

(00:01):

Your vacuum, they can help keep excellent working order and extend

(00:06):

Giving you. Well, look at there. We're live. How about that? Hello? Hello and hello. And hello. Once again, let me refresh the Facebook page so that, so that what Jeff, so that I can see everybody that's asking questions and you can go by something other than Facebook user. There we are. All right. Welcome everybody. A couple of announcements. Um, Hey there, Wendy, how you doing? The first announcement is that there will be a big announcement tomorrow afternoon. When we meet about some, some, two life and business changing things, I'm starting for life changing for me, life changing for y'all too, and business changing. So, um, I'm excited about it. The second announcement is I am putting a link right now into something that just now went live smart content, smart content. What income it's been a morning. You guys com smart con income.com/nas. You've heard me talk about NAS before it is a, um, it stands for novice to advanced marketing system.

(01:36):

Um, we used to run a workshop here or David did in Atlanta. Um, and I spoke, I was the only one that spoke at everyone twice a year. Um, and it's now still an ongoing business. David has gotten together almost 30, really good entrepreneurs and, um, had us offer, um, one of our best things for free a paid thing. I offered my, um, my three missed genius template for 97 bucks free all together. It's over \$2,300 worth of free stuff. The cart is now open. The page is now open. It opened at 11. My email went out at 11. Well, you know, let me make sure rusty convert kit@smartcontentincome.com slash convert kit tells me that. Yes, indeed. It has gone out, um, seconds ago when I've got four clicks already and only 68% has been sent. Oh it did. Sarah just got it. Don't you love it when you get an email from you while I'm talking.

(02:48):

Ooh, it's very cool. It's very cool. All right. So two things I'm looking for to getting ahold of over there. Uh, Lu Bortone has some stuff about making, um, video very easy. And the other one I'm really looking forward to is Jeanie. I can't remember her last name. Um, or Jean, I could have her first name wrong. It's one or the other I'm picturing the person though. Um, has something that, um, 365, listen to this. This is worth the whole investment of zero. Okay. It's worth the whole investment of whatever she's asking for it. When you got it too good. Things are working. Um, it's 365 social media messages based on, on this day. In other words, on this day, November 1st and whatever year. Okay. Um, you could, you could fill up a whole entire calendar with that for all your different socials. Okay. With links back to you. So I'm going to go dive into that one later on today. Um, so speaking of diving in, we're gonna do, I meant this to be a three part series for, um, email genius template. That's turning into a four part series. First part was, um, the front line and the subject line. Right. And then the second part was the, the email body.

(04:23):

And today we're gonna do the third part, which is the email call to action. And then, um, there it is right there next week. We'll do the, the email PS. Now I I'm probably like the leading expert in the world on email PSS because I don't treat them like regular things. I have lots of fun with them. I brand them. Um, it engages people, people sometimes oftentimes will read the whole, um, email just to get to that or they'll go right to that. Um, because sometimes I'll say PS, this email left and intentionally blank. Um, but I'll still provide a link somewhere and there's always links there. So nice little trick, but let's dive in or

not, but, and, and Jeff, but cancels out what happened previously. This is, and, and both together the one the whole, yes, I'm in a mood. All right. So, um, email call to action.

(05:27):

There are two kinds, kind. One is embedded in your email that, by that, I mean, it's links, embedded links, um, with anchor text that's, um, that's, um, uh, like, you know, click here is linked, right. Um, so, um, embedded as part of the language and then kind number two is email wrap-ups. Okay. At the end of an email, we'll do both. And we'll look for that, Wendy. Um, okay. So embedded in email, here's an example, as I often tell the members of content creation nation, you're not done until you've repurposed. Okay. So this can be used in emails and articles kids, um, because you're just talking along and there's a clickable link. Ooh. Okay. And then email wrap up. Now you've got three criteria to meet and I call it telling a fib in your call to action. Cuz that gets people's attention. I'll be right back. Cuz that little bit of will is just not gonna work for right now.

