



HOW I GENERATED 7-FIGURES IN COMMISSIONS USING EMAIL MARKETING

Using 5 Simple Steps & My Email List!



 ANIK SINGAL

BROUGHT
TO YOU BY 

HOW I MADE \$1.1 MILLION IN 12 DAYS Using 5 Simple Steps & My Email List!

Brought To You By TAI LOPEZ
On Behalf Of ANIK SINGAL & Lurn, Inc.



TAI LOPEZ
Investor, Entrepreneur, Author

Tai Lopez is an investor, partner, or advisor to over 20 multi-million dollar businesses. Through his popular book club and podcasts, Tai shares advice on how to achieve health, wealth, love, and happiness with 1.4 million people in 40 countries. Tai also has one of the fastest growing Ted Talks with over 2 million views already.



About ANIK SINGAL

Anik Singal is the founder and CEO of Lurn, Inc. He is widely considered, by the industry, as one of today's most successful email marketers and digital publishing experts.

BusinessWeek recognized Anik in the Top 3 of the Best U.S. Entrepreneurs Under 25. He is an Inc500 CEO, listed 2-times among the Fastest Growing Companies in America.

Anik's digital publishing businesses generate over \$20 million per year in sales. In addition, his proven email marketing, digital publishing, and event-based marketing strategies have generated over \$100 million.

Today, Anik's passion is teaching people how to create their own online businesses centered around their interests and expertise. He has trained over 250,000 students around the world. Many of his students have also become incredibly successful and industry-leading experts.

Disclaimer: The views and opinions expressed in this free report are those of the authors and do not necessarily reflect the official policy or position of Tai Lopez. Results may not be typical nor expected for every person. This is not a "get rich quick" scheme. All information provided in this report is based on best practices and for educational purposes only.

TABLE OF CONTENTS

CHAPTER 1	5
The One Word That Has Built Me Multiple 7-Figure Businesses: Email	
CHAPTER 2	11
Why This System Is The Easiest Online Business System Ever Created	
CHAPTER 3	16
This Report is Just The Beginning...	
CHAPTER 4	19
How This 5-Step System Is Changing Lives...	
CHAPTER 5	21
Examples of Major Paydays I've Created With Just Email...	
CHAPTER 6	24
The \$200,000 Tool I Built Just For You...	
CHAPTER 7	28
Step #1: The Top 3 Categories To Launch An Email Business	
CHAPTER 8	32
Step #2: The Only 1-Page Website Ever Needed	

(continued)

CHAPTER 9	36
Step #3: Choose a Winning Affiliate Offer	
CHAPTER 10	38
Step #4: Create a Great Free Gift	
CHAPTER 11	40
Step #5: Write Your Emails	
CHAPTER 12	45
BONUS Step #6: Maybe The MOST Important – Driving Traffic	
CHAPTER 13	47
How These 5 Steps Made Me \$1.1 Million in 12 Days...	
CHAPTER 14	49
What’s Next...	
CHAPTER 15	51
Let Us Team Up With You & Hold Your Hand	

CHAPTER 1

The One Word That Has Built Me Multiple 7-Figure Businesses: Email

“Facebook Has 1.59 Billion Active Users”

“Twitter Is Where Everyone Online Is Headed”

“Instagram & Snapchat Are Today’s New Internet Darlings”

You’ve seen the headlines. You’ve felt the buzz. Sure, there are so many awesome new social media sites, apps and Internet sites that are super popular.

But there’s still **only ONE undisputed king**. The same king that’s been around for over 3 decades.

EMAIL.

While Facebook has **1.59 billion users...**

And Twitter has **332 million users...**

Email soars past them ALL with **4.6 BILLION Email Addresses** and **144.8 BILLION Emails sent every day!**



This New Wave of Marketing is Generating **\$2.47 BILLION**

Source: Forrester Research



In Email Marketing...

For Every **\$1** Spent → The Avg. ROI: **\$44.25**

Source: EmailExpert

That's **20 Emails sent daily for every man, woman and child on this planet.** *Absolutely Insane!*

But the popularity and widespread use of Email is **just ONE reason why it's still the undisputed king today...**

Email Allows YOU to Be In Complete Control of Your Business, Income and Future.

Believe me, in my 13+ years online, I've tried every possible way under the sun to generate traffic, sales and income. **There isn't another marketing opportunity, search engine or social media platform that gives you the control that Email does.**

Here are just a couple of examples:

1

Theft By Google: Years ago, I was generating \$600K a year through Google AdWords. I was on top of the world... UNTIL Google shut my account down overnight with ZERO notice.

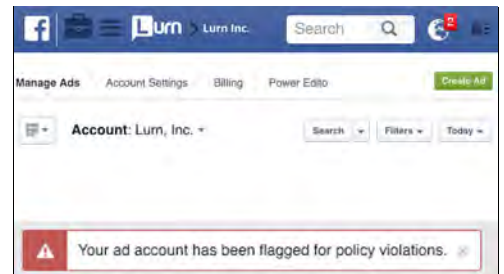
*It was like they **STOLE \$600,000 from me!***



2

Shutdown By Facebook: Just recently, I was kicking butt on Facebook. Sure, I was spending a lot (\$5,000+ a day!)... but for every \$1 I spent on Facebook advertising, I was bringing in over \$2! So, my \$5,000 spend would make me about \$10,000.

Yet, without any warning or explanation, Facebook shut me down.



All together, that's about \$2.4M a year LOST because I had no control.

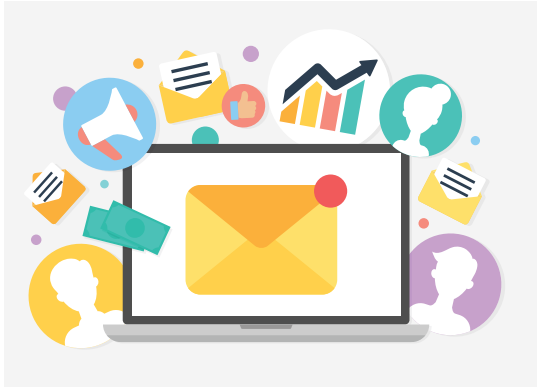


That's not the case with Email. **You OWN your Email list.**

Nobody can take it away from you. Not Google, not Facebook, no one!

Therefore, building an Email list, and marketing to those subscribers, is your **safest business model possible.** You continually grow it and nurture it... and it continuously rewards you with engagement, sales and income!

Plus, your Email list becomes an asset that you'll keep for the long haul.



What could start at a few hundred dollars today, can grow to become a few thousand just months from now. Then, tens of thousands... even hundreds of thousands and more.

Over time **your Email list becomes your most valuable business asset.**

Not your building, your employees or your brand — your list! You can pass it down for generations or even sell it for what could be a **7-figure payday.**

Multiple 7-Figure Businesses — All From Email

Today, I have multiple Email lists in the HUNDREDS of thousands. On each list are tons of responsive, active buyers!

These Email lists are the reason I've been able to enjoy multiple 7-figure businesses.

13 years ago, it was the core of my business. Today, although my business has grown exponentially, **Email still remains the core of my business.**

That will NEVER change.

Now, how exactly has Email allowed me to create multiple 7-figure businesses?

More importantly...

How can YOU immediately start using Email to launch and grow what I believe is the easiest online business system ever created?

How can YOU immediately start using Email to launch and grow the easiest online business system ever created?



I'll dive into 2 promotions that will show you what's possible...

How I Made a \$1,103,086 Payday In Just 12 Days

Listen, not every campaign is going to be a home run. Believe me, I've struck out my share. But every once in a while, **BOOM!**

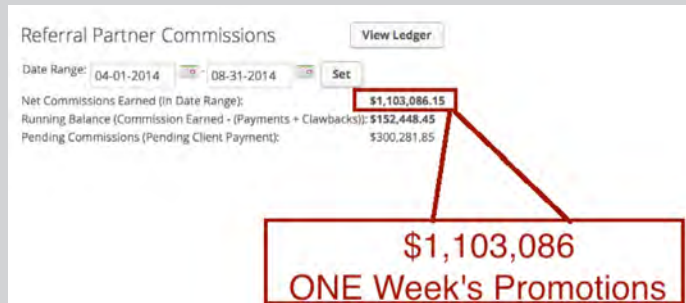
In 2014, my home run was making **\$1,103,086 after just 12 days.**

Here's how it happened:

1. I teamed up with a **great, high-ticket affiliate offer priced at \$3,500.**
2. I sent **18 emails over just 12 days.** Yes, that's more than normal — But the results prove it works!
3. Third, I added **81,876 subscribers to my list!** That means, that even AFTER this rock star promotion, I made quite a bit of money from this list!

I know you may be thinking: "Yes, but Anik, I can't bring in \$1.1 Million."

I believe you can... especially with the **simple 5-Step System** I'm about to show you.



But here's a very realistic payday for you once you start using my system.



Not long ago, I promoted Dr. Joe Vitale's product in the Law of Attraction space. The product was very inexpensive — just \$40!

I set up everything I needed for the campaign in only 45 MINUTES flat. Easy! Then I waited...

1. I sold **220 units** and made **\$8,800.**
2. Because I did so well, I even **WON a prize valued at \$12K!**
3. I added **6,000** more hungry **subscribers** to my Email list!



Now... you know how I did it.

But is it possible for YOU?

To tell you the truth, there are just too many variables to tell you with absolute confidence you could repeat these paydays for yourself.

However, I can tell you that MANY of my students have created amazing paydays for themselves: **A few thousand... tens of thousands... hundreds of thousands... and yes, MILLIONS.**

What did ALL of them have in common? **They used my 5-Step System.**

I can't wait to share my proven (*yet embarrassingly easy*) system with you...

FREE INCOME WORKSHOP

Tai Lopez and I would like to personally invite you to our **LIVE INCOME WORKSHOP** this SUNDAY, May 8th at 8pm EDT.

During this online training event, you'll learn:

- My easiest and most proven shortcut to quick profits online
- How I consistently make \$2-3 million a year WITHOUT needing a product
- How to get someone else to do most ALL the work for you!

There is no catch and no credit card required for this Income Workshop. **BUT... you must show up LIVE because there will be NO REPLAYS.**

Register right away with just your email address:

YES! I Want To Reserve My Seat So I Can Turn My Passion Into A Profitable Business

Click above or register here: www.inboxblueprint.com/for-tai-students/

But Before We Begin — Let's Agree On One Thing...

Although Email Marketing has brought about incredible money and opportunity for me and many of my students, it does NOT deliver instant wealth. This is NOT a path to fast or guaranteed riches.

There is no such thing as a get rich quick plan.

Hey, I'm not simply telling you this for legal reasons. I'm not just telling you this because it's the right thing to do. I'm telling you this because I'm looking out for you.

Yes, I want you to be motivated and excited about Email Marketing. I know the incredible potential it holds. But it doesn't magically happen. Like anything worthwhile in this world, you have to dedicate time and great effort to make it work! **You have to apply yourself over an extended period of time.** From the moment I say "Go!", you have to work to create an email business that is unique and adds great value to the world.

