

Product Genius Workshop

Q&A 1

By Tony Shepherd

By Tony Shepherd
All Rights Reserved © Hippy Marketing / Tony Shepherd

NOTICE: Sorry But You Do NOT Have the Right to Reprint or Resell this Report!

You Also MAY NOT Give Away, Sell or Share the Content Herein

ALL RIGHTS RESERVED: No part of this publication may be transmitted, reproduced or copied in any form whatsoever, electronic, mechanical, including photocopying, faxing, recording or by any information storage or retrieval system without the express permission (written, signed and dated) of the author(s).

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the view of the author as of the date of publication.

Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions.

Any slights of people or organisations are unintentional. If advice concerning legal or related matters is needed in any way connected with this publication, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice in any way. You should be aware of any laws which govern business transactions or other business practices in your country and/or state. Any reference to any person or business whether living or dead is purely coincidental.



Morning all...

The first thing to say is that I am available right now to answer any questions you might have.

You can contact me by email: TonyShepherd397@gmail.com

You can live Skype chat with me: tonyshepdirect (please don't voice call me unless we've made a prior arrangement)

Facebook Instant Messenger: <https://www.facebook.com/tonyshepherdhippymarketing> (You might have to 'friend' me first)

I'll be around for the three-week duration of the workshop, Monday to Friday 9am to 5pm GMT

If you're outside the UK time zone or don't overlap in any way you should use email. I'll get back to you.

There might be a delay in getting a reply from me at busy times but I WILL reply.

I'm looking forward to working with you

A handwritten signature in black ink that reads "Tony Shepherd". The signature is stylized with a large, sweeping underline that extends to the right.

Q&A 1



I'm being totally honest and totally transparent with answering these questions.

There are some great questions too so hopefully I'll supply everything you need.

If you have more Q's or want more detail just content me in one of the ways above and I'll get back to you ASAP and/or answer fully in the next Q&A

Best

Tony

Q. *I love the point you made about carefully curating what you share about your life (and DON'T share) with your personal story content.*

What if you are in a niche where the more personal stuff is warranted?

For example, what if you're encouraging (niche removed to protect the question-askers business) and it's your personal struggles and how you overcame them that will help them the most (and make you more relatable)?

Do you still recommend that careful curation?

A. It's totally up to you.

I know marketers who are really free with their personal information and that's fine.

I like my privacy and have two children under 16 so I've always been protective of them.

But you can share your personal story without sharing where you live, pictures of your family etc.

I think if you're in a niche where your personal story matters a lot then share as much as you're personally comfortable with.

Also take into account the *illusion* of being personal.

I think (I hope) that I come across as a genuine, honest, open bloke because that's how I really am.

If we went for a pint together you wouldn't notice much difference between how I am in the pub and how I am online.

The only difference is I don't share some personal things online.

Not knowing my wife's name or what school my children go to doesn't affect the quality of my teaching or products in the slightest.

More importantly ADDING these personal details wouldn't add to the quality of my teaching either.

So any personal stories I DO include usually come with a message or some kind of analogy.

Q. *If you could pick just one copywriting secret/tip that has worked wonders for your business what would it be?*

A. Tell the truth about the product.

If it's going to take work to implement, then say so. If it's not going to appeal to a certain type of person then let that person know.

It's not going to make them more attractive to the opposite sex, win the lottery, become taller or grow a tail so don't say it will :)

Q. *Do you have a method on how you format your text, eg breaking up paragraphs, when to use bold, italics, all caps etc or is it just a gut feeling you've developed over time?*

Kind of but it's maybe not what you'd think. If you look at the main body of my emails - the story - there are very few formatting methods in there - maybe italics or a bit of bold text because it's just a story.

But look AFTER the P.S when I'm doing the selling and you'll see bold, text, italics, CAPITALS, exclamation marks, underlining and more.

If you looks at WHAT I'm emphasising with this formatting you'll see it's the main points of the sales message and/or call to action.

There's an example of using formatting to emphasise the sales message below:

P.S. Here's why looking after your customers and building a relationship with them matters...

Because once you get a responsive list in place **you can send out one single email and buy a CAR**

(I know because I've done it and although it wasn't a new, top of the range motor...it was still a hell of a cool thing to be able to do)

If YOU want to know exactly how to create a super-responsive list that could earn you a very comfortable income even if you did nothing but send out ONE EMAIL per day?

Grab yourself a copy of my '[Build A Super-Responsive Mailing List From Scratch](#)'

(This is open for 24 hours only)

A responsive email list is the nearest thing to a **genuine push-button income** that I've ever seen

You can get full details at the link below or drop me a line if you have any questions

Here's where to go:

<http://www.hippymarketer.com/responsivelistlive>

CLOSES TOMORROW.

Q. *Do you have a daily writing process or is it more freestyle for you?*

I make sure I write some content every day, whether it's for an email, an idea, a chapter for a product, a sales letter or just an idea.

But I write something every day.

When it comes to my emails I just make sure I always do it one go - research writing and cueing up the autoresponder.

In fact as I write this now, I made sure earlier that I had an email loud and written a scheduled to be sent so I can forget it while I concentrate on this Module.

In terms of how the content is actually write it's very freestyle yes.

I write as I speak so you might find some parts that are grammatically incorrect or use punctuation in ways that aren't formal...

...such as the three dots I just used to break up a longer sentence (one of my favourite methods)

But on the whole I make it up as I go along :)

Q. *Your emails, writing, content ideas etc; do you have an organised system to keep track of everything or do you generally just wing it?*

A. I have an ideas book. A physical one, not a file on my Mac and that goes everywhere with me.

With my emails, Gmail is amazing in terms of search terms so I can find all my old emails any time I want. They're also in Aweber so I can track them down any time.

If I'm taking a break with my family I'll cue a series of emails maybe a week long to sell my stuff while I'm away and I'll re-use my favourite emails for this.

I'll usually just check in Gmail and if I haven't used one for a year or so I'm happy to reuse it.

But if you mean do I have a rolodex type thing where I cross reference content terms so can search for which emails uses the words Boobs, testicles, Yorkshire etc the answer is no although it would be great fun :)

I can just search my name and the keyword and Gmail will usually dig up the details of the email, when I sent it and what product it promoted anyway

Q. *Could you comment on any other interesting email content structuring or does the "Story & P.S. Selling" beat the pants off everything else you've tried?*

A. This question was asked by a number of people.

Transitions as I call them - the way of going from an often highly UNRELATED story or piece of content into selling a product or service are key to how I sell with emails, blog posts or from free reports

By far the best results for me come from using the P.S. as a call to action.

There's no other transition I use that come anywhere close.

But WHY it works is interesting too..

Apart from the obvious 'click here to buy' link, using a P.S. as your call to action has other extremely valuable benefits too:

1. You can 'mix up' *any* content with *any* P.S. and they'll still work effectively together.

So for example if we take my story about *Artificial Intelligence writing the slogs for Love Hearts Sweets*, I use the *P.S. to sell my publication '*Solved*'

*The P.S.transition I used was ***P.S. No artificial intelligence here - it's all the REAL DEAL!***

But I could easily have used the P.S. transition to sell my coaching, my continuity or any one of my products OR an affiliate product.

It doesn't matter.

This allows me to re-use content again and again, to all different products and services.

2. I don't have to write sales copy.

My P.S. is usually just a 'go here and buy this' instruction combined with a few features and benefits of the product on offer.

This makes writing it SO bloody easy you can't imagine.

But I also use a couple of other transitions apart from the P.S.

One is **complete, crafted selling emails**.

These take quite a lot of work (which is why I don;t use them much) but they're very effective.

These are pieces of content that are basically a mini sales page and are crafted to sell the product from the first word.

All the content is related and there's usually no P.S. included

Here's an example:

=====

Subject: Make dosh sitting on your spotty arse. Yes, Really. (proof inside)

...

But MORE important than the daft headline of this email...

Did you know that you can make a REAL difference to people's lives - really HELP them AND make hundred and thousand dollar LUMP SUMS each and every month?

All while sitting on the previously mentioned arse?

I'm talking about coaching.

And specifically about my FAVOURITE form of coaching - email coaching.

You get paid up front, often every MONTH as a recurring payment too.

There's no face to face (or even voice to voice) contact if you don't want it.

You can answer the emails at a time that suits you, with no pressure, safe in the knowledge that if you're not sure about something you can do some research or find more information.

Weirdly though, even though you can easily make a full-time living doing this in pretty much any niche, the money soon becomes secondary.

Don't get me wrong - I like moolah as much as the next person, but it's when you start realising that those little pieces of advice and guidance you give to your clients are making a BIG impact on their confidence, their business and their lives that coaching really starts to matter to you.

If you're thinking 'This isn't for me - I really don't want to/can't coach anyone' then you're in good company because that's what I and pretty much every coach originally thought too.

But you can.

You REALLY can

You just need to know how to do it on your own terms.

Whether that's purely email coaching, Skype or phone coaching, FB coaching or sitting in the same room premier level coaching.

You can't truly help your people unless you offer some kind of personal access to yourself AND it's the easiest way of introducing high-ticket paydays to your business.

I can show you how to do it in a way that suits YOUR personality.
Go have a read of this:

<http://www.hippymarketer.com/syocoaching>

It's YOU the coach.

Whether you know it yet or not ;)

Any Q's just ask - I'm here to help all day.

Best

Tony

P.S. This CLOSES TODAY

<http://www.hippymarketer.com/syocoaching>

=====

So while there IS a small P.S. at the end of the email you can see it's not really a call to action, just a scarcity reminder.

The email itself is designed to sell my publication *How To Set Up Your Own High-Ticket Coaching Program* from the very start.

There are no stories about ghosts microwaves or strange hobbies.

It's a traditional 'sell' email.

And it works just as well as my usual P.S. emails, perhaps slightly better sometimes.

But I find writing emails like these hard work on a daily basis so I don't send them as regularly as my usual ones.

A variation of this transition is **the motivational/uncomfortable email**

Again this is based upon a selling technique and it either makes the reader feel uncomfortable reading the content or it 'fires them up' to take action (and hopefully buy my product)

Here's an example:

=====

Subject: The infantilisation of MEN (You sure you're ready for this?)

...

Quick note: I send this email out every few months because...dunno...it kind of feels important.

Hope it doesn't offend.

If it does, man up, you big jessie :)

=====

(Ladies - this isn't meant to exclude you, it's just that I've never BEEN a woman so can't really comment on what it's like for you)

Ready for this?

Did you know that the average age of video gamers is now 37?

And more superhero films have been made in the last couple of years than in the entire 50's, 60's and 70's combined?

And there is now an event in the US called 'BronyCon' where grown men attend dressed as their favourite My Little Pony character.

What the actual F*CK?

In the past I've heard male colleagues get mad with their wives for not having a clean shirt ready for them to go to work in.

As though it's their wife's responsibility to have them dressed and ready for work!

Some writers have suggested that modern man will no longer really BE a man as time moves forward.

He doesn't provide for himself and his family in any real sense - he sells his time to an employer in return for a salary which can be turned off at any time without much warning.

And it's not our fault - we're spoon-fed this crap:

Look at sports.

The whole point of sports is to let us attach to one particular team to invoke our innate 'tribal response' and feel a sense of belonging and masculinity that doesn't really exist in the real world, where we are pretty much powerless and very controlled.

200 years ago kids played sports (or games at least) and did the running about kid stuff.

Then when they became men they outgrew these activities because their lives presented them with more important challenges and responsibilities.

There was no nanny state, no welfare and a man had to depend on himself and his own abilities to support his family.

If you were a farmer you weren't able to stop working at 5pm and flop into your recliner while passing your paycheque to your wife and switching on the big game on TV.

Games with sticks and balls were for children, NOT adults.

Men worked, not played.

So here's a thought...

What would happen if everyone stopped watching 22 millionaires kick a football around a field and started working on their own lives with that time?

How much better would our individual lives be if we did something productive instead of watching OTHERS do it - footballers, characters in movies and games or even My Little (effing) Pony?

Men - grab your balls before they're banned by the nanny state and dump your toys and games.

Put away childish things.

Put that time and energy into doing something productive AND profitable for just one month and watch the results.

It's life changing.

And I promise you'll never look back.

Q's / comments welcome :)

Best

Tony

P.S. If you want to start taking back responsibility for your own life, starting with your income...

...get yourself a copy of my Flipping The Switch course

You ever wonder how it's possible that I've been a full-time internet marketer for over a decade, earning mostly five figures a month but without needing to jump on the product launch bandwagon, or work more than a couple of hours a day?

It's because of the strategies I use - the same ones that I share TOTALLY in my Flipping The Switch course

Feel like taking charge of what happens to you?

You can replicate my strategies to find YOUR complete business based around your own strengths, personality and what you like doing.

Get it now:

<http://www.hippymarketer.com/ftscourse/>

Time to start taking back your life...

Any Q's just ask.

=====

This email is NOT intended to entertain.

It's intended to motivate and ultimately close the sale

Sure, there is still a P.S. transition in this type of email but it's not separate from the main body.

Instead it's a call to action that follows on from the main body of the content when (hopefully) the reader is in an emotional state because of the main content.

The kind of emails also work well but again I find them hard too write on a regular basis.

They're also a bit 'preachy' in my opinion and I'm not comfortable with sending them out on a regular basis.

And the other main type of content I use is simply the '**Heads-up**' approach.

This is simple. honest and works.

It's just me telling my readership that a product exists or is available.

I usually do this when I'm telling my readers about someone else's product - either to announce it OR to let my readers know when it's about to end.

Here's an example:

=====

Subject: Quick HEADS-UP for you

...

Just letting you know that today is your last chance to get hold of the ACTUAL sales copy template I use in all my sales letters.

It's a FULL step-by-step, micro-course that can get YOUR sales pages converting like never before.

It's proven to work, it's FAST and anyone can use it in ANY niche.

(If you were feeling cheeky you could actually set up a sales-copy writing service using this template because it works better than most!)

It CLOSES in a few hours

Here's the link:

<http://www.hippymarketer.com/tssalescf>

Any Q's just ask

Best

Tony

=====

So while it's not strictly about content, I thought it might be interesting to share the above.

Q. *How do you know which content can be used in your business? When you spot an article or piece of news how do you know it will work for your business?*

A. *Good question.*

To start with I strongly suggest you focus on content that interests you. You'll feel better about it and your confidence will come across.

As you gain more experience you'll be able to spot the juiciest bits of content as soon as you see them.

Also training your list makes a difference. My readers know roughly the sort of content I prefer and they come to expect it from me. As you use more content you'll find the same thing happens. It will repel some people (which is fine) and turn others into raving fans.

Sell to the raving fans :)

Best

A handwritten signature in black ink that reads "Tony Shepherd". The signature is written in a cursive, flowing style with a long horizontal line extending from the end of the word "Shepherd".