(06:49):

Here we go. See it's the, the, the, the water on deck. Um, alright. So tell AFib flow invite and brand flows right outta the email body and naturally appears like a part of the email body. It's it's not like, okay, now I'm gonna make an offer or now I, it flows. It's part of it. Okay. Invite. Oh good. Art gut is email. Good. You guys get over there. Um, \$2,300 worth of free stuff. Um, invite invitational language to the next success steps and then brand who is from your signature in an email. Okay. So here's an example. Okay. And now you're invo void. It <laugh> slow down Jeff.

(07:43):

And now you're invited to join the next workshop at show all about a brand new understanding of, and tips for repurposing click here to join us. Okay. Now the invitational language, there is really, really important because it's not banging people on the head saying you gotta do this. It's inviting them much gentler and more effective in Orlando, winter park in the seventies, there was a stereo store and I've been, I, I keep searching for the graphic from this online. Um, but their, their slogan was, we won't rub cheese on your neck. Cause every other stereo store in town, I mean, you barely got in the door. What can help you with you? See our special off me. Um, they just let you wander around, listen to stuff and then let them know if you needed any help and their, their logo or their yeah. Their logo was this, um, screaming side, head of somebody with another, with a hand rubbing a, a hun of cheese under their neck.

(08:53):

We don't rub cheese into your neck, which no hard fails. Okay. That's invitational language and you will never ever get that ex explanation anywhere else, kids. Okay. So there's the invitational language that flows right out and now, or you could say like you send an article bonus tip and then in, in your signature, go get this stuff. There's another link. Jeff creator of content creation nation yet another link. Okay. Do this in your emails, kids, ladies and gentlemen, boys and girls. And it will up your open rate, which will up your signups, which will up your sales. Now it's time for a dumb internet question. Who would like their email rates? Open email, open rates, increased who would like their, um, signups increased and who would like their profits increased? Give me a yes. In the Q and a please. I know you don't even have to answer that. I mean, that's just one of those. No, I don't want that. Um, me, me, me, me, it says art. I love it. Actually. It's for me, me, me, me, me. There you go. ADA says yes. Wendy says

absolutely. Okay then let's practice this. Okay. Let's say you're writing an email and you're gonna conversationally drop a link. Okay. So let's go to my example here.

(10:38):

As I often tell the members of, okay, there's Sarah raising her hand. I like it. Okay. You're not done until you've. Okay. Um, so here's what we're doing. Okay. As I often tell who, okay. As I often tell who, so you fill in the who you're you're and then you can tell 'em anything, but you can say you're not done until you've fill in the blank or tell 'em anything you want. So, um, who are you seeing this to? Like I've got content creation nation. Give me that. And what you're gonna tell 'em. As I often tell my clients, and you could link that okay. To a signup form. You're not, and then you're not done until you've or anything you want to tell 'em ready. Step go. I'm still pretty cold here, Wendy and gonna get colder. Well, pretty cold. I mean it's 57 right now, but it was, uh, it was cold. This one, but not what I call, but munching cold. I mean, it could go out on the deck to let the dogs out in a sweatpants and a hoodie and not be crazy.

(12:03):

Right. You can start examining product liability claims more thoroughly now by downloading your free internationally claim checklist contains 99 factor to consider more consider before and why pursuing or refund if you're feuding a claim. Okay. That would be a good, um, email wrap up art. What I'm looking, what you could do with that to embed it. As I often tell, um, my client, um, you don't want to take every case that comes your way. There are ways there are ways to tell the good from the bad and you could link up. There are ways to tell the good from the bad, just like that. Okay. So this would be a good wrap up. Another one could be, as I often tell my clients, you don't want to take every case. There are ways to tell the good ones from the bad ones. Boom, Sarah, as I often tell the members of my habit, masters membership, healthy habits take focus every day.

(13:16):

There you go. And you link your habit. Master's membership Wendy. As I often tell my energy healing clients that you can link right there, the positive effects of my working on you last longer. When you do the protocols I teach you, art says, good. You're welcome, mark. There, we gotta, we gotta clean up that's sentence. When the positive effects of my working on you last longer, when you do protocols, as I often ask my energy healing, clients want the want, the positive effects to last longer, do the protocols. Boom. Little bit more snappy. All right. So you guys are getting it. Cool. Okay. Now you can build an entire email around those things that you just offered. Folks. Now, listen, we live in an age of, um, what I'm calling rapid consumption content. Okay. Um, TikTok 15 second videos. YouTube shorts now have 15 to 62nd videos.

(14:39):

Um, um, um, medium now has short form articles, 150 words or less. Okay. Easiest way to check that is go is, is type into Google word counter, and it'll show you a free one. That's how I check. Um, and so you want to be as quick as you can in your emails. And sometimes I even point that out that I've been fast when I'll say from the short and sweet email department, um, you can have fun with this kids. Okay. And so, um, all of you, yeah, you're right, sir. There's lots of publications for short form and thank you for that recommendation, um, to the digital, whatever it is, the digital journals. I've got two things in there already and, um, it's a joy, so thanks. And there's so many stories I could put in there and will, um, and if you don't know what Sarah, what Sarah and Jeff are talking about in the Facebook group, do a little search and you'll find it. And Sarah says wa and who indeed. All right. So, um, any of these chunks here

that you practiced could be the main body of an email after the introduction and before the invitation for the call to action and you're golden. Hey Vicky. Welcome aboard. Okay. So that's the first kind, uh, what I'm calling embedded in email. Now let's talk about email wrap up the, the traditional, okay. End of the email.

(16:24):

Okay. Remember flow invite brand. Okay. And so here's the example, and now you're invited to the next workshop at show. Okay. Does this do underlining? No. Um, and now you're invited to join here. Let's do it this way, our traditional way,

(16:55):

You to what all about a brand new understanding of, and tips for repurposing. And there's your invitation click here to join us. Okay. And then you encourage them with something, see you on the other side, go get this stuff, uh, et cetera, your name and what you're the creator of you get to link up again. So you can have several, uh, links in email. And so you've seen me a lot lately, inviting people over to my, um, to my media articles. What's that about Jeff? Well, two things. One, they go read a media, I'm getting paid for that. They end up joining through me. I'm getting paid for that monthly. Okay. And on most of those articles in most of those articles are, um, links to buy stuff. And so it looks like all I'm doing is give, give and given. And then, oh, by the way, a couple times in the article I ask. Okay. Um, so it's another way to do it. Even when you're not offering an opt-in or, or selling stuff, you could send 'em to your, to your medium account. Okay. So for our example, okay, here's what you're gonna do. And now you're invited to what, what are they invited to just let me know that in the chat, what are you inviting them to?

(18:31):

Art says, I'm glad I jumped the gun. Since you showed me how to repurpose my second type into the first type. There you go. Har good job, buddy. I'm glad you did that too. So what are you inviting them to kids? And now you're invited to Invited a invited to join a group, our, a cleaning. Am I saying that? Right? And now you're invited to download my 30 days of self-reflection journal prompts. There you go. Nice. Very nice.

(19:41):

Oh, by the way. Um, cause I just checked the stats. More people are opening my email. Um, as in anything like this, that's free. Um, there's upsells afterwards. Um, you can look at them or you can completely ignore them as I often do. Oh, it's a, okay. Got it. Um, Wendy, um, and there's three that I saw number two and three looked interesting to me. Um, anyway, um, grab him if you want to don't if you don't want to, I'm totally cooling your way. And anyway, um, whatever commission I get from it is being donated to be rich. So there you go. When he says the aura is the energy field surrounding your body. Oh, okay. I've never heard it said a okay. Sarah, I'm going to do 30 days short form post on these prompts with a link in each. Excellent. Excellent. Excellent, excellent.

(20:44):

Um, get ready for, I may do a mini course, um, may, uh, probably not to the first of the year on, um, short form content secrets or something. Um, because I really think with the ever diminishing attention spans, um, <affirmative>, that's gonna be bigger and bigger and I want you guys on top of it. All right. Killer job guys. Um, already over in your genius templates, this has been started. Um, I'm going to add

the, the video link and the audio link and then get it transcribed. Um, and high transcriptionist. Um, who's uh, listening now, Vicky says sounds like a great idea. Thank you, Vicky. Of course y'all get that, that course for free. Um, what else? What else? I think that's it. Any questions? Kids? Some cool news about, um, about medium <affirmative>

(22:14):