In the following pages, you're going to see amazing amounts of money. You'll read some incredible stories. **Yes, ALL of it is 100% real. Yet, every single person — including ME — took massive action to get these results.** Some of my students get WOW results... some get okay results. Some get no result at all.

What I'm saying... there are no guarantees. In anything. At Lurn, Inc., we want you to **never give up that dream.** That hunger. That willingness to learn and improve. If that's you, we are more than happy to be right there with you every step of the way.

Here's the stone cold reality:

- If you take no action, nothing will happen.
- If you take little action, very little will happen.
- But I've got good news for you: I've spent years working on a master blueprint for Email Marketing. Sure, I've made my share of mistakes. I've learned a ton of lessons. Along the way, I've tested, polished and perfected this system.

I'm ready to share this amazing system with you RIGHT NOW! Read on...



FREE INCOME WORKSHOP

Save My Free Seat - 100% Free

Click or register here: www.inboxblueprint.com/for-tai-students/

CHAPTER 2

Why This System Is The Easiest Online Business System Ever Created

When I first got my start over 13 years ago, I thought that I had to create a complex, technically-advanced system to be successful. Made sense to me. After all, if you could make lots of money with a simple, tech-free system...

Wouldn't everyone already be successful and wealthy?

I've since learned that most people have a huge fear of technology.

It's actually a mind block. That's why so few people are able to get an online business off the ground.

The reason Email Marketing is the easiest system ever is that you really don't need technology. You don't need experience.


Everything's practically already done for you. Plus, it's all automated.

You actually have **your choice of 2 ways:**

1. You can use **multiple tools out there that are so simple and super automated**, Or...
2. You can use our **Launch Pad system that literally does it ALL for you in one single place**. Rather than researching and hunting for the best tools out there, it's all in Launch Pad.

Why My 5-Step System Beats Other Business Models

In my 13+ years online, **I KNOW that my 5-Step System through Email Marketing works the best**. Because I've already tried the rest. Here's a quick breakdown of other business models:

 **AdSense** — There's a lot of buzz around Google's AdSense. Sure, you can make a decent income with it. Problem is, you have to literally get tens of thousands if not hundreds of thousands of visitors to start making good money. Of course, that takes a LOOOOONG time. **ADVANTAGE: My 5-Step System**



Blogging — Everybody's blogging today. Yes, it's an awesome way to build a following. However, it's NOT a great way to build an income. You have to work at it every single day, and it still takes an extremely long time to build a following through blogging. **ADVANTAGE: My 5-Step System**



eCommerce — eCommerce doesn't take a long time to get started. You can start pretty quickly. The problem with eCommerce is the razor thin margins. By bringing in just 10% of what you sell, you have to sell 10X to make the same you could with an Email Marketing Business. **ADVANTAGE: My 5-Step System**



Selling on Amazon or eBay — It's a fast start. You don't need traffic. It seems like a good business opportunity. However, your entire business is controlled by a third party. They can shut you down or penalize you any time they want. And believe me... they DO! **ADVANTAGE: My 5-Step System**



Digital Publishing — I LOVE Digital Publishing! I even teach it as the second phase of The Circle of Profit. But, truth is, it can take months to put together. **ADVANTAGE: My 5-Step System**

My system is the only one that you control. It's fast, easy to build, gives you great margins and gives you a lifetime value.

FACT: People want a system that WORKS for them...

Not a system that forces them to WORK.

FACT: People want a system that WORKS for them... Not a system that forces them to WORK.



My goal was to create the most dumbed-down, easiest, quick-to-implement system that was also incredibly effective.

My **amazing 5-Step System** that resulted is featured in the diagram below.



Breaking Down My Winning 5-Step System

Now, at first glance, the diagram may look a bit intimidating.

Nothing could be further from the truth. **Even the parts that may look difficult are actually the easiest!** Because they're all already DONE for you!

I'll share how in just a minute. But first, let's dive deeper into the easiest online system ever created...

My 5-Step Email Marketing System!

#1 — Traffic

Traffic gets a bad rap. My students are always thinking:

"It takes SOOOO long to get decent traffic."

OR

"Quality traffic is SOOOO expensive."

Let's start here. **There are a TON of ways to get traffic.**

You can get free traffic, paid traffic or even investment traffic.

Some can take a lot of time or a lot of money. But there are also so many awesome traffic sources to choose from!

In just a minute, I'll even tell you how you can deliver quality traffic to your business with a \$500 boost in top quality traffic for free! *Nothing. Nada. It's on us!*

So, forget what you thought before. **Traffic IS easy.**

Let's move on to the next part in this incredible system...

#2 — 1-Page Website

Again, I can sense your hesitation. Believe me, we've got you covered! You'll see in a second...

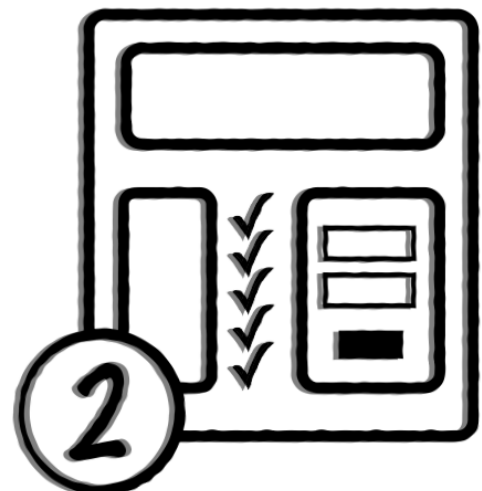
This 1-page website is literally that — Just 1-Page!
It's called an opt-in page.

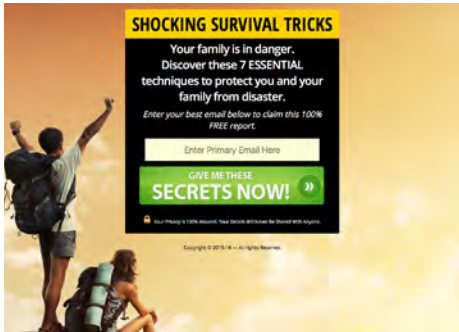
You see, all of this traffic that you're going to get will go directly to this opt-in page.



TRAFFIC

1 PAGE WEBSITE





All you need on this opt-in page is a **headline, a few bullet points, an image of something you're giving away for free** (report, pdf... or anything!), and most importantly... **a simple box to collect your prospects' Email addresses.**

That's it! So, this 1-page opt-in website turns all of that traffic into quality leads. Leads that turn into sales, revenue and profits!

Here's the best part — you don't need to create the opt-in page yourself or even hire someone to do it for you. **We've ALREADY done it!** That's right, stay tuned to learn how we'll get you started with a top quality and original opt-in page so you can get your Email Business running.

#3 — Database

Naturally, as you start generating a bunch of Email leads, you'll want to put them into a trusted database. Even better, you'll want to be able to automatically send Emails to all of those new prospects.

That's how you can get a crazy number of sales!

This database is called an autoresponder. Simply put, the autoresponder collects all of the Email addresses you get.

So, when you're ready, you **simply blast out an Email to these hundreds or thousands of people.** They open them, click a link, and buy.

Then YOU watch as your **sales account grows and grows and grows!**

AUTORESPONDER



I believe one of the best autoresponders out there is Sendlane.

What makes Sendlane stand above the rest is the **high level of deliverability.** After all, if your Emails aren't being delivered... *what's the point?* Now, I am part owner of Sendlane — which is good news for you. Just for downloading this report, I can give you a Free 30-Day Trial.

Sendlane
YES Give Me 30 Days of Sendlane for Free
Includes 30 days use of the Sendlane Autoresponder AND the Optin Page Builder
Click Here To Signup Now!
Note: SendLane trial limited to a 1 time use. Cannot be combined or stacked with any other SendLane trials.

#4 – Thank You Page

So, what happens after someone signs up for your free gift?

The natural next step is to take them to a Thank You Page.

Of course, you're not simply saying "Thank You" on this page.

After all, your prospects essentially just raised their hands and said, "Yes, I'm interested in what you have to sell."

So, take advantage of that. By simply including a link to an affiliate offer on your Thank You Page, **you'll get as many as 200%, 300% or even 1,000% more sales!**



TYP METHOD

#5 – Email

There's a reason it's called Email Marketing...

Email is how you market, how you connect with your subscribers, and how you make sales!

Now, there are 2 types of Emails you can send: Autoresponders and Broadcasts.



BROADCASTING

1. **Autoresponders are set up beforehand, and they can be triggered to send out in a sequence.** You can set up a week's or even a month's or more worth of Emails to be sent out to your subscribers.

2. **Broadcasts are sent out one by one.** You manually send these out to your lists for a more personalized, relevant and timely Email.

There you have it. My simple, yet **extremely effective 5-Step Email Marketing System.**

Not only is this the easiest system I've ever known, it's even easier for you because all the technology is done for you and it's super automated.

I want you to have it. I want it to be **the reason your income explodes this year**, next year and for a long time to come!

So, you may be wondering... **WHY am I just giving away the very system that I've used and perfected over the past 13 years?**

Here's why...

CHAPTER 3

This Report is Just The Beginning...

A Personal Message From Me, Anik Singal

I have a goal. No, **a mission.**

It's not fueled by sales or money or even fame.

I'm pretty content with where I am today.

Sure, money is important... but here's what REALLY stands out in my mind.

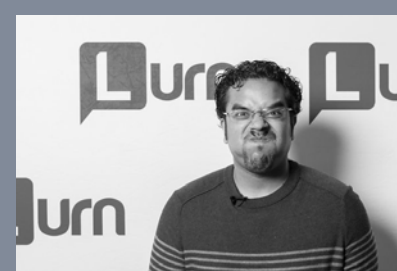
- I vividly remember **the first time I helped change a student's life.**
- I remember when students tell me they were able to **quit their day jobs because of what I teach.**
- And I remember every student who has ever **written me a thank you note or hugged me** when they saw me in person.

