

[\(00:01\)](#):

Well, Hey there and good morning, everyone. Welcome to Monday morning moneymaking content creation in four C two, or, or M four C two. I probably won't ever do that again. Welcome aboard kids. Welcome, especially to all the new folks joining us from, uh, Cindy Badar, whether you're here either on, uh, the live show or catching an owner replay, either one is just as valuable and we're glad you're here. So we are finishing up today part four of a four part series on email genius templates. Now I'm putting that together and a little behind to be honest in the genius template site. So it'll be there. Um, and I'll, uh, today's will be there and completely, um, and a little bit, uh, or maybe today or more anyway, uh, and the rest of there we've done from line the subject line, email body. Last week, we did call to action today.

[\(01:14\)](#):

We're doing PS the, how could you possibly do a whole training? Jeff, over email PS. Well, I'm about to show you. Okay. Now, why did it stop sharing the screen? There we go. Okay, good. Over here. We'll we'll shoot in a minute and make it bigger. The point is many, many, many people miss this about the email PS, and I don't want you to miss it because you leave, um, audience and profit on the table. Okay. When he says, good morning, I had to remember that you were an hour later for me now. Yeah, that's right. You guys don't change. They're probably the wisest. I can't believe it was going to get dark at sunset is at 5 27.

[\(01:59\)](#):

No, please bring on daylight savings time permanently. They passed it here in the Georgia legislature, but it has to be federally approved. So there you go. Um, so this is for your email sending. I can help you with it. And you know, I really don't think there's anything that we can't genius template. Now that I've turned that into a verb. Um, so let's dive in here. Okay. Little bit different setup than we usually do. Although you'll have the checklist and the template you'll have the Hey Vicky, um, you'll have the, um, video training that we're doing now. You'll have the examples from the wild. You'll have the audio and the transcript. Um, now one of the things I'm doing here, this is just a little bonus tip. Okay. When you do trainings, especially regular training, set it up so you can it elsewhere. Now don't get worried when this is repurposed out there, it'll be much less than what you're getting.

[\(03:05\)](#):

Okay. But look, this could be a title right here. Email PS, genius templates. See what I did there. Email P S D. Okay. Um, and then your subtitle, most people miss this, don't be most people. And then I could build out some of this stuff and do an example. Um, they certainly won't get as much as you get. Okay. So the purpose of the PS is two things wrap up, actually three wrap up the email, get one more link in front of people with a call to action. And then the third reason is secret. Number one, there a lot of people that scroll right to the PS in an email and find out what the bottom line is. Okay. Sometimes I even call it a bottom line PS, and I'll start it off for those of you that scroll right to the PS high. Um, so secret number one, as we said, many people scan right through the email to read the PS secret.

[\(04:06\)](#):

Number two, you can have fun with this and should sometimes my PS will be a bad dad joke or just a bad joke. Okay. Um, sometimes I will say blank, PS, this PS left intentionally blank. And of course it's not now, but it gets a laugh and there's a link there for people to click on. Okay. Secret number three. And I always end with a call to action link on a separate line that says something like get started here. Now

you can check out any of these in the wild with my email, just about every email going to have a PSN. Now, sometimes I leave one out just to shake it up a little bit. All right. So let's dive in here and build this thing. Okay. Let's move this up a little bit to the synthesis stage for you. So here's the genius template.

[\(05:01\)](#):

Okay. Descriptive word or words. PS, colon, descriptive description, delivery, call to action and link. Okay. For those of you joining us for the first time, this is anything in the, um, the brackets is where we fill in the blanks. Those of you that were on Cindy's webinar. Remember when we filled in the blanks, um, for, uh, air, we go there as Lisa Ann coming in. Um, hi Lisa, wave air. We go, yay. She made it in. She needed to get into the stream yard. So good. Um, the, um, brackets are where we fill in the blanks. Um, Lisa, this is part four of our four-part email genius template series. We're doing a PF today and all the rest will be available. As soon as I get it all up. Hey, ADA, in the, um, in the members area, Wendy wants me to make it bigger. Let me what I can do here.

[\(06:00\)](#):

Oh, that's probably not what you want. Why don't I press the plus sign? How's that better? I think it's better. Okay. So here's what I'm going to do. I'm going to show you an example, a demo like we always do, right. And then I'm going to have you feeling your own. Okay. So descriptive words, let's say I was doing, um, how about email? Yes, no, I don't want to do that. Um, what do I want to do? Let's do, um, bonus tip. No, I don't want to do that either. Let me think of something that's going on. I know. Here we go. Create re no, no, no, no, no, no, no, no, no, no. Sorry. I know I'm driving you crazy. Um, let's see. How about I want to do, um, I know email, email, GT PS, people are like, what's that? Okay. So the description delivery goes like this. Okay. Let's say I've been talking about in the email genius templates, or maybe giving them an outline of what to work on and now I've been promoting them to, okay. So because a lot of people go here to the bottom and it's the last link they could have. This is a good place to do this. So description delivery, we're almost done with our four part email genius template series.

[\(07:45\)](#):

You can be among the first to get this. You click here. And so I've combined the here's the here's the description, right? You can be among the first to get this. When you click, that's sort of a stealth call to action and the link. Okay. So you follow descriptive words, email GTPS genius templates is a GT. You want to have fun with this? You want to make them wonder, what is this about? Got to read this. And then the description delivery we're almost done with our four-part email genius tip template series. You can be among the first to get this. When you click here and you know, this would be highlighted. This would be a link you want me to make? Just make it look like one. Okay.

[\(08:46\)](#):

Oh, I'm sorry. You guys, I didn't do that. Thank you. Um, Wendy, I forgot. I gotta go whoosh and make it bigger. I apologize. Kids having too much fun. Let's make it even bigger. Send them a layout. Oh, that's new. Oh, that's no picture and picture is layout. Oh, that's new. Let's try that. Oh, how about that? I can still wave at you. Okay. All right. You're welcome, Wendy. Thank you. I apologize. Okay. So one of the cool things you can do in medium is, um, link it up here. And so I'll just put in, um, just replace older, smart content. I just want you to see this link. I'll use it again in a moment.

[\(09:38\)](#):

Okay. So that's the call to action in the link. Okay. Now I mentioned earlier, what I'll often do is whatever I've fed in here, I'll end it with a get started here. Now you can feel free to use that exact same one or something else of yours that fits better for you, um, getting people, um, involved. Okay. And there we go. All right. So now it's time to dive into our favorite part where we workshop it and you guys create this. So let's create your, um, your PS title, descriptive words. PS. I saw, we want you to fill out now. Okay. And pop it into the chat. Descriptive words, word or words. PS last-minute PS. Oh, by the way, PS bonus PS, bottom line PS, some kind of description For those of you joining us from, uh, Cindy for the first time, this is what we do every Monday morning, similar to what we did on our webinar, but deeper.

[\(10:56\)](#):

And I really, really want to encourage you to have fun with the PS. Most people don't. Um, I love it. When I get a email from my colleagues and say, Hey, Jeff, you won the PS award of the week. Give yourself the gift of time. Eight is saying, we'd be the description. That's a little bit long for a PF. So, um, you could say time, gift PS, gift, PS time P S any of those, and then say, give yourself the gift of time. Discover the latest understandings about how to do that. Here. There you go. Good job, ADA. Who else? You're welcome ADA. That's what I'm here for

[\(12:02\)](#):

That in the Milky way. Bars. Why? I said that just for kicks and giggles. Um, although one time I was speaking in Naples, Cedar, Naples, or key west years ago when I was a counseling psychologist and part of the contract, they asked me what my favorite candy was, which made sense, because this was the Florida candy association I was speaking to. And I thought there'd be like a Milky way bar in my room. There's a whole case in my room. When I walked in, I said, you guys, I'm going to be giving these away all over the hotel because I ain't eating all of that when he is at my Halloween handing over. Yeah. Right. That'd be over a week old. Wouldn't it? Um, okay. So there is your, your descriptive words, PS. Okay. Now the description delivery for ADA, it would be what you started to say with, um, give yourself the gift of time. Okay. That would be your description. That would be this part right here. Yeah. So create a description. Okay. Folks, this will make your email stand out. This will make people look forward to your PSS because they're different and curious, and you can still do PPS and give them a name to you and how everything's getting branded. Now, you know, like Doak Campbell stadium, Verizon amphitheater, um, shoot thunderstorms, even have names. Now that's all we're doing here. ADA, perhaps more playful, be selfish. There you go. You could use that.

[\(13:51\)](#):

That's all we're doing here is we're kind of branded RPS to get it noticed. So really when you think about the big picture, we're not even starting with subject line, we're going from the, from line all the way down to PS. Um, and this is why my emails get opened so much and all the good things that happens with that.

[\(14:22\)](#):

[inaudible]

[\(14:25\)](#):

Okay. When did you could do that? And oh, by the way, PS, see me demonstrate this while wearing a wig click here that that will do it. I would click that. Um, ADA, selfishly, give yourself the gift of time. There you go. Okay. And now let's play with the call to action.

[\(14:51\)](#):

You

[\(14:51\)](#):

Want to be more talkative then? Um, just click here. Okay. You can be among the first to get this. When you click here, who doesn't like being first makes you feel special. It's like the time of buddy of mine in Orlando, he was dating a woman that worked at Disney on the, um, win, lose, or draw show. And she got us tickets because Hawkeye Alan Alda was on there and, uh, you know, Jay and I thought, okay, we'll go in. And we'll, they'll probably put us in the back somewhere. We'll at least be able to see him. Nah, his girlfriend had put the fix in. She moved us through the front row, sitting on the edge of the carpet, like feet from them. And I got to have a conversation with Hawkeye, which was really freaky. Um, oh my goodness. Um, so anyway, people like being first, I like being first that day. Um, so you can be among the first you can be, you can, you can get started here. You can, you can achieve X. Um, and you can give yourself more of the gift of time when you visit here. So that way you've got the call to action in the link on one line.

[\(16:14\)](#):

Okay. And then the reason I like to end with get started here is it's one more opportunity for them to click and with, um, with, uh, systems like convert kit and others, you can, um, look and see which links in an email are getting clicked the most, uh, which is a good chunk of information to have. Um, and this also helps when I'm, you know, when I'm telling a joke in the email, PS are doing, you know, this P S left intentionally blank. Um, then I can say, get started here. Right? Always a link at the bottom. Okay. So, um, here's what I want you to do when we wrap up, I want you to play with this. Vicky's got dream express, PS, start dreaming your dreams hop on here. That's nice and punchy Vicky dream express. P S okay. I got to find out what that is. There's almost like reverse alliteration, dream express PS. I don't know if you call it that, but start screaming your dreams hop on here. Nice Vicky. Nice. Um, it's a matter of fact. Let's highlight that. Here we go. Hi Vicki. Um, or should I go? Hi Vicky? Uh, one of the other, all right, Wendy, start controlling your energy. Control your mouse by clicking here. Well, aren't you just a creative playful person this morning windy. Wow. Okay. Keep them coming. Keep them coming. You're welcome, Vicky. My pleasure.

[\(18:03\)](#):

You know, what occurs to me guys is this having, having Lisa in the background here in the, uh, in the green room has given me an idea, how would you guys like it? Let me know here in the chat. If we just put everybody on camera on Monday morning and we could see each other and interact and you can make faces at me and that kind of stuff, I think it would be a cooler thing for the group. Give me a yay or nay in the Q and a please. Great idea, Jeff or, um, uh, Harry chafing singer songwriter. Um, when he talked about the story of 30,000 pounds of bananas song, um, said he brought it to his, uh, his group and he gave him an idea for how to end the song and altogether they said, Harry, it sucks. And that turned out to be the most popular selling t-shirt after the show. Um, anyway, when do you do not have to put on makeup? I rarely do so you don't have to.

[\(19:10\)](#):

So, um, how brave are you? Um, I, it wouldn't be, it would be, it would be brave Vicky, but remember I've been doing groups since I was 13, so I might be able to pull it off. Um, anyway, what I was saying was, I want you guys to go use this stuff right after we get done before your head hits the pillow tonight,

create a, um, email or an email PS genius template with this genius template. Okay. Now what's going to happen. After we wrap up, after we get done with questions is this is the cool part about stream yard. I will download the video and I will download the audio. Um, one of them will go over to rev to get you the transcript and the other two will be uploaded to the member's area. Um, and that this today I'm going to complete the, um, the PS part. I've still got to complete the first four parts, but, um, ADA says love dream expressed, Ricky. Yeah, it doesn't have a nice sound to it, ADA, excuse me. All right. Any, any more questions kids about what we got here

[\(20:36\)](#):

Next week, we're going to do some something I've never done before. I've taught holiday offers and holiday promotions every year. And before next week, we're going to create some holiday templates. And, uh, that's one of the ways you can enter in, into the conversation already going on in people's minds, because people are thinking Thanksgiving, people are thinking we, they just had to Wally around here. It was my, my dogs enjoyed the fireworks. Um, we've got Thanksgiving and we've got Hanukkah. We've got Christmas. We've got all kinds of good stuff coming up. So why not? Right questions going once questions, Vicky says yay to holiday templates. Well, thank you, Vicky questions going twice sold. All right, guys. Thanks for making this a great group. Welcome Lisa, and all the other new folks from Cindy. Who's a really cool person. And, um, go use this stuff. We will catch you next time.