I have finally reached something that I wanted to reach or maybe mediums reach something because there was a day and easy articles where I could be teaching, um, like this and go over to my stats, which are 24 32 views and hit refresh. And they've already changed in the last few minutes. Okay. That's starting to happen over here for me. And I'm very excited about it. Um, art loves the closed caption you include. Oh great. I'm glad whatever makes it easier, but um, almost to a hundred followers go, Vicky, go. I mean, Sarah, go, Sarah, go. Anybody else close? That's what I need to do something on for you guys is how to get there. Why don't we do a piece of it now? Okay. Here's E you want us, you guys wanna take a couple minutes to see the easiest way to increase your followers? I mean, it's slam dunk, easy kids. Yay. Or NA and I'll I'll I'll I'll show you. I think you're gonna say yay. So let me go over here. Okay. Yep. Yay. Okay. What do we got here? Here's how you're going to okay. Yes. Only halfway there says art. Well, that that's good. All we gotta do now is double it. Okay. So watch this.

(23:51):

Somebody gimme a niche real quick. Wendy has 23. That's okay. You just gotta quadruple it plus a couple. Um, somebody gimme a niche Life lessons. Oh, I like that for, um, yeah, for, uh, digital journals. Right? Okay. Now I'm I want to get to medium just plain old medium. Can I do that please? Will you let me You're stressing me. All right. So let's go here. Thanks for the help kids. Okay. Yeah. The white circle on the thing I was showing you though only looks at mind. So, um, here we go. White circle. Okay. Life lessons. Let's see who's writing. And now that's, that's weird. It's doing that there too. Okay. We'll go here. See, I've got some life lessons. Okay. So here are the stories on life lessons. It looks like it's kind a big, um, topic. Isn't it? Sarah,

(25:38):

Here's a good one for you guys that, um, about what we're talking about? Um, well it keeps scrolling if I scroll down. Yes. Okay, good, good. Um, good feedback. Good side. Okay. So, um, boom people, these are people that write about life lessons. Okay. Um, so I could come in here since I'm interested in them and follow Darius and follow Nu and follow Quincy and Ryan and Ariana Huffington. Okay. And Scott and Nick and Tim Ferris. It's amazing to me how some of these big names have like three articles and Zach and Io and Tous. Oh, I've got his book. Cool. I like this. Okay. Now I've just followed all these people. About half of them will follow me back today. Most, sometime this week. Okay. So the tip kids is go into your niche, whatever your niche may be. Okay. Content repurposing.

(27:17):

Okay. Um, and I'll follow myself. I'm already following Amy and now I'm gonna follow Lindsay and Muhammad and Jeremy and Erica. Okay. Um, I could also do content creation already following Raul and all those folks. Oh, Travis Nelson, Nielson and qu gravity and blink and Anna and nacho and Catherine. Okay. Hey, there's our own, Tim. I'll also follow new visions. Okay. And those people are gonna follow me or some art says how far down is my name in life lessons. I, I don't know art when he says great idea. I'll look at down syndrome since I've written about that. Yeah. Any, any niche sub niche that you, you, that you touch on? Do this for folks? I mean, when you're, when you're actively building a

list, I would do this every day in some way. Okay. It's a good thing you can do while watching TV or Seth go, um, watching TV or, um, watching a ball game or whatever. Another interesting, good writer there. Um, I'm looking for you art.

[\(28:56\)](#):

The key to getting higher is to getting more articles. Okay. Now that I know about this and I'm in digital journals, thanks to, um, thanks to, uh, this is an interesting person to follow to. Um, thanks to Sarah. Um, I will probably rise up this list a little bit as will. Sarah. It's so fun knowing names on here. All right. But as you see, you got, as they would sing in some circles, a ton of people to follow. Okay. Um, so there you go. And if I offended anyone, forgive me, it's just a word, plus you guys know I can't even spell PC, so there you go. All right. So go follow some people they'll some will follow you back some won't you just need a hundred. All right. And that is your bonus tip for the day. Thanks for playing along and thanks for being a great audience. Go use this stuff and we'll catch you tomorrow for two major announcements and go over to smart content at income.com/nas, N a S, and go get your \$2,300 worth of freebies. See.