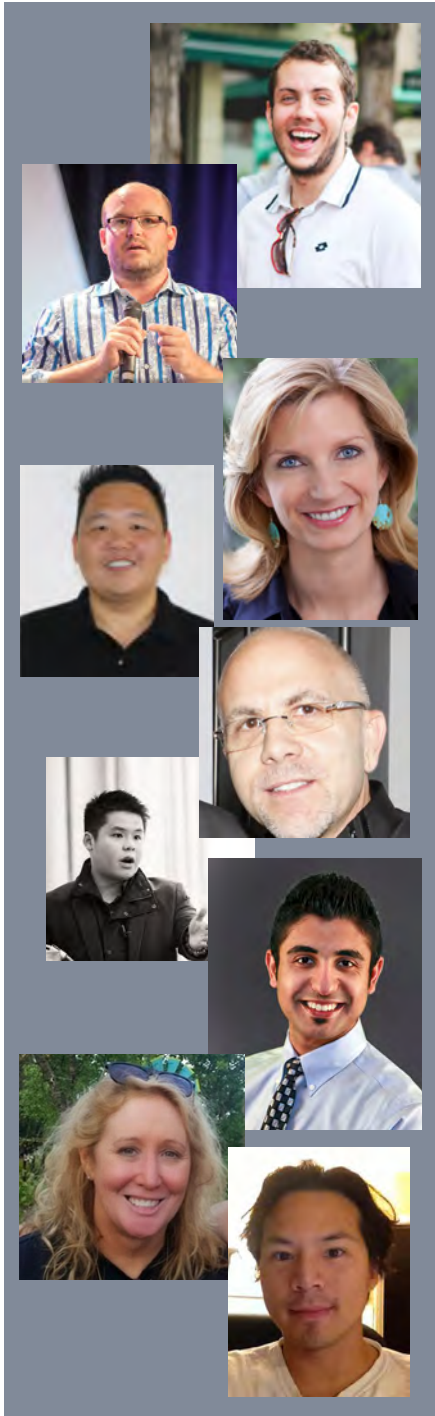
That's it! That's why I'm doing this.



I have a mission to drive the world of digital publishing and help as many people as I can to change their lives through this magical opportunity!

And the first step in this digital publishing journey is Email Marketing...





What I'm teaching you has already created countless success stories:

- Single moms who discovered a way to **stay at home** with their kids while making an impressive living
- Military veterans who returned from service to enjoy a **whole new level of freedom and opportunity**
- People who supplement their income to be able to **pay off their homes, take lavish vacations and fund their retirement**

You'll even get to meet some of them really soon!

This is what's possible — scratch that... **EASILY** possible — when you take my **simple 5-Step System** and turn it into an **Email Marketing Business!**

But, make no mistake, this report is just the tip of the iceberg. **I want you to have it ALL!** Every shortcut, every proven strategy, and every step already done for you!

That's what you can get when you come and join us for our **FREE Income Workshop series of webinars** that are coming up soon! In these live trainings, we take you through the entire process of Email Marketing. We hold your hand and help you **race all the way to your first online payday!**

Plus, not only will I walk you through **how to set up your own 5-Step System**, I'll be presenting a demo of an awesome NEW technology that **launches your full business in under 60 minutes!** You don't want to miss that!

- Anik Singal -

FREE INCOME WORKSHOP

Save My Free Seat - 100% Free

Click above or register here: www.inboxblueprint.com/for-tai-students/

Making Dreams Come True Around The World!



I often say that this incredible business of **Email Marketing** enables dreams to come true.

It may sound cliché, but it actually DOES happen. I have living proof!

By earning the income I have, I've been able to accomplish one of my lifelong dreams. I've always wanted to **build amazing first-rate schools for underprivileged kids all over the world.**

Yes, that's an aggressive goal... but it's one I've already started!

In a few of the 17,500 slum communities in India — where water, food and education are rare and precious resources — **I've already built 4 schools and we're building 4 MORE by the end of 2016!**

Our goal is to **build these schools around the world for children and communities who are desperately in need.**

But these are so much more than just "schools". We call them "Dream Centres" because **that's what they allow these amazing students to do... Dream!**

Learn more about how our Dream Centres are changing lives.



Help us spread the word! *Please sign up here to receive updates on what we're up to and how the kids are doing (we aren't asking for donations at this time):* <http://www.lurn.com/outreach.html>



CHAPTER 4

How This 5-Step System Is Changing Lives...

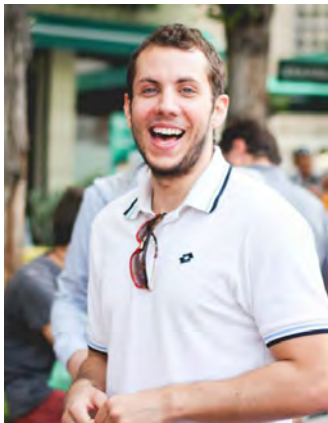
More than a buzz... we are creating **a MOVEMENT!**

Yes, we are empowering people from every continent to take a stand and become **master Email marketers!** Sure, it may have started in the U.S., but it's grown worldwide. In fact, **55% of our Lurn students are international!** 55%!

Not only are people using this system to make money, they're using it to get their message out there in the world! To make the world a little bit better.

What I treasure most about my job are the stories I get to hear.

I learn how so many of my students had a simple dream. To be independent. To grow their opportunities and income. And I was able to help make that happen.



Ippo's Story: Proving You CAN Make Money in The Tough Greek Economy

Ippo watched as many of his friends and family in Greece were struggling as a result of the devastating economy.

He really wanted to crawl out of his financial struggles, but didn't know how. Until **he discovered my 5-Step System.**

Today, he's **brought in more money than he made the entire year before**, with more freedom, happiness and peace of mind. He has gone on to become one of our most successful Inbox Blueprint students!
Way to go, Ippo!



Fred's Story: Fears Held Him Back, Until...

Fred Lam is a good friend of mine. He's an absolute Jedi Master when it comes to online traffic and media buying. For years, I asked him if he wanted to build his business by learning my 5-Step System.

He always told me, "No." I learned later the one thing that was stopping him was his FEARS. He finally put his fears aside and went for it! **In his first launch, he built an Email list of 60,000+ and made \$1.5 Million in sales!**



Dawn's Story: A Single Mom With Rockstar Revenue

Dawn is a true messenger to the world. Being a single mother with grown children entering college, Dawn knew she needed to ramp up her income.

Even more important, Dawn knew how to help and heal people. So she wanted to get her message out into the world.

Today, she has accomplished BOTH goals. **She is a beacon of hope to thousands of her followers, plus she makes more than enough to send her children to the world's top universities.**



Zane's Story: Escaped Iraq To Pursue The American Dream

Zane's story could be made into a movie. *Honest!*

He was literally running for his life while in Baghdad, Iraq. Fortunately he escaped! He came to the U.S. to pursue the American Dream. Yet, it wasn't at all what he expected. He got caught up in the whole rat race.

Thankfully, he found Inbox Blueprint and my 5-Step System. That's when he **discovered how he could make more money and have more opportunity and freedom than ever before.**



Jimmy's Story: Traded Time for Money

Jimmy Kim is another good friend of mine. When I first met him, he was working 16-20 hour days at a used car lot. Not fun.

But he kept plugging away. Why? Because he thought that being successful meant crazy long hours of tedious work.

Until I showed him a better way. A faster way. Once I showed him Email Marketing and my 5-Step System, he quickly learned that work hours didn't need to be traded for income. You can let time be on your side AND make scalable income. **Today, he's generating \$4 million a year.**

Now, each of these students — and THOUSANDS MORE — **all started just about where you are now.** Then they discovered my simple 5-Step-System... and the rest is history. Could that be YOU? Could you be one of my next success stories? *Keep reading... Keep learning... And maybe...*

CHAPTER 5

Examples of Major Paydays I've Created With Just Email...

Once you kick-start your Email Marketing Business, you're going to go through 3 stages of sales growth.

Stage 1 – When you get your first couple hundred subscribers.

At that point, you'll have enough to get your first few sales! Now you have a REAL business. The feeling of your first sale is something that can never be replaced. It builds your confidence. You realize, "Yes! You CAN do this!"

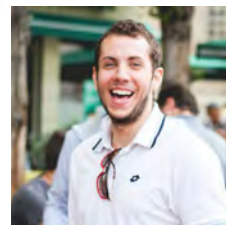
Even your first thousand, first ten thousand or first million can never replace your first sale. It's that important! That's Stage 1.



One of my students who's making it big in Greece told me...

"My first sale was one of my best ever experiences. I'll NEVER forget it!"

- Ippo, Inbox Blueprint Student



Stage 2 – Then your growth and reinvestment stage.

At this point, you're taking every penny you're earning and reinvesting it into growing your list. That becomes goal #1 – Grow your list.

A friend of mine quickly jumped from Stage 1 to Stage 2.

His name is Mike, and he's a fitness trainer. **By simply following my 5-Step System, he quickly started growing his list... and his income!**

Check out a snapshot of what he was bringing in...

WEEKLY SALES SNAPSHOT

Week Ending	Gross Sales
2014-08-19 (current week)	\$2,253.69
2014-08-12	\$3,611.55
2014-08-05	\$3,840.83
2014-07-29	\$3,987.48
2014-07-22	\$3,507.30

**Results may not be typical.*

Then, after you grow your Email list a little more and begin to nurture your customers, you'll notice a new stage...

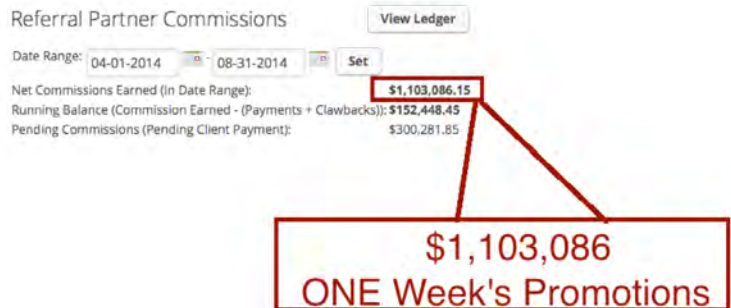
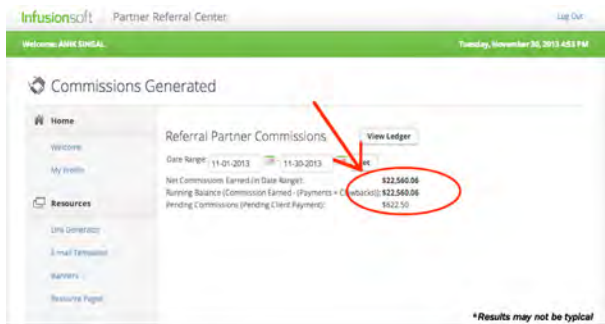
Predictability!

Yep, every day like clockwork, you'll generate about the same number of sales and revenue. Maybe it's just \$100 a day. Or \$250. Or even \$1,000 a day. Some days it will be a little higher. Some days lower. But your sales days will be pretty predictable.

Stage 3 – From having an Email Marketing Business to becoming a master Email marketer.

It's when you hit stage 3 that you turned the corner. At this stage you still have the predictable income coming in. But then, **you also have some crazy-high paydays!** Like \$22,000. Or \$400,000. *Or even \$1.1 million, like I did.*

Here are some examples of recent paydays I was fortunate enough to have. Of course, **ALL of these were done using nothing but Email!**



Look guys, this is what I was able to make.

The experiences and knowledge I've built over the past 13+ years allows me to scale my business in a really big way.

But, if you get started, who knows what you'll be able to bring in after just a few weeks or months. **I've seen complete beginner students surprise me with some serious gains!**

What's great about Email Marketing is that you don't always have to create new traffic to make new money. Once you build an Email list, you use the same traffic and same list to continue to make money.

Then, as that list grows, you make more and more. It's compounded income! So, as you grow your list, the time you invest actually DECREASES.

Remember Jimmy Kim's story where he exchanged hours for income? Then he discovered Email Marketing, and suddenly he found himself **working fewer hours and making exponentially more!**

Well, what I didn't tell you about Jimmy is that he now has a MASSIVE Email list. Yet, **as his list continues to grow, he's putting in the same amount of time and effort.** *Sometimes even LESS!*

Yes, I've been fortunate enough to bring home some jaw-dropping paydays over the last few years. Some of the biggest have come from using ONLY Email!

Of course, you cannot expect the same high-dollar paydays for yourself. Certainly, not from the start. *It may take months, years or it may never happen at all.*

FREE INCOME WORKSHOP

However, to increase the chances that you WILL experience extraordinary paydays just as I have, I encourage you to save your seat for my LIVE INCOME WORKSHOP, exclusively for TAI LOPEZ'S STUDENTS this SUNDAY, May 8th at 8pm EDT.

It's FREE! There is no catch. This workshop is 100% free.

Simply save your free seat below:

YES! I Want To Reserve My Seat So I Can Turn My Passion Into A Profitable Business

Click above or register here: www.inboxblueprint.com/for-tai-students/

In this workshop, not only will I pass along my most proven strategies for launching and creating a \$10,000 a month Email Marketing Business...

I'll show you an amazing demo of my new tool that builds that business in UNDER 60 MINUTES!

(Here's a sneak peek of it right now)...

CHAPTER 6

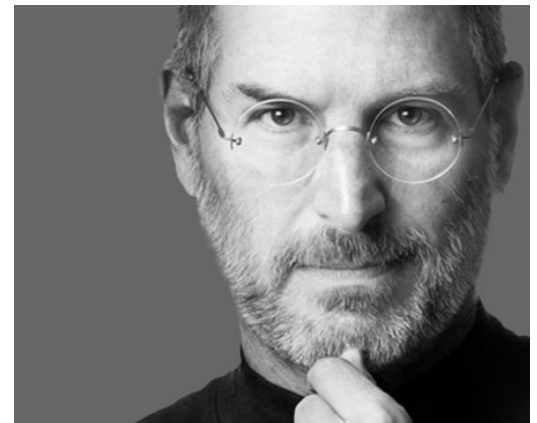
The \$200,000 Tool I Built Just For You...



I love this quote from one of my heroes, Steve Jobs.



When you're a carpenter making a beautiful chest of drawers, you're not going to use a piece of plywood on the back, even though it faces the wall and nobody will see it. You'll know it's there, so you're going to use a beautiful piece of wood on the back. For you to sleep well at night, the aesthetic, the quality, has to be carried all the way through.



Not too long ago, I wasn't sleeping well at night. So **I took action, invested \$200,000 and 14 months of my life.** To make sure the quality was carried all the way through. *For you.*

It was the spring of 2014. We launched the first version of Inbox Blueprint. **Over 22,000 enthusiastic students joined!** We thought we gave them the most complete business launch solution ever created.



Boy, were we WRONG!



It seemed like many of our students had the same questions. The same concerns.

Even though they understood WHAT to do... they didn't know **HOW to do it**. 22,000 students now had the knowledge... but too many couldn't take action. It was so overwhelming.

Of course, my team and I knew we had to solve this problem.

But how?

How do you create a done-for-you business that literally builds your whole business in JUST MINUTES, yet also gives you something that is absolutely original and unique to every single person... even if thousands used it?

It was a problem we wrestled with for weeks.

We were either going to invest a ton of time and a ton of money so our students **DIDN'T have to invest a ton of time and money.**

OR...

We were going to ask our students to continue to invest a ton of time and money so we didn't have to. Well, that certainly wasn't the answer...

- So I hired a team of **23 of writers, marketers and technology experts.**
- We all spent **14 straight months** of long hours and an ungodly amount of work.
- I even invested nearly a **quarter million dollars of my own money.**

Along the way, I can't tell you how many people in the industry told us...

"It's just not possible. There's no such thing as a technology that creates a done-for-you business that's also one-of-a-kind and awesome."

We ignored the naysayers and pushed forward. 14 months and \$200,000+ later, we absolutely did it.

We are so proud to introduce...

Greatest Breakthrough In Email Marketing

\$200K INVESTED

MEET THE TEAM...

Andrew E.
Director of Technology

Andrew L.
Director of Content

Coder X

16 Writers

11,500+ Pieces Of Content

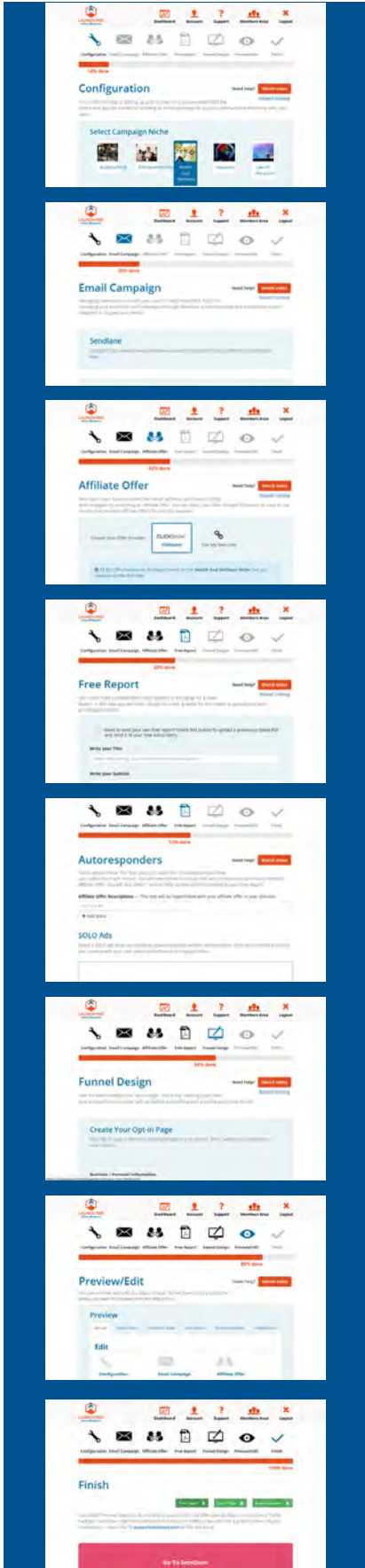
23+ TEAM

14 MONTHS

5 STEPS

1 GUARANTEE

An infographic titled 'Greatest Breakthrough In Email Marketing' showing '\$200K INVESTED'. It features portraits of Andrew E. (Director of Technology) and Andrew L. (Director of Content), along with a 'Coder X' icon. Statistics include 16 Writers, 11,500+ Pieces Of Content, 23+ TEAM, 14 MONTHS, 5 STEPS, and 1 GUARANTEE.



Launch Pad - The world's 1st done-for-you Email Marketing Business that's 100% unique to you.

Hey, I could break open my Thesaurus and use a thousand words to describe how **incredible this new Launch Pad technology is**. Or I could take a hundred screenshots and scatter them all throughout this free report.

Doesn't matter. **Words just can't do it justice**. Pictures won't show you just how amazing it is.

You absolutely must SEE it for YOURSELF in action!

You're in luck! I'm giving you a chance to see a **Full, Live Demonstration** of our **Launch Pad** technology. On our **Free Income Workshop Webinar Series**, you'll see how this amazing technology can get your own business up and running in less than 60 MINUTES... Guaranteed!

NOT 60 minutes and you have one part of your business up...

NOT 60 minutes and then you have to start investing a lot of money...

60 minutes and you're done and ready to go.

Where everything is done for you, but it's still **unique to YOUR voice, YOUR message, YOUR goals**. You'll still have 100% control over it. You get the sales, the profits and all the rewards.

In my 13+ years since being online, I've had the pleasure of creating so many extraordinary solutions for my students. I promise you — **this single Launch Pad solution is by far my proudest accomplishment**.

Because I know the time and money we invested... and I know the rock star results it will deliver for you!

Now, you know the **simple and proven 5-Step System** that makes **creating and growing your Email Marketing Business** so easy...

Now, you know the **technology we have that will launch your business in less than 60 minutes...**

I'm ready to share The 5 Steps That Allowed Me To Make \$1.1 Million in 12 Days with Just My Email List!



One, Two, Three... Go, Go, Go!

FREE INCOME WORKSHOP

Tai Lopez and I would like to personally invite you to our **LIVE INCOME WORKSHOP** this **SUNDAY, May 8th** at 8pm EDT.

During this online training event, you'll learn:

- My easiest and most proven shortcut to quick profits online
- How I consistently make \$2-3 million a year **WITHOUT** needing a product
- How to get someone else to do most **ALL** the work for you!

There is no catch and no credit card required for this Income Workshop. **BUT... you must show up LIVE** because there will be **NO REPLAYS**.

Register right away with just your email address:

YES! I Want To Reserve My Seat So I Can Turn My Passion Into A Profitable Business

Click above or register here: www.inboxblueprint.com/for-tai-students/

CHAPTER 7

Step #1: The Top 3 Categories To Launch An Email Business

I'm not a fortuneteller. Or a magician.

But, if you **tell me what category you want to launch your business around...**

I can pretty accurately predict if you'll more likely be swimming in profits or drowning in disappointment.

There's a reason this is Step #1.

All of your results, all of your success hinges on the category you choose.

First, choose your category.

A category is very general. "Australian Rules Football" is not a category. Yet, "Sports" is a category.

Next, your specific topic within your business category is called your "niche". In the previous example, "Australian Rules Football" would be the niche under the broader "Sports" category.

Easy enough, right?

As you can imagine, there are dozens and dozens of categories to build your business around. **Plus, there are HUNDREDS and hundreds of niches to choose from.**

I always advise my students to "Start with your Heart."

Sounds corny, but seriously **start with something you LOVE**. Something you're passionate about.

After all, if you absolutely hate sports, you're not going to want to invest your time and energy to create a whole business around it.

After you start with your passion, see if you can create a business in one of these top 3 categories. It's been proven over and over again that **the most effective niches exist in these 3 categories:**



There's a reason this is Step #1... All of your results, all of your success hinges on the category you choose.



Therefore, if you have a niche that falls into one of those broader categories, you have a HUGE advantage when you launch your business!

Of course, that doesn't mean that your business is in trouble if your niche isn't in one of these categories. But if you haven't chosen your niche just yet, consider one in the category of Health, Wealth or Relationships.

Below are examples of 10 of the most popular niches within each of these 3 categories:

HEALTH	WEALTH	RELATIONSHIPS/LOVE
Women's weight loss	Internet Marketing	Men's dating advice
Men's weight loss	Personal Finance	Women's dating advice
Natural health	FOREX Trading	Marriage
Wellness	Real Estate	Relationships
Meditation	Taxes	Sex
Diabetes	Online Businesses	Online Dating
Sexual health	Credit Repair	Get Your Ex Back
Yoga	Online Jobs	Sexy Texting
Posture	Job Interviews	Social Networking
Detox	Millionaire Mind	Confidence

Any of these have the potential of becoming a **very solid and profitable Email Marketing Business!**

Remember the Launch Pad tool I introduced in the last section?

The one that we invested \$200K and 14 months of time in order to perfect? I'm excited to show you just ONE of the many things this bad boy can do!

Here we go!

The Launch Pad tool features over **25 niches that are completely done for you.** This means that...

- ✓ We already did all the research
- ✓ We already analyzed the market popularity and potential
- ✓ We already dissected what the competition is doing
- ✓ We already pre-selected the TOP 25 niches that can help you succeed faster and easier



LAUNCH PAD
Inbox Blueprint

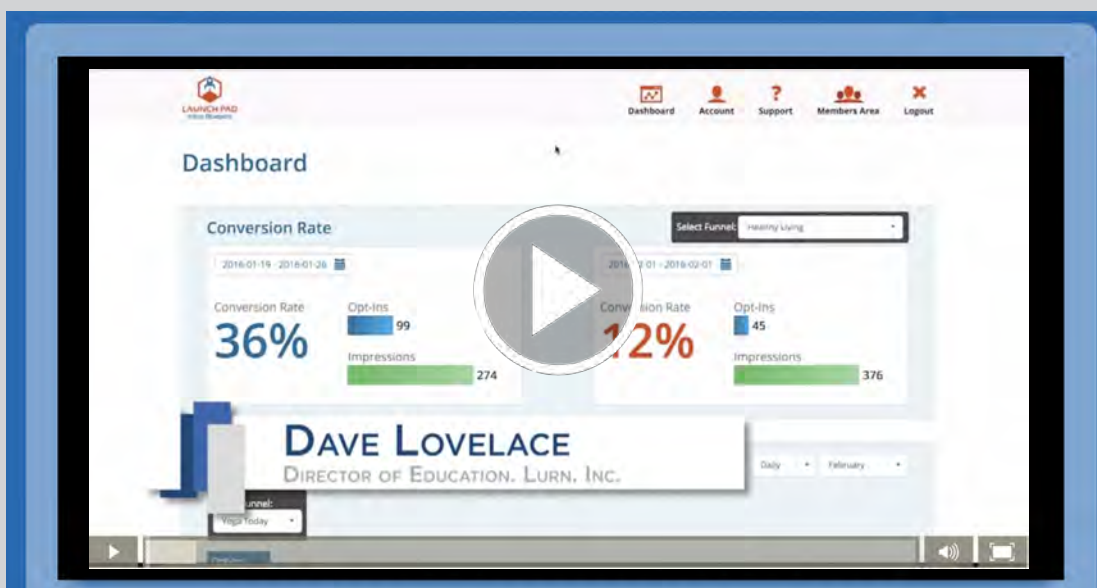
Get a “Sneak Peek” of Launch Pad Before My Free Online Webinars!

Something unexpected happened when we told some of our students about how our new **Launch Pad technology** can launch an **Email business from scratch** in under 60 minutes.

Half of them got REALLY excited... *The other half didn't believe us.*

Hey, if I didn't see it with my own eyes, I'm not sure I would have believed it either.

Now YOU can see Launch Pad for yourself Watch our Sneak Peek Video Here



Plus, that's just the beginning. We expect to **DOUBLE** that number...
Yes, 50 Done-For-You Niches – this year!



How to Choose a Niche With the Greatest Profit Potential

I created a **simple 5-point checklist that helps you choose the best niche.**

- 1** Choose a niche that people really want to learn about.
- 2** Choose a niche that is vibrant and exciting for markets today. *You may be good at shoe repair, but how many people are repairing shoes today?*
- 3** Choose a niche that people are willing to buy information about. *Bird watching may be fun, but are people paying to learn more about it?*
- 4** Choose a niche that has a lot of competition. Go to www.ClickBank.com to check out how popular your niche is.
- 5** Choose a niche that is digital friendly. *While learning about essential oils can be done through online, testing and buying these oils is not digital friendly.*

Now, remember... you don't have to go through these 5 steps.

With Launch Pad, we have already done countless hours of research and pre-selected the top 25+ niches for you! (With 25 more coming this year!)

Yes, your niche is absolutely key. Make sure your Email Marketing Business starts off on the best foot possible by selecting the best niche possible!

Once you have your niche, it's time to spend weeks and weeks creating a website. *HA! Just kidding... It's just a 1-Page Website (and it's ALREADY DONE too!)*

Check it out... **We're Going to Do Big Things Together!**

FREE INCOME WORKSHOP

Join Tai Lopez & Me LIVE for Our Income Workshop

Save My Free Seat - 100% Free

Click above or register here: www.inboxblueprint.com/for-tai-students/

CHAPTER 8

Step #2: The Only 1-Page Website Ever Needed

It's funny...

I've met business owners who have over 20 different websites. And each of those websites has hundreds of webpages. **That's 1000s, upon 1000s of webpages to constantly monitor, update and troubleshoot.**

No wonder they usually have an entire team of programmers, designers and IT administrators.

Whew!

Then I ask them how much profit they're pulling in. Sometimes it's not even as much as what many of my students are making!

And many of those students have just a 1-page website!!

Listen, this is not just where you start. This is for everyone. You can literally **launch and grow an Email Marketing Business using just a 1-page website.**

Now, you can't just use any page for your 1-page website. It needs to be an opt-in page.

Remember, this opt-in page has a very important purpose:

To entice people to give you their Email address.

That's Your #1 Goal as An Email Marketer — Collecting Email Addresses



I can't tell you how many websites I've seen that look amazing and have awesome functionality...

Yet they do a lousy job at collecting Email addresses. 99% of the people who come to their site **LEAVE without giving their Email.** And most **NEVER come back!**

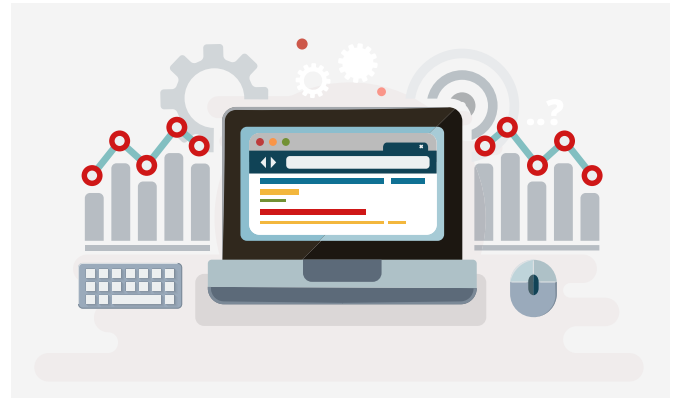
You can literally launch and grow an Email Marketing Business using just a 1-page website.



That's why a 1-page opt-in site is SO important.

Your 1-page opt-in site will ultimately become **the entire engine in your Email Marketing Business!**

1. It will generate **quality leads for you.**
2. Those leads **turn into sales.**
3. Every sale = **more cash in your pocket!**



Here Are Some Examples of High-Converting Opt-in Pages

Please note: *The best-designed opt-in pages don't always win! Some of our ugliest and simplest opt-in pages have our highest conversions.*

This is a screenshot of an opt-in page for a book titled "THE EMAIL LIFELINE". At the top, it features logos for "BusinessWeek", "Inc. 500", and "amazon.com". The main heading is "Free Book Reveals..." followed by the sub-heading "How To Make Up to 300% More Money From Your Email Marketing". Below this, there are three bullet points with green checkmarks: "#1 Secret To Email Marketing - How I Got a 30X Increase In Income, I Went From \$60,000 to Making \$610,000!", "The Only 3 Responsibilities of an Email Marketer - Stop Working So Hard & Killing Your Results!", and "How To Write Quick Emails - Strategy That Will Write Itself & Build Your Relationship with The List!". At the bottom, there is a red button that says "Click Here To Get FREE Instant Access".

This is a screenshot of a multi-step opt-in page for the same book. The heading is "STEP 1 - ENTER YOUR DETAILS". Below it, it says "Enter Your Name And Email To Get FREE Instant Access To My Book: The Email Lifeline". There is a small image of the book cover. To the right, it says "The Secret Formula That Helps Me Generate Over \$500,000 To \$1 Million In Profit Every Month!". Below this is a text input field labeled "Enter Primary Email Here" and a large orange button that says "Click Here To Get FREE Instant Access!". At the bottom, there is a small disclaimer about privacy.

This is a screenshot of an opt-in page with a background image of a family (a man, a woman, and a child) standing on a rocky shore. The heading is "SHOCKING SURVIVAL TRICKS". Below it, it says "Your family is in danger. Discover these 7 ESSENTIAL techniques to protect you and your family from disaster." There is a text input field labeled "Enter your best email below to claim this 100% FREE report". Below that is a green button that says "GET THESE SECRETS NOW!".

This is a screenshot of an opt-in page with a background image of a person ice fishing. The heading is "THE TOP 5 ICE FISHING SECRETS THE PROS USE". Below it, it says "Find out how you can catch more fish than you can carry with these 5 secrets the Pros use... Even if you have never Ice Fished a day in your Life!". There is a text input field labeled "Enter your best email below and get instant access to the Top 5 Ice Fishing Secrets Report". Below that is a yellow button that says "GET INSTANT ACCESS".

This is a screenshot of an opt-in page with a background image of a sunset over water. The heading is "FREE: 4 STUNNING LAW OF ATTRACTION SECRETS". Below it, it says "Attract endless happiness, prosperity and success NOW with these 4 powerful secrets you can go out and use IMMEDIATELY to transform your life." There is a text input field labeled "Enter Primary Email Here". Below that is a large orange button that says "FREE INSTANT ACCESS".

Secrets to a High-Converting Opt-In Page

There are just 4 elements that are essential to a high-converting opt-in page. Here they are:

1 – Opt-in Box: This is where your prospects leave their Email address. Therefore, **you want this box to stand out on your webpage.**

Here are a few tips:

- Make sure the box is visible to your prospects before they scroll.
- Ensure the instructions are clear to leave their Email.
- Finally, make sure the Email field recognizes a proper Email address... so if the prospect leaves “*blah, blah*” in the Email field, it gives a message like: “*Please enter valid Email address.*”

2 – Headline: The headline should be the most prominent part of your opt-in page. It should clearly state the value of what the prospects will receive in exchange for giving their Email address.

Poor headline examples: “Please Give Us Your Email Address” (*Yes, I’ve seen that one before*) OR “Get My Free Report”

Good headline example: “FREE Underground Report: Steal My Secrets To Losing 11 Pounds of Belly Fat In Just 24 Days”

3 – Image of Your Free Gift: The only way people will happily hand over their Email address is if you entice them with something that’s valuable to them. Maybe it’s a free report. Or whitepaper. Or mini book. Or it could be a different format, like a free video or audio.

Whatever you choose as your value-rich free gift, make sure you include a prominent image of it on your opt-in page. Even if they don’t read your headline, **your image should make it clear what they are getting in exchange for their Email.**

4 – Bullet Points: Finally, bullet points that further highlight the value of your free gift can really improve the conversion on opt-in pages.

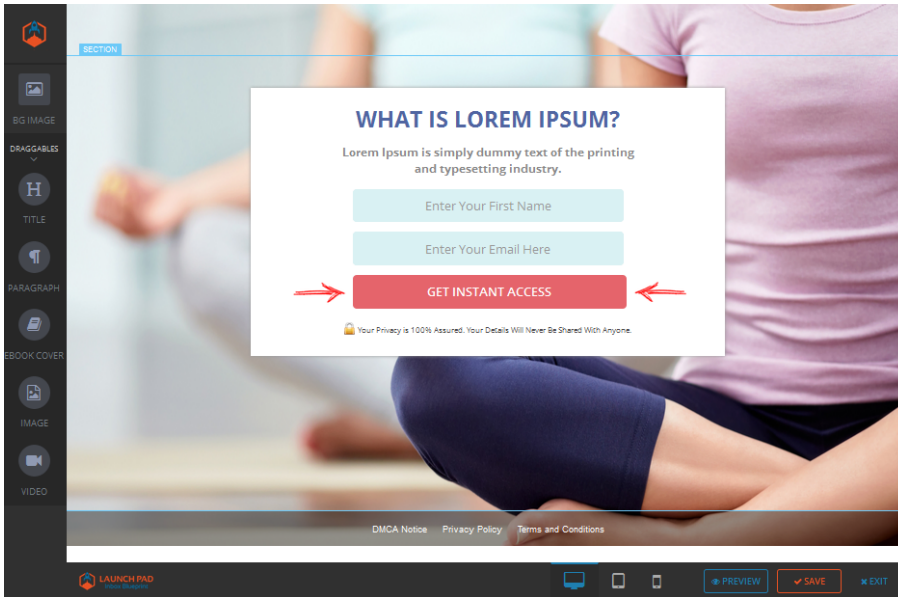
I would say that bullet points are optional. We have seen many opt-in pages with high conversions that simply feature a headline, opt-in box and picture of the free gift. But if you want to go that extra mile, add the bullet points. Then maybe you can **test which converts better – with the bullet points or without.**



Not Sure How To Create an Opt-In Page? I've Got You Covered...

I know what you're probably thinking:

"But Anik, I don't have any tech skills. I don't know how to write code. I don't know how to set up a webpage on Wordpress or anywhere else."



Yes, along with helping you find your niche, our **Launch Pad tool has one of the coolest opt-in page builders you'll find.** Not only does it create stunning pages, they convert like crazy!

Sure, if you're feeling ambitious, you can go ahead and create the opt-in page yourself. But you certainly don't have to!

Now, you're starting to get rolling. **First picking a niche, then getting your opt-in page set up.**

Are you ready for the next step I used to make \$1.1 Million in just 12 days using Email?

Let's do it!

FREE INCOME WORKSHOP

Exclusively for Tai Lopez's Students - SUNDAY May 8th at 8pm EDT.

BUT... you must show up LIVE because there will be NO REPLAYS.

Register right away with just your email address:

YES! I Want To Reserve My Seat So I Can Turn My Passion Into A Profitable Business

Click above or register here: www.inboxblueprint.com/for-tai-students/

CHAPTER 9

Step #3: Choose a Winning Affiliate Offer

Not all affiliate offers are created equally.

I've seen both sides. I've promoted several products as an affiliate where I did everything right, then sat back and waited for the dollars to start rolling in.

And I waited, and waited, and waited.



After weeks of practically NOTHING, it was clear this was NOT the right affiliate offer for me.

Then, I've also had a bunch where I signed up, they did 100% of the work for me, and I sat back, and...

Cha-Ching! Commissions galore! Every time I glanced at my account, I made thousands more dollars!

Nothing else changed but the affiliate offer. That's how important choosing the right one — a *WINNING one* — can be to your success.

4 Steps To Choosing Winning Affiliate Offers

1 – Dig a Little: Affiliate offers are everywhere. You can find lots of the best ones inside affiliate networks such as www.ClickBank.com, www.JVZoo.com.

Inside ClickBank.com, check what's called the **Gravity Score**. That's a measure of the popularity of an affiliate offer. Within JVZoo.com, simply look at the **Best Sellers**.

CLICKBANK®

JVZoo.com

You can even do a quick search on Google for “**keyword + Affiliate Program**”. That will give you an idea of what's being searched for on Google.

Red Flag Warning: *If you are having a difficult time finding affiliate offers for your niche, stay away from that niche!* Believe me, lots of competition is a good thing when it comes to choosing affiliate offers. If it's a ghost town... there's a reason — *Nobody's interested!*

2 – Review Their Marketing: Want to know which affiliate offers attract the most customers? Pretend you are their customer.

Watch their video sales letter. Read through their sales page. Is it compelling? Does it make you want to buy? If it does, they probably sell a lot of their products. They may be a good fit for you.

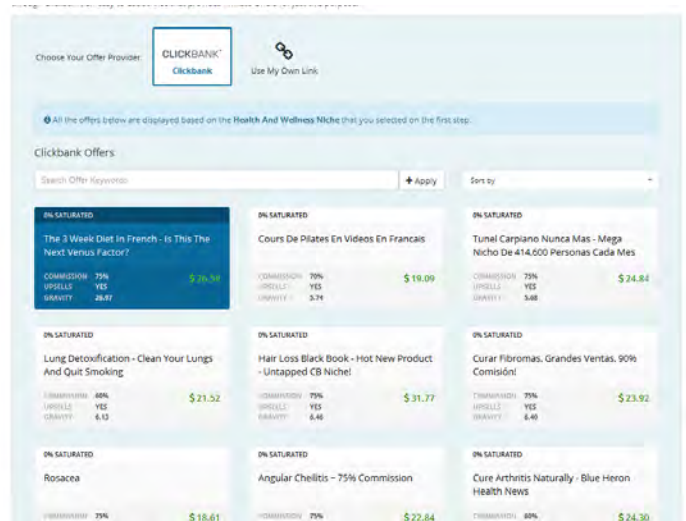
3 – Subscribe to Their Emails: Here’s a great tip. Before you commit to choosing any affiliate offer, get on their Email list. Then watch their Emails for a couple weeks.

You’ll immediately be able to differentiate the winning ones from the rest.

4 – Review Their Product: Most affiliates will give you a review copy of their product. Once they do, go through it thoroughly.

If it’s top quality, it may be worth going with them as an affiliate offer. **You should only be considering offers that you know will help your subscribers.** After all, they were on your list first.

Of course, with our new Launch Pad tool, we’ve already **fully integrated with current affiliate offers.** Now, it’s as simple as **choosing an offer and putting it into the system.** *Easy!*



Now that you know **Launch Pad will choose the perfect niche, create your opt-in page and even help you select a winning affiliate offer...** it’s time to put Launch Pad to use one more time!

FREE INCOME WORKSHOP

We’re Going To Do Big Things Together!

Join Tai & Me LIVE for Our Income Workshop:

Save My Free Seat - 100% Free

Click above or register here: www.inboxblueprint.com/for-tai-students/

CHAPTER 10

Step #4: Create a Great Free Gift

I remember when I first started. Back then you barely had to give anything away to get someone's Email address.



Want a subscription to our newsletter? = Here's my Email!

How about access to our website? = Here's my Email

Want to see our prices? = Here's my Email

As you probably are aware... this no longer works.

Today, people are far less willing to give you their Email address. In fact, even if it looks like they did give it to you, it may be a **FAKE Email or one they rarely check.**

In order to send your conversions skyrocketing and maximize your Email list, you're going to want to offer **a FREE gift of GREAT value.**

You're reading this report right now because it offers value to you. Before you gave me your Email address, you had to consider if this free report promised something that was valuable to you: **How I made \$1.1 Million in just 12 days using Email.** You wanted to learn how I made this happen so you can duplicate the results for yourself.

So, do you already have a free report, white paper or video that your prospects will consider of high quality? If not, are you ready to create one?

Don't worry, it's easier than you think. Of course, one way is **already done for you!**

(Are you noticing a trend yet?)

3 Ways To Create Your Free Value-Rich Gift

1 – The Hard Way

Just a few years back, the hard way was the ONLY way. That meant you had to create the free report yourself.

Of course, many of my students DO create the report themselves. By doing so, they have full control of the content, how it reads and what it looks like.

If you're creative and have solid writing and design skills, this could be a good option for you. Here are the steps involved:

CREATE AN OUTLINE	WRITE THE REPORT	FORMAT FOR DIGITAL DOWNLOAD	DESIGN THE REPORT COVER
--------------------------	-------------------------	------------------------------------	--------------------------------



This may take you anywhere from a few weeks, to a few months, depending on the time you have to invest.

2 – The Easy Way



Today, there are so many talented writers, designers and technology gurus that are willing to create your report for you!

There are several sites where you can outsource your free report.

The advantage of using these sites is that experts invest their time so you don't have to. The disadvantage is that it could cost you anywhere from \$200 to \$1,500 or more. Plus, depending on who you hire, it could take a few weeks to get your report.

3 – The Instant, Done-For-You Way

Within Launch Pad, it's all created for you! That's right, we build a custom gift that's unique to you.

This is a CUSTOM free gift that NOBODY else has. Your design, cover and content are all unique to YOU. Or, if you want, you can even create your own.

Now you know just how easy (and quick) it is to create your free report.

There's just one last thing to do... **Write your Emails.**

Or maybe we've ALREADY written those, too? Read on to find out...



FREE INCOME WORKSHOP
Save My Free Seat - 100% Free
Click or register here: www.inboxblueprint.com/for-tai-students/

CHAPTER 11

Step #5: Write Your Emails

All my students want to know the answer to the same question...

“How much can I realistically expect to make per month with an Email Marketing Business?”

There’s a general equation that I’ve always found to be a good target for estimating your monthly income. It’s not written in stone, but it’s a target you should shoot for.

Number of Subscribers on Your Email List X \$1 = Estimated Monthly Income

Now, \$1 per subscriber per month is just a target.

In my list, I can make \$2 - \$3 per subscriber. Sometimes more. But that’s only because I have 13+ years of experience.

That number could be less for you... or it could actually be MORE! There are **several factors that affect what YOUR number is:**

- Your niche
- Your marketing
- Your relationship with your subscribers
- Your product and price point

But it should really never be below \$.40 per subscriber per month. The point is, *each subscriber holds value to your monthly income.* So, using the above example of \$1 per subscriber per month, your target could be:

- \$5,000 a month with 5,000 subscribers...
- \$10,000 a month with 10,000 subscribers...
- \$25,000 a month with 25,000 subscribers...

Of course, I have multiple lists of hundreds of thousands of students. Therefore, I make anywhere from several hundred thousand to a couple million a month.



One Thing Determines If You Can Actually Make This Income or Not: Your Emails

I'll give you one guess what happens to the Email marketer that rarely sends Emails to his list.

That's right — He's a BROKE Email marketer.

To best achieve the level of sales and income you seek, you'll want to Email to your list. And often.

Now, there are 2 ways you can send Emails: **Autoresponders** and **Broadcasting**. *Don't worry, both are a snap!*

Email Strategy #1 — Autoresponders

Set It and Forget It

Autoresponder Emails are just what the name implies.

You set up your Emails to be sent to your prospects... *Automatically.*

These are usually done in a sequence.

First, they get a **“Thank you for signing up” Email.**

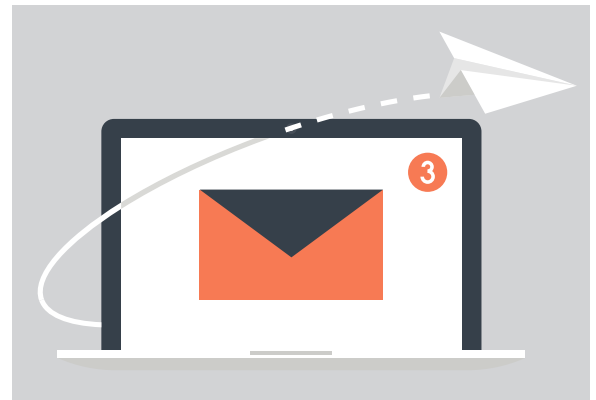
Next, they get an **Email that might introduce your solution to their problem.** This could go on and on for days, weeks or even months!

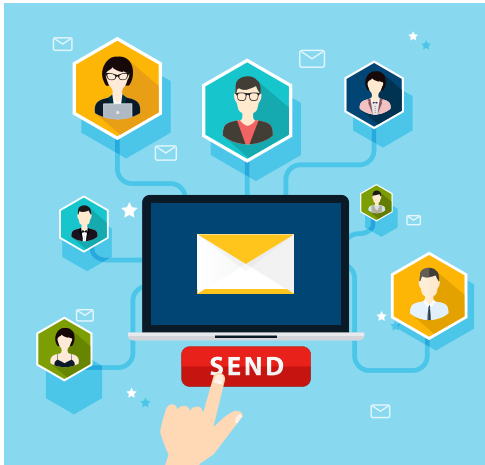
Yes, Autoresponder Emails are extremely easy. You **simply spend a few hours setting up the Emails, then you're DONE!** The autoresponder system does all the work. You just sit back and watch the sales come through.

However, I don't recommend using Autoresponders as your primary way to market to your customers. *You can probably see why, right?* It's too impersonal. Your marketing should be fluid and responsive to your audience — Autoresponders don't allow this fluid, personalization to come through.

For example, at the time I'm writing this free report, superstar rocker Prince just passed away. I've always loved his talent! Now, what if one of the autoresponders that I set up months ago makes a reference about Prince. Not only do I come across as out-of-touch, I may even offend a certain segment of my audience.

Therefore, I recommend a second Email strategy...





Email Strategy #2 – Broadcasting

The Personalized and Preferred Approach

90% of the Emails I send to my students are Broadcasted.

That simply means that **I write the Email and then immediately send it out.**

Of course, I have the choice to send it to... A segment of my list (*just a few hundred people*), One of my entire lists (*20,000 – 80,000 people*) or ALL of my lists (*700,000+ people*).

With Broadcast, you can literally Email 100,000 or even 1 MILLION subscribers in the SAME amount of time it takes to Email just 5 subscribers! *Crazy!*

By using Broadcast, when I tell you a story about something I did over the weekend... it's 100% true! Tip: I know a few Email marketers who LIE in their Emails to exaggerate a point. Don't ever do this. In today's social media world, you can lose your reputation in mere seconds!

Because I've seen the greatest results from doing Broadcast Emails, that's what I recommend for you.

Of course, now that you know the best way to send your Emails, what type of Emails do you send? I tackle that issue next...

Connect With ALL Audiences By Mixing Up Your Emails

There are essentially 3 different types of Emails: **Content, Promotional and Hybrid.**



Type 1 – Content Emails

These are designed to educate your audience and give them value.

An example would be an Email that gives away a cool new diet tip.

It's important to send Content Emails to your audience. **It keeps them engaged and excited** about opening and reading what you send to them!

Tip: Don't ever LIE in your emails to exaggerate a point. You can lose your reputation in mere seconds.



Type 2 – Promotional Emails

Of course, your goal isn't just to inform and educate your audience, but to get them to open up their wallets and pull out their credit card. **Promotional Emails are perfect for that objective!**

An example would be an Email that links to a Video Sales Letter.

Don't assume that your audience ONLY wants content. Remember: **They are on your list because they are interested in what you have to offer!**



Type 3 – Hybrid Emails

My favorite and best-performing Emails are Hybrid Emails. These Emails are positioned as content, but they sneak in a little bit of salesmanship. The reason they work so well... nobody knows the Email is designed to sell!

The most effective example of Hybrid Emails is done through storytelling. Because we're providing captivating content, we can seamlessly add a link to a sales video or sales page.

Now you know how to deliver your Emails. Plus, you know the different types of Emails. The only thing left to do: **Start writing!**

Wait, what's that... you don't consider yourself a writer? Maybe you HATE writing?

No problem!

We Created 11,527 Pieces of Content For You!

I've seen a number of companies that start you off with like 20 Emails. Or 50. Or even 100... That's cute.

We understand that this is a real business marketing to real people.

So, in order to create your own brand with your own unique Emails, **we knew we had to pre-create THOUSANDS of Emails.**

But we wanted to do it right...

That means we hired American writers rather than finding writers offshore. That means we find a number of expert writers who can produce top quality content (*even if we have to pay more*).

That's exactly what we did.



We hired 16 American expert writers to write 11,527 pieces of content for us. For YOU!

All that's left is putting them into our 5-Step System!

You can copy them, edit them or completely re-write them. Or, if you're feeling creative, you can write your own Emails.

Do you see a pattern here?

We want you to take action, get started and get your business up and running as fast as possible.

That's an advantage I didn't have when I started 13+ years ago. But you do!

Hey, I'm even going to throw in a BONUS Step for you! This bonus step isn't just important... it's the FIRST step in my simple and proven 5-Step Email Marketing System!

Check it out! Go, Go, Go!



FREE INCOME WORKSHOP

Exclusively for Tai Lopez's Students - SUNDAY May 8th at 8pm EDT.

BUT... you must show up LIVE because there will be NO REPLAYS.

Register right away with just your email address:

YES! I Want To Reserve My Seat So I Can Turn My Passion Into A Profitable Business

Click above or register here: www.inboxblueprint.com/for-tai-students/

CHAPTER 12

BONUS Step #6: Maybe The MOST Important – Driving Traffic

What happens when you have no fuel in your car? It doesn't run.

Same thing happens when you drive no traffic to your business. It doesn't run.

Traffic IS the fuel that runs your business. Because without traffic, you have no Email leads. And without Email leads, Email Marketing simply doesn't work.

That's why this BONUS Step may just be the most important to launching and growing your business.

It's also the one step that can stop students dead in their tracks.

Not Anymore... We're Handing You 3 Traffic Solutions!

Make no mistake, there are **so many ways to get high quality traffic to your online business.**

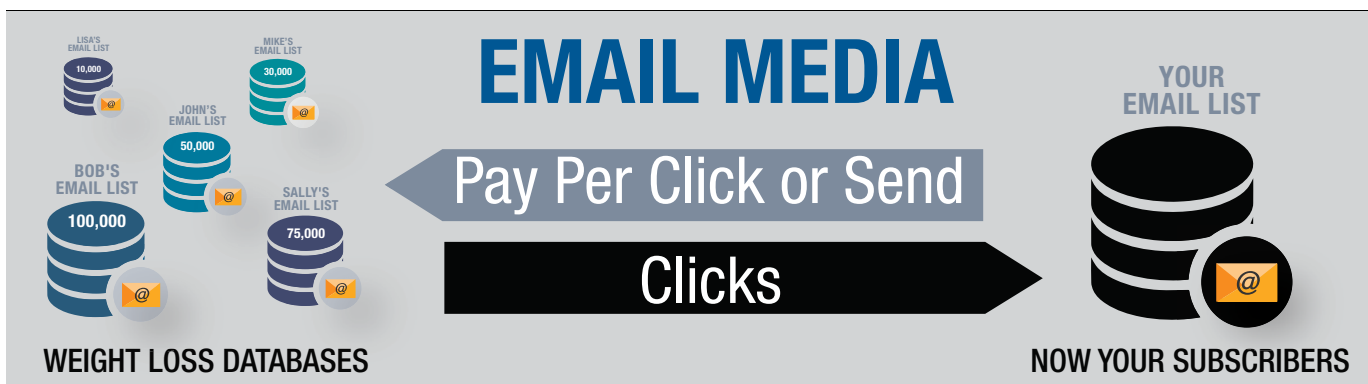
The 3 types of traffic are:

- **Free Traffic** – It can take a considerable amount of time to consistently drive lots of free traffic to your business.
- **Paid Traffic** – If you're not careful, paid traffic can eat through your budget quickly.
- **Investment Traffic** – This is the best traffic source. This is what we teach most!

To help get you started, we are handing you 3 traffic solutions.

First, Action Takers Can Get Instant, Overnight Traffic (For Free!)

One of the quickest ways to get quality traffic is from what's known as Email Media. It's simply an online marketplace where you can buy and sell traffic.



Here's how it works:

1. **There already exists tons of databases in different niches, with tons of subscribers.** 50,000 in some. 100,000 in others. Even databases with 200,000 or more.
2. **Many of these people with databases are willing to sell you their clicks.** You simply pay for each click or Email send.
3. The reason I love Email Media is because the **people within these databases are already subscribed to your niche.** They're interested and actively getting Emails about it.
4. **They've taken many steps to become a subscriber!** You already know they have a good Email address, because they've read the subject line, got interested, opened it, read the Email, got interested and clicked it. Then went to your site, got interested and gave you their Email address.

We have an Email Media network, too! In fact, my partners and I built it ourselves. To date, we've **sold over 1,193,382 clicks to people just like you.**

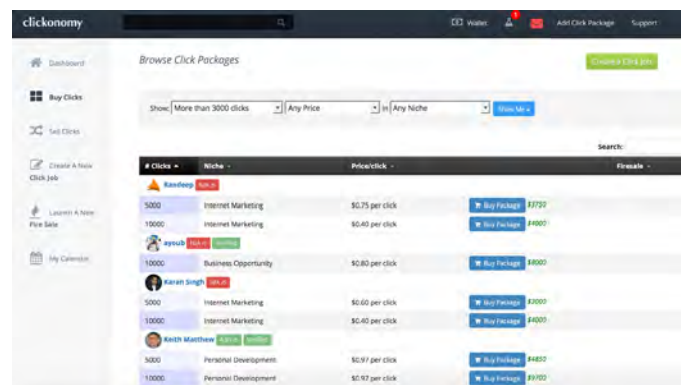
We are going to give you a **FULL DEMO** of our **Email Media network** and show you how to use it. We will even show you exactly how you can use our network to get instant, overnight traffic.

Even better, if you take action early enough, **we will give you a \$500 FREE BOOST in traffic** to get you started. Imagine that... Day One, and you already have solid traffic coming to your business!

Keep in mind, Email Media is just ONE of many places you can go to get free traffic...

Now, let me dive deep and share with you my **exact Step-By-Step Secrets** to how I made **\$1.1 Million in just 12 days...**

clickonomy



FREE INCOME WORKSHOP

Save My Free Seat - 100% Free

Click above or register here: www.inboxblueprint.com/for-tai-students/

CHAPTER 13

How These 5 Steps Made Me \$1.1 Million in 12 Days...

Most online marketers would simply tell you about a big payday they had, then quickly move on. I don't really consider myself an "online marketer". I think of myself more as a teacher.

So, after I tell you that I made \$1.1 Million in 12 days... I'm **anxious to dive deeper and tell you exactly how I did it.**

So one day YOU can follow in my footsteps!

First, I built an Email list. I built it to the size of about 68,000+. Yes, that took a while to build... but not as long as you might think.

Next, a high-ticket affiliate offer was being launched. It was about \$3,500 per product.

Now, I didn't have to buy traffic. I didn't have to create my own product. *Everything was done for me, except ONE thing – Emails.*

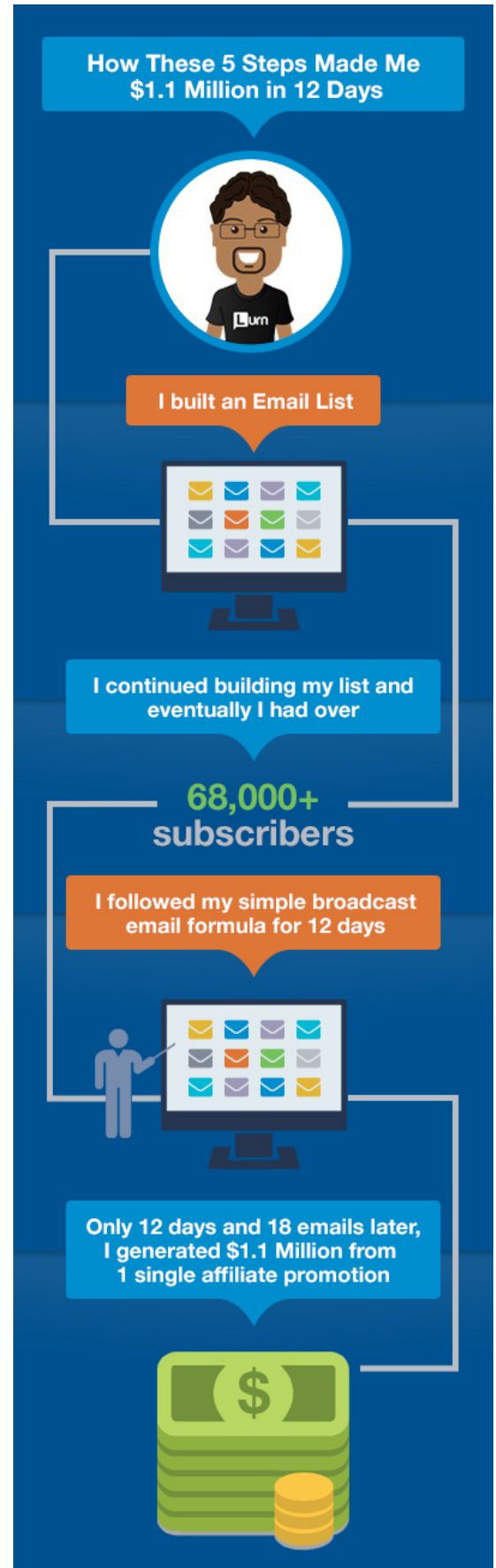
So I created a solid sequence of Emails that were congruent to what I usually talk about with my list.

For 12 straight days, I Emailed my list. In fact, I Emailed 18 total times. Yes, that's more than normal... but it takes more Emails to ask someone for \$3,500.

In those 18 Emails, I actively endorsed the product, got people to join webinars and encouraged them to be engaged.

In fact, I used all the different strategies that I learned in 13 years that I now teach to my Inbox Blueprint students.

BONUS: *I even used winning strategies that I teach in my List Academy program – That one is available FREE to Inbox Blueprint students.*



It Was Almost TOO Easy!

For every sale of that \$3,500 product, I made a 50% commission, or \$1,750. After just 12 days, enough sales rolled in to make \$1.1 Million in straight commissions.

Remember: **No expenses... my \$1.1M was ALL profit.**

The best part was there was no commitment. At the end of those 12 days, I could move on to my next venture... or I could take a few days off. I had nothing to ship, nothing to service, no customers to talk to. *Nothing!*

Now, What If You Made a FRACTION of What I Made?

Please understand that it took me 13 years of knowledge to be able to pull out a promotion like this. I'm not saying anyone who reads this report or attends our workshops will be able to do this quickly.

- But what if you could make just 10% of what I made in the next 60 days = **\$110,000**
- Or 5% = **\$55,000**
- Heck, even 1% of what I did = **\$11,000**

Even if you barely tried, you might be able to do just 1% of what I was able to do. At that point, ***how would your life change?***

The 5 steps that we went over today are absolutely the bare bone basics of what you will need to make 1%, 5%, 10% or even more!

Why This is THE Easiest System Today

Listen, there's just no faster way to start an online business more effectively than what I've shared with you in this report.

Sure, I was able to create \$1.1M and generate multiple Email lists in multiple niches. It's one of the **most scalable business models I've ever seen or had the luxury to be engaged with.**

***Disclaimer** We are certainly not promising that this will happen for you. We are saying that we know it's possible.*

However, the difference between making NOTHING and actually launching your own Email business and starting to generate an income...

Just one little word: **ACTION.**

Ready for Action...

CHAPTER 14

What's Next...

Wow! You made it this far in my report! You know what that says about you?

You're **MORE** driven. **MORE** dedicated.
MORE determined to kick start your own
Email Marketing Business.

Seriously — I know the stats!

- 95% of people DON'T even download the report.
- Of the 5% that do download it, only 50% of them bother actually reading 1-Page!
- Of those 50% of the 5%, only about 20% of them finish it.

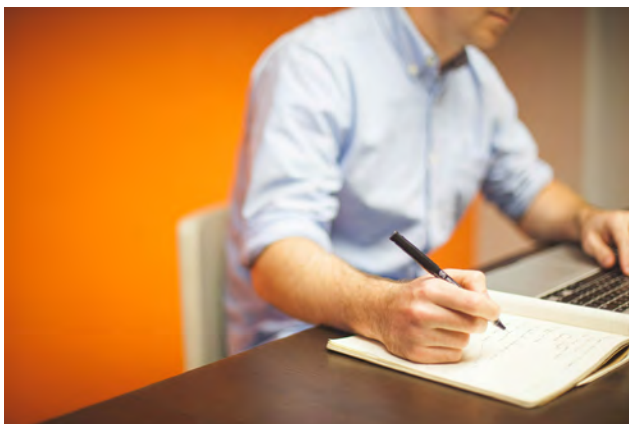


That's like 1%! That's YOU!

Because you are in the **ELITE 1%**, you have what it takes to turn my simple 5-Step System into a **REAL income-producing Email business!**

I'm doing a huge, **full-blown, 100% Free Online Income Workshop** where I'm going to dive really deep into my proven 5-Step System. Plus, I will show you...

1. **The fastest way to get to \$10K a month** - Yes, I'm going to PROVE it.
2. 3 LIVE case studies!
3. MY FAVORITE: **LIVE DEMO** of how to start your business in **60 minutes or less.**



Listen, I want you to participate in the FINALE Webinar — It's Free! No credit card, no catch.

I want you to mark your calendars so you don't miss out. I want you to come hungry and with an open mind. I want you ready to learn.

By attending and taking action on what you learn, **you WILL be ready to change your life!**

HOW I MADE \$1.1 MILLION IN 12 DAYS

ANIK SINGAL

I've spent 13+ years testing and perfecting my system. I've spent months preparing for this amazing Online Workshop.

ONE WARNING: There will NOT be any replays. If you want to learn this information, you'll need to be there LIVE.

You've come this far. Now... let me take you the REST of the way!

To NEW freedoms, NEW opportunities and NEW financial rewards.

Make sure you save your seat for my FREE Income Workshop! No Replays...

I really want to see you there. Save your seat now.



FREE INCOME WORKSHOP

Exclusively for Tai Lopez's Students - SUNDAY May 8th at 8pm EDT.

BUT... you must show up LIVE because there will be NO REPLAYS.

Register right away with just your email address:

YES! I Want To Reserve My Seat So I Can Turn My Passion Into A Profitable Business

Click above or register here: www.inboxblueprint.com/for-tai-students/

CHAPTER 15

Let Us Team Up With You & Hold Your Hand



Not long ago, something inspired you to want to change your life.

To enjoy more freedoms to live the way you want. To be happier simply because you no longer have to worry about money. Maybe even to help make the world a little bit better.

So you found me — Anik Singal. You found this report.

And the only question that remains for you to ask yourself:

? *Is this the person that can inspire me and instruct me to create this incredible change in my life?*



AFTER TEACHING
150,000+
STUDENTS...

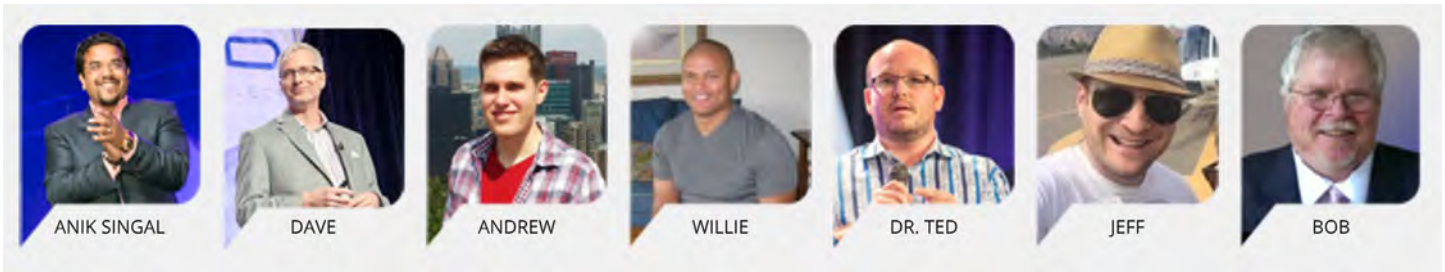
AFTER SELLING OVER
\$100 Million
ONLINE IN THE DIGITAL
PUBLISHING SPACE...

AFTER PERFECTING MY
5-STEP SYSTEM
FOR MORE THAN
13 YEARS...

I'm 100% Confident I Can Help You!

But today... it's not just me! I'm so fortunate to be surