or hire any of these services at your own risk.** I am not endorsing anyone, merely sharing information.

All right, here it is:

- **Kia Arian (graphic design).** Designed the book covers for practically all of my non-fiction books, other than my *Villains* books — [www.ZineGraphics.com](http://www.ZineGraphics.com).

**NOTE:** She also has a “done for you” print newsletter service you might check out, too, if you want help with newsletter design and fulfillment:  
[www.zinegraphics.com/NewsletterPackage](http://www.zinegraphics.com/NewsletterPackage)

- **Kirk DouPonce (graphic design).** Designed the book covers for all 8 *Enoch Wars* volumes and my 3 *Villains* books — [www.DogEarnedDesign.com](http://www.DogEarnedDesign.com)
- **Mike Young (internet marketing law).** Creates all my legal forms, services, documents, agreements, and gives related advice. I’ve been doing business with him for a long time, and cannot recommend him enough — [www.MikeYoungLaw.com](http://www.MikeYoungLaw.com)
- **Jo-Ná Williams (intellectual property law).** Prepared my *Email Players* trademark & researched some *Enoch Wars* copyright info for me. Very easy to work with, I also cannot recommend her enough — [www.Jo-NaWilliams.com](http://www.Jo-NaWilliams.com)
- **Keith Commins (website design/programming).** Website designer &

programmer for all my websites. He also fixes my computer via “remote control” when needed, and all-around keeps me sane — [www.PearlDesign.ie](http://www.PearlDesign.ie)

- **Selby Marketing (printing & fulfillment).** Does all my printing & fulfillment. I’ve been using them since 2009, if that tells you anything — [www.SelbyMarketing.com](http://www.SelbyMarketing.com)
- **Russell Fox (accounting).** Does all my accounting, and have been using his services since 2009, too — [www.ClaytonTax.com](http://www.ClaytonTax.com)
- **Morgan Whitney (bookkeeping).** Does all my bookkeeping for multiple businesses I own, super easy to work with, knows what she’s doing, and gets things done on time — 702-595-9462
- **PayChex (payroll).** They do my payroll which I have no desire to touch — [www.PayChex.com](http://www.PayChex.com)
- **Alastair Evans AKA “Takedown Czar” (content protection).** Gets links to all my products (yes, your print books will be pirated too) on pirate sites de-listed from Google, etc — [www.dmcatakedownczar.com](http://www.dmcatakedownczar.com)
- **Jonathan Rivera (Podcast production).** Produced a combined 237 podcast episodes for me. If I still needed that done, he’s the ONLY one I’d hire to do it — [www.ThePodcastFactory.com](http://www.ThePodcastFactory.com)
- **Merchant Accounts.**
  1. **Glenn Livingston** — he has a service I use that not only got me two merchant accounts, but comes with some extra benefits: [www.EmailPlayers.com/merchant](http://www.EmailPlayers.com/merchant) (note: this is an affiliate link, but you don’t pay any higher fees)
  2. **Daryl Peppers** — [Darrell@EasyPayDirect.com](mailto:Darrell@EasyPayDirect.com)
  3. **Marc Tenore** — [mtenore@choiceinc.biz](mailto:mtenore@choiceinc.biz), I also get my merchant gateway



through him, too

**NOTE:** My 4th merchant account is with Evopayments.com which I acquired on my own without a merchant agent like the above people. I also use PayPal for non-newsletter orders at times.

- **Learnistic.** My mobile app software for businesses, as well as an email broadcasting/autoresponder platform, checkout system (both forthcoming, depending on when you are reading this...), and a whole host of other features for running your entire business from the palm of your hand (i.e., your phone) — [www.EmailPlayers.com/learnistic](http://www.EmailPlayers.com/learnistic)

Also, if a URL or phone number above is not up to date, simply find them online. No need to tell me about it, changing URLs is the nature of the internet.

Next up:

Following is a list of books, videos, games, programs and other sources that have served as inspiration & education for my publishing business over the years. **This is not an exhaustive list.** And you will have to look them up using the internet, since they don't all have websites. Many are right on Amazon Prime currently, some you'll have to search for. Whatever the case, if you are an *Email Players* subscriber you will see me talking about my various inspirations, books I am reading, etc anyway. But I daresay this list *alone* will give you more than enough fodder for the rest of your business career...

- ***Rise of the Dungeon Master: Gary Gygax and the Creation of D&D Rise of the Dungeon Master*** — by David Kushner & Koren Shadmi
- ***Empire of Imagination: Gary Gygax and the Birth of Dungeons & Dragons*** — by Michael Witwer
- ***Stan Lee's Mutants, Monsters & Marvels***
- ***Chris Claremont's X-Men***

- *Eye of the Beholder: the art of dungeons & dragons*
- *The Chief* — by David Nasaw
- *Walt Disney: The Triumph of the American Imagination* — by Neal Gabler
- *The Lord of the Rings trilogy* — by J.R.R. Tolkien
- *The Chronicles of Narnia* — by C.S. Lewis
- *Marvel Comics: The Untold Story* — by Sean Howe
- *Slugfest* — by Reed Tucker
- *Arkhaven Comics* — by Vox Day
- *The Gary Halbert Letter* — by Gary Halbert
- *The Marketing Rebel Rant* — by John Carlton
- *No B.S. Marketing Letter* — by Dan Kennedy
- *Million Dollar Publicity Newsletter* — by Paul Hartunian
- *Internet Money Generator & Email Zen Mastery Newsletter* — by Matt Furey
- *My First Million* — by Matt Furey
- *On Writing* — by Stephen King
- *Writing for Comics and Graphic Novels* — by Peter David
- *Steve Jobs* — by Walter Isaacson
- *Backstory Volume 1* (and presumably volumes 3-4, but have not read



them yet) — by Patrick McGilligan

- *Early Marvel Comics titles written by Stan Lee and Chris Claremont (X-Men titles Chris wrote, especially)*
- *The Fantasy Makers: Tolkien, Lewis, and MacDonald*
- *Avengers: Earth's Mightiest Heroes* — a great example of how to approach and structure World-Building. Watch the first season. Note how it starts with one hero and one villain, then methodically tacks on more detail, more depth, more foreshadowing of what's to come, and more heroes/villains/characters coming & going, interacting, “crossing over”, and all working towards various storylines and one cohesive World. It's a great “template” for World-Building if you pay attention and look at your offers as *characters*, and take the World-Building sections of this book seriously. Also, as a sidebar, the context of that show is it came out a couple years before the *Avengers* movie, making it a sort of “sales pitch” for that big event in many ways. All of this is directly applicably to building an elBenbo Press publishing business.

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