

Product Genius Workshop

Module 1A

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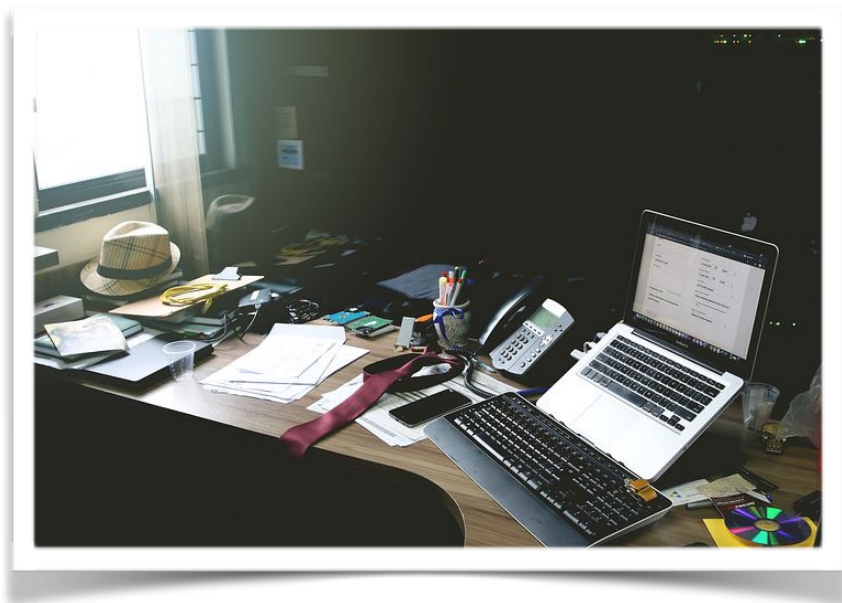
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How To Make Money From *Your* Personal Stories



The first thing is to realise that there are TWO parts to each personal story you tell

1. The story
2. The sale

They have two very different functions.

I need to share a TINY bit of background about selling to explain how this works but it's nothing too deep, you won't be using much of it (just the profitable triggers) and when it comes to writing

personal stories you'll be using many of the triggers anyway without realising it.

Let me explain...

In my experience, with online selling there are TWO main approaches to making the sale

(Some marketers may argue but I'll debate them any time on this)

1. **Explaining the features of what it does.** This would include the nuts and bolts of the sale such as features and benefits, the price presentation, structuring the offer, discounting, why they should buy from the seller, how buying makes sense from a financial point of view and a down other things
2. **Emotion.** This is about resonating with the prospect on a personal level, establishing similarities in life, experience and/or problems.

Now I've studied sales copywriting and direct response sales letter writing. I've watched and listened to Dan Kennedy, John Carlton, Gary Halbert and all the greats when it comes to writing sales copy.

And life is too bloody short to try to understand it all

I need to make sales in order to live, but quite frankly I'd rather be on holiday with my family or with my mates in the pub.

And that's me being 100% honest.

I'm TOO LAZY to study sales copy in fine detail.

So here's my (much simpler) solution:

Some years back I realised that Dan Kennedy is a huge advocate of using emotion in his sales letters, and Gary Halbert is the king of structuring the offer and crafting the deal.

And I wondered if there was a way of combining the two...

(THREE actually because there's also the fact that if your audience trusts you they're far more likely to buy what you're selling)

You can see where this is going?

So my solution is to use *personal stories to create emotion and to resonate with the potential buyer, and the P.S. (the actual call to action) utilises the structure and features/benefits of the sale!

*In future modules I'll reveal how non-personal stories work in a slightly different but just as affective way

So in using personal stories PLUS a P.S. we have the best of both approaches to selling, whether it's in an email, a blog post, a sales letter or a direct mail shot.

And all this can be found in YOUR ready-made personal stories (that we ALL have at our disposal)

That's already a wealth of content BEFORE we even get started on the sources I use for NON personal content in the up and coming modules!

Here's an example of how a personal story and a P.S work together to sell for me (This is from 2019):

Subject: The time I lost FIVE GRAND and it changed my life

My kids have been eating different kinds of food in different kinds of eating places since before they could speak.

They're just as happy having lunch in a traditional English pub as they are eating sushi, Thai food, Italian or tucking into a good curry.

But what I'm really proud of the most is that they're willing to try all different kinds of food and experience.

Our family rule is that if you try something and don't like it that's cool.

But you have to try it.

I've watched my son at two years old munching his way through a plate of whole pickled anchovies and my daughter at four savouring the dubious delights of black pudding, made from pig's blood (she's now a vegetarian :)

Anyway the point is to TRY things.

Because you might just have a 'Holy Sh*t!' moment.

Let me explain why 'trying stuff' helped me build my online business:

It's because I'm not afraid to fail any more.

I learn from mistakes FAST because I don't like losing money, so getting something wrong is the best way for me to learn.

Here's an example of one of my failures.

When I first started out selling info products I tried direct mail.

Actual snail mail.

I remember spending £5,000 (\$7,500 back then) on renting a mailing list, getting sales letters printed, buying envelopes, and mailing out direct mail sales letters to around 3,500 people.

It wasn't that no-one bought - they did.

It's just that it cost me SO MUCH MONEY to fund the mailing, even my decent results ended in a big loss.

I LOST a lot of money.

Fast forward some months to me being online.

When I realised how comparatively EASY it was to contact people online either via a website or email...

...I did a funny little dance round my house as I realise I could make a LOT of money very easily.

So I started trying stuff out.

Getting my offers in front of people was SO inexpensive that I started trying some weird and wonderful ideas.

Some worked, some didn't.

I had some seriously STOOOPID ideas which bombed badly.

But overall I made a BIG profit and I've never looked back since.

So what I'm saying is this...

Selling info products on the internet is one of the most amazingly profitable things you can do.

And if you're not yet doing it, then you're missing out on one of the BIGGEST money-making opportunities that has ever existed in the history of the world.

Seriously.

If you're a regular reader of mine you should have realised by now that I don't live in the 'awesome' fairytale world of internet marketing.

I live in the version where you have to actually USE the methods that work, take some chances and put some actual work in from time to time.

But bloody hell it's a fun place to be :)

Just get involved because it'll blow you away

(If you want to shortcut the learning curve read the P.S. below)

Best

Tony

P.S. Here's the shortcut:

If you're overwhelmed with where your business is going and you don't know what to do next

Grab a copy of 'The Four Parts' and use MY business model and see EXACTLY how my business works

(Either some of it or all of it - it's up to you - you can cherry-pick the parts you like. They all work)

In it, I show you how my business works on a day by day basis and how you can take these four parts and use them in your own business.

They produce a healthy six figure yearly income for me.

And I thought it was about time I wrote something about how they fit together, so I did with 'The Four Parts'

It's a 51-page PDF about how my business works and what makes it up

I'm holding nothing back and I reveal how everything fits together, which parts are more profitable, and how I built them up.

There is no sales page to this since it was originally written to form the basis of a current (very successful) strategy I'm working through with my personal clients.

You can get a copy here until TOMORROW ONLY

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

Any Q's just shout

This CLOSES TOMORROW

I've highlighted in **red** the link above between the main emotional copy and the sales/call to action copy in the P.S.

The personal story creates emotion.

We've all taken risks and all lost money so there's empathy there.

It mentions my children so people can relate to the ups and downs of having kids - faddy eating, changes as they get older and so on

And it mentions how I used to do something until I learned a 'better way'. Having to risk £5k on a mailshot was the 'old way' and now we're all online it's much less risky to 'try stuff' (a phrase I

mention a LOT in my emails) when it comes to starting an online business.

I also mention not living in a 'fairytale world' and that I know people have to make money to live (I've mentioned my kids previously so the reader knows I have a family to support) and this separates me from the millionaire pie-in-the-sky marketers who I'm suggesting are out of touch.

Finally at the end, I mention a shortcut in the P.S.

And in the P.S. itself I share how my the reader can shortcut the learning curve by buying my product 'The Four Parts' and discovering how I do it.

I build anticipation for the P.S.

And BEST OF ALL I don't have to do any real selling in the P.S.

I revert to a simple few lines of features and benefits.

What the product contains and what it can do for the reader.

The emotional connection has been built by the main part of the email (or blog post or whatever) and so the product simply needs presenting.

Here's the STUNNING PART:

You might think my email about my kids and losing five grand was carefully crafted to bring emotion into the situation, with a great deal of thought going into every word and phrase and that I'd spent many hours thinking about the link to what the product does and how both parts work synergistically together?

Nope - I just told the story as it happens and because I'm a human being relating a personal experience the emotion was automatically included!

This was a STELLAR revelation to me.

It's a game-changer in a big way.

It means that if you relate personal stories you have to do much less work on your sales copy than you'd ever believe.

So then I thought perhaps it was just me?

Maybe I'm just a stunningly talented writer who had an innate gift for automatically including sales triggers in stories about how he was dumped by a girl or how his children threw up in the car on the way to the beach?

Unfortunately for me (fortunately for you) it's *not* my talent!

I know this because I've taught this approach to clients* and they too are now writing personal stories, and linking to products (including affiliate products) in their email and automatically - without intentionally trying to do it - including triggers that resonate with their readers.

*You might even be able to spot some of my clients if you're on certain mailing lists

Here's another example* of a personal story email:

*Incidentally I'm not picking the best ones here, I'm just skimming back through my Aweber account and finding personal stories. They all use pretty much the same selling format

This is from 2018 although I first used the story back in 2014 I think. Again the story is from the days before I'd ever heard of internet marketing:

Subject: Me and the serial killer

Years ago I was backpacking in Italy with a friend.

We were on our way to Greece and we stopped off for a few days in the city of Florence, which is one of the most amazing places I've ever seen.

We were pretty broke and pitching our tent in any secluded wooded areas we could find as we travelled down through Europe.

Well we were looking for somewhere to sleep on our first night there, but everywhere we looked we saw police notices saying backpackers were not allowed to sleep rough or pitch tents

As typical 19 year-olds we thought 'Balls!' and started to pitch our tent in some woods maybe 100 yards from a road.

I was pitching the tent when my friend wandered back into the woods, face as white as a sheet.

'Pack up the tent now, we're going to a hostel'

When I argued I was dragged me to read the sign, which I couldn't, because as now, my Italian is limited to ordering alcohol and leaving too many buttons undone on my shirt.

There, at the roadside, nailed to a tree was the warning sign, but when we looked closely underneath the large Italian print we saw the same message in other languages, including English.

Basically it explained that there was a serial killer on the loose who, over the past decade and a half had killed at least 14 people.

He'd never been caught, his last two victims had been foreigners in a tent, and still hadn't been caught

Now to be fair this was a year or maybe two AFTER his last murder but there had been gaps in the past and the case remained open for almost ten more years

We stayed in a hostel that night and left Florence soon after.

The Italian press called him '*Mostro di Firenze*' (The monster of Florence) and thinking about it still gives me the creeps

How does this relate to internet marketing?

Easy.

'Always read the small print'

:)

Have a great day

Tony

P.S. And reading the small print is just ONE little-known way YOU can actually start from profit from PLR and White Label...

...as I explain in my:

'The Real Truth About How To Make (Actual, Countable, Spendable) Money From PLR And White Label Rights!'

I'm sharing my strategies and revealing how I consistently make money from PLR and have been doing for over ten years, and how pretty much anyone can do the same.

If you buy or sell PLR then I highly recommend you check this out:

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

If you have ANY questions just shout.

This CLOSES TOMORROW

So CLICK HERE to get it before it does ;)

Again I've highlighted the link in red.

It can even be a very weak, tenuous link.

In fact some of mine almost make you groan they're so corny, but my testing has shown that a link does increase conversions (as does a 'CLOSES TOMORROW' scarcity line)

The emotion in the personal story above is in my opinion much weaker than the last example (the losing five grand one) I think, but it's interesting and it works well, which is why I've used it three or four times.

So where do you find personal stories that will work?

Well, they'll ALL work usually.

Here are some ideas about personal stories from your life that **WILL** work:

How you met your partner

How you got ill/travel sick/food poisoning/toothache etc

Anything embarrassing that happened to you **EVER**

(We like these because we can all relate)

How you got dumped

How you dumped someone

Anything about your children as long as it's not too cute or sad.

Your travels

Your parents

Spooky stuff that happened to you

Your pets

One time you got drunk

The night you snogged the vicar

The illegal stuff you did and got caught / didn't get caught

Weird people you've met/been approached by/dated

Stories about cars, shopping, dentists, doctors, banks

Famous people you've met (always a good subject)

With all the above keep it light-hearted, keep a sense of humour and don't take yourself too seriously.

If you're looking at that list and thinking '*This will never work*' then let me share with you some subjects I've written about.

If you search your email along with my name you'll probably find the actual email.

These are genuine email titles from me:

The day I saw a fairy

My situation when I first started out

My vasectomy

The girl at the garden centre (I thought my luck was in)

This totally weirded me out

I was arguing with my mate

The perverted puppet

Chicken woman (a rant)

Unearthing ancient treasure when tidying my workroom

I was just deceiving myself

What my uncle said (shocking)

Back on real coffee (this is what happened)

I have eaten brains

Are you trying to sell me something, I yelled.

There are a LOT* more.

*Again these are just ones I grabbed from a few pages of my broadcasts in Aweber.

You also noticing what a serious amount of content you'll have from just your personal stories?

You can use and re-use these time and time again. As well as broadcast emails they can be stories in your products, blog posts, email sequences for new subscribers and even FB posts.

In fact I used some of my best emails as Facebook posts for a week or so to see what would happen, and got called an 'Internet Genius' by a well-known marketer who placed a picture of me alongside various gurus! All from him reading my weird emails on FB



JOHNMULRY.COM

18 Bonafide Geniuses you should be following and why...

Follow these people - you won't be disappointed!

Quick note:

Now if you're still NOT comfortable with sharing stories about your life then there is another way.

And that's sharing stories about OTHER PEOPLE'S lives.

And I do that too.

And I make money from that too.

And I'll show you how to do this in the coming Workshop Modules.

But for now I'd like to move onto the transitions from email story to email selling.

All you need is a one-line link to connect the two.

(A connection if you will to tell the reader there is a sales pitch on the way)

I have an inkling that there's a gift/reward thing going on with this.

Let me explain - if you write an entertaining or interesting email that your reader enjoys, you create a kind of reciprocity where they feel almost as though they *owe it to you* to read your sales pitch in the P.S.

Now I could be wrong but I have enough of a feeling about it that I wanted to mention it in this workshop.

So how do you create a simple link between the content part of the email and the P.S. that does the selling?

Well there's already a natural break because you've signed off with your signature, and the P.S. becomes almost an 'optional extra' (that most people DO read)

I'll show you how I do it:

You've already seen in the examples above (shown in red text) how all you need is a simple link.

This link can be serious, business-like, funny or plain old HONEST towards the fact that you're about to sell something.

I'm sharing some of mine below:

Read the P.S. below if what I've said resonates with you...

If you want to see a transition into selling that is smoother than a Frenchman's pet otter, read on...

And so, smoother than Pinocchio's newly-sandpapered nutsack I bring this round to internet marketing...

Read the P.S. below to see how this could be YOUR lucky day

Check out the P.S. below if you'd like to hear more about how this can work for you

Read the P.S. below if you can see yourself in what I've just said

The following offer isn't for everyone but you should check it out if you're not sure

In the P.S. below you'll find out exactly why I believe this email is can be a game-changer for some people. Not all, but some.

Don't be frightened of being corny, or funny.

And one of the ways I've found works well it to blatantly TELL the reader there's a sales pitch coming in the P.S.

Really it's not *what* the link says, **it's that it exists at all**. It ties the sales part of the content (which in my emails is usually the P.S.) into the call to action.

And it makes a significant difference to conversions too.

The big shocker is that there is NO secret art of transitioning from content to selling **if you use a P.S. to contain your call to action.**

It's SO simple.

They are almost two separate stand-alone pieces of writing.

Which is the reason you can use your best emails over and over again - you just put a different product in the call to action P.S. every time and it'll have the same effect.

This simple yet beautifully crafted way of selling in emails, blog posts, FB posts and anywhere where people read content and can click a link is SO EFFECTIVE...

...that I've been using it for ten years and you're not going to see me change that any time soon.

It has changed my life.

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I'm going to leave personal stories there, and in the next Workshop Module we'll move onto where I find OTHER (non-personal) content that I use I'm my business, how I present it and use it for profit.

I'm presuming you'll have some questions about the personal side of things which is why I'm around online, by email and by chat so feel free to ask.

I'll also write up some of the more popular questions* into the Q&A that will arrive with the next Workshop Module (obviously there can't be a Q&A yet because this is the first week)

*Everything is completely anonymous and I won't mention names, business names, URLs etc

So please, ASK ME anything you want to know and let me know about anything you want me to cover.

No question is 'silly' or 'stupid' and I don't bite (unless you pay me extra).

And we'll get stuck in to more in the next Module.

Best

A handwritten signature in black ink that reads "Tony Shepherd". The signature is written in a cursive style with a large, sweeping underline.