

# Advanced Copywriting Lab

Episode 17

## **CASE STUDY: Broadcast Emails Sent to Personal List**

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Subject Line:

**What You Learn at Family Funerals...**

Body of Email:

Hi (firstname),

You may not know this if you're really new to this eNewsletter and Training feed...

But I just returned from my Gramma's "Celebration of Life" memorial.

Olivia Franco <-- My Little Angel.  
1922 - 2010. Wisdom + Love + Family = Legacy.

She was GOLD to me. For many many years. I learned more real wisdom from her than I have from many self professed "experts" on the topics of wisdom and life...

And this little lady was barely literate, went to a whopping 3 years of formal schooling and did not care to collect the "ego labels" of society.

Meaning...

She didn't give a rip about people's "fake life" Mercedes or McMansions on the hills...

She wanted to know how much time you spent

with your kids and what you were doing to gather up and travel to the next Thanksgiving Reunion when we all met.

She didn't care how much you made...

She cared about how much you loved and how happy you made people around you.

Wise.

Here's the other thing you learn from family "School House Earth" Graduations...

Why is it that EVERYONE can get to a funeral but EVERYBODY has excuses about choosing ONE LITTLE DAY out of the year to get together as a big ole family and tell the Family Story again?

Isn't that interesting?

When bad news hits... you're there.

When it's about abundance and celebrating and good news sharing... excuses.

So what does this mean as far as helping you market better (firstname)?

Simple

**# 1: Wisdom is universal.** What is the legacy you are leaving for your children and grand kids?

That you knew how to stress out and get sick  
chasing corporate dollars and a 401K?

Or are you going to stop procrastinating and get  
yourself out of your comfort zone for a while to  
learn how to introduce another stream of freedom  
into your house?

I was the ONLY one that was still earning while  
attending my Gramma's "School House Earth"  
Graduation Ceremony. Everybody else was stressed  
out about having to get "back to work."

# 2: TIME. Flies.

Monday morning "at the office" heart attacks  
are NOT the way to go. Are you on your way there?

Or is it finally going to be a big enough  
deal to you that you take action to shift  
your life out of "ho-hum" gear and take  
control of it.

There IS a "Life Assignment" waiting for you.

But it's WAITING for YOU.

It ain't just going to drop out of the sky  
and say hello.

Let's stop being so lazy about TIME...

And let's join a Crusade for Your Freedom.

YES

It takes work.

But you're working now anyway...

How does that feel?  
How's that working out?

You've been working for a long time.

You're going to keep working at something...

It may as well be for YOU.

**Two things to learn:**

**# 1: MINDSET.** You will NOT (can not) succeed with a bad attitude/mindset. Nobody will CHOOSE to follow you if they sense you've got a loser's "inner game." That's a silent piece of wisdom nobody wants to hurt your feelings about but is very true.

Improve your "Inner Game" starting with this No-Brainer: [www.BigLeverage.com](http://www.BigLeverage.com)

Please do not call or email me to ask if "it's worth it."

Tells A LOT... about your mindset and true ambition.

# 2: **MARKETING.** And CopyWriting is the MOST important skill set you can ever learn.

Get independent about copy writing and you will make yourself totally freedom bound...

Bank on it.

<http://www.WriteSmokinAds.com>

Again... please no questions about the importance of learning this skill set ASAP. And it's \$19.

\$19 to learn the most important skill set in marketing.

Plus a boatload of additional content + training only to my customers = Massive Over Deliver.

Excuses?  
Results!

There are only two things in business...

Excuses?  
Results!

I like exclamation points

Not question marks

How about you?

TIME... never stops.

tick  
toc  
tick

toc

And nothing can change until you  
make different choices and start the change...

I get paid to help you grow...

Nobody gets paid to tell you lies you think  
you wanna hear...

Let's get to work.

Franco  
760-271-2810

**STEP ONE:** [www.FrancoFanPage.com](http://www.FrancoFanPage.com)  
[www.WriteSmokinAds.com](http://www.WriteSmokinAds.com)

**STEP TWO:** Click Here and Order.  
**[www.BigLeverage.com](http://www.BigLeverage.com)**

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### **COPY LAB REVIEW:**

This was a broadcast email I sent to all my “make money from home” lists.

I included my “PROSPECT” list as well as my “PAID CUSTOMERS” list.

The reason I also send this type of email to paid customers is to TRAIN THEM by my marketing ACTIONS as well as the didactic conference calls, videos, audios and emails that instruct.

I like to SHOW people how I’m actively marketing because what you teach is present in the actually material you’re using in the real world, in real time. They can then collect and study my emails – and use them as templates to get their own creativity movin and bakin – and come up with their own marketing pieces with the help of mine. This is POWERFUL. It’s how I learned from others.

As you model other compelling people, you enable your own subconscious to work on and come up with your own style later. It’s uncanny, but this is what works.

READ – READ – READ copy and marketing content. READ mindset info, knowledge and wisdom material. READ little by little at first, then more and more. STRUGGLE into AGONY to LEARN how to LOVE to read and study WORDS.

This will serve you. Your own mind will GIVE YOU your style later. Be patient.

**Let's break this email down.**

**1. I wanted to deliver an emotionally charged “real” piece of content to my list directly after coming back from an emotional event in my life.**

Life is energy.

People feel energy.

Get over your “beliefs” about this. This is fact. And it fits inside all shades and colors of “belief systems” such as The Book of Proverbs, New Testament, New Age stuff, Buddhism (Zen), eastern, western etc.

The only people who don't “get” this are the extremely apathetic who “think” they are smarter than everyone else. They don't “get” much anyway, so don't worry about the living dead.

People FEEL energy.

deeper?

**People FEEL YOUR Energy.** Yes they do.

This is why infomercials and philanthropic (charity) infomercials and the “News” and reality TV and game shows, and sports can charge you up and send you on an emotional rollercoaster ride that is extremely addictive. It's the ENERGY they are presenting with CONVICTION that you FEEL deep inside (even subconsciously) and that compels you to “connect” to the message.

So in this specific email, I was just returning from a Funeral service for my Gramma, and it was a CHARGED moment. My list had not seen ANYTHING from me online for 5 days or so... (I religiously mail each day to them) so they are accustomed to getting something from me daily.

When they didn't..

They KNEW something emotionally serious was happening.

Then BAM – they get this piece.



## **2. Leverage the “Narrative” (story) to include you and your crusade (which is focused on helping others).**

The Narrative.

The STORY.

ALWAYS be telling stories. Human interest stories have been the focus of MOST media information in your life. Corporations, media companies, politicians and even probably your current employer wraps everything they want you to think inside of a moving story or NARRATIVE.

Stories MOVE people because they get beyond the superficial. They make your communication less about “information” and more about “INTIMATE SHARING.”

In the outside world as people drive around town frowning at each other and making believe they don't SEE anyone else... people feel disconnected, cold and alone. Everything is superficial and “microwave” in today's split-second A.D.D. world and nobody shares warmth or involvement much anymore.

Involve people in your life. Bring them in a bit. Share stories about real life happening and include them... this is powerful. It says subconsciously:

I believe YOU are important. Let me share this piece of my life with you. You are THAT important to me. I SEE you. I acknowledge you. I care enough to have a deeper conversation with you.

This is so COUNTER to what facebook, twitter and other SUPERFICIAL and mostly FAKE and shallow communication does. People can think deeply again in your content and not be limited to 160 characters on the most Unthinking, superficial and fake “social networking” gimmicks online.

There is no DEEP thought there. Only quotes and lies and half truths. Take your communications to a deeper more intimate level with your emails and blog posts. This is silently and subconsciously building a relationship and a connection – trust with your readers.

Even if each individual post or email does not generate sales, they will as they mount up with the other tactics and mediums we teach you to use (audio MP3s, live calls, videos, pdf's, blog posts, live events to network at, real time phone calls to chat etc.) it all adds up and builds trust layers. At some “breaking” point your reader will agree with the TRUST connection and will begin to reply with questions or comments that drive to the actual conversation you will have.

### **3. The details of the STORY (Narrative).**

It was all about my Gramma and her legacy. She didn't care about material possessions or about society labels...

She cared more about knowing how you loved your kids, and how much time you spent with them and the rest of your family. Money didn't matter. Whether you had much of it or not – big deal – what mattered was how people felt about themselves after they were around you.

This story is something many people can resonate with.

This is a “purpose” or “character” centered life and good people respect the way my Gramma lived her life. As I share and VALUE and MEMORIALIZE this part of my Gramma's life, it bonds me to the same character...

If this INFLUENCED me so much that I actually write about it, that means I feel the same way and hold the same VALUE. Gramma's Character = Franco.

Gramma's Character = Franco.

Important connection.

### **Read the rest of the story...**

Gramma had a GIANT character based on loving other people and a focus on FAMILY values and she was BARELY literate. She could barely read or write and had little education...

IF GRAMMA CAN DO IT, YOU CAN TOO.

People can relate with this. She was “normal” and so are they. More connection.

### **4. The Crusade**

You MUST tell people about your VISION.

What's your cause? What's your purpose. Another part of this email talks about how she did not care for FAKE ego-centered social labels such as the “Mercedes” (lease) and McMansion on the hill which all are a UNIFORM for a fake, “let me impress you”

lifestyle lie that many people play all their lives which only gets them NECK DEEP in debt, misery, unhappiness, sickness, stress and ruined relationships.

YES

People can relate to this. It's most people. Period.

So stating this inside of grandma's story gives people a couple seconds to ponder and agree and realize that their own situation is similar to what Gramma "saw straight through" and "was not impressed with."

You can't hide your fake and unhappy life anymore from the world. Everyone knows its fake and you seem silly pretending its not.

This is psychological and deep.

This causes internal stress and pressure.

The person has been exposed and they know it.

No excuses...

Uncomfortable.

Pressure.

Stress.

Internal angst.

And then...

## **5. Real Life SOLUTION - "do this to fix it..."**

After presenting these real life and uncomfortable realities to your readers, you now remind them that "you da man!" with the solutions and you offer a couple simple answers that they can grab a hold of right now, before they let procrastination and their own self sabotaging habits to NOT allow them to make any changes.

First you give them a couple valuable insights they can take to heart.

I talked about how:

- 1. Wisdom is universal.**
- 2. Time flies.**

**Franco, where do you learn this?**

How do you come up with these ideas and concepts?

Answer:

**I am a VORACIOUS reader.**

You must become one.

Start slow. Couple paragraphs a day.

I read everything I can on great people's lives, success psychology, personal growth and direct response marketing.

The more you read and listen to audios on MINDSET and MARKETING and the HUMAN CONDITION and PEOPLE... your mind learns to teach it. Your mind goes to work for you and comes up with visions, concepts and ideas.

You simply share those with your world. Simple.

Ok – back to the lab...

Then I offer up a couple ACTION STEPS that if taken by the reader will make them feel as if they released the internal pressure and DID SOMETHING constructive about their own situation to distance themselves from the “LOSER” person who would actually READ THIS... and AGREE with the life lesson... and STILL DO NOTHING to change.

Good people want to DO SOMETHING, they just don't know how and are in FEAR about big changes happening too fast. Habits and belief patterns are STRONG and HARD to break so you must start with little victories, and tiny changes in behavior.

**This is where a \$25 Mindset/Marketing Info Product helps.**  
**This is where a \$19 Marketing “Change your life” Info Product helps.**

Those were the two solutions and action steps we drove them to and recommended they take to start to change their actions. This is one way they can FEEL that they are DIFFERENT. They are trying to make positive changes in their lives.

We are a part of the same CRUSADE.

We are marching in the same BATTLE of life.

We are TEAM.

We are together.

### **One simple email can imply so much on a subconscious level.**

Now you know, just by flowing through the making and reasoning behind one simple email to a list of prospects and customers why it is that some marketers just build a relationship and get people to agree and act with them, literally by “sharing stories” and intimate life realities with their readers.

People do this intuitively sometimes. Yes it still works even though you don’t know what you’re doing on a psychological level.

But now you’re armed with KNOWLEDGE and this KNOWING is powerful. Play with it in your own emails. They still must be heart felt and genuine. DO NOT use this just to manipulate people. People will see right through that. But now you know. This is \$1,000 piece of KNOWING. Enjoy it.

**1. Start with the end in mind.** Know where you are going with your content. I knew I wanted to generate sales of my copywriting course and Simple Freedom subscriptions because they are low low cost and massive value.

I can then build additional sales and leverage that relationship of trust with my buyers and walk people into my programs later for 100% pure profit.

**2. Leverage the NARRATIVE (Story) at all times.**

**3. Leverage your Vision, Crusade, Call to Battle.** Polarize people to follow you or get out of the way, or keep being just a spectator. People are motivated by leaders excited with the journey. Be that leader.

**4. Share bits of YOU with them. Include. Involve.** People feel inside that you think THEY are relevant and special and important to you by sharing.

## **Two Weeks With Franco Gonzalez Private Marketing Coaching**

If you would like to spend two weeks with me via live one-on-one phone coaching, let me know with a simple email or call. It's under five hundred dollars and I can sit within your MIND and play with you.

You won't walk away the same person. Send me an email for an application and it's \$450 for 15 days that includes one year of follow up coaching (via email).

Two months is \$1,000. Live Southern California + Vacation is \$1,700 and is LIFE CHANGING. Essentially, this is about moving OFF the audios, team calls and pdf's and climbing into my head, together, you and me, and giving you the absolute power of mindset and marketing skill to INFLUENCE your market and build your business.

[itsFranco@gmail.com](mailto:itsFranco@gmail.com)

**The \$997 coaching package comes free** as a gift when you join me directly on my Empower Network Team at \$1,625 level (All products up to the \$15K Formula). It pays 100% commission so with just one referral your investment is back and you get my coaching free.

I like this because it not only gives you access to my coaching, but it's wrapped in a program and compensation plan where you can apply my coaching and earn a full 100% commission per sale. Win – Win. And we become partners.

[www.FrancoFanPage.com](http://www.FrancoFanPage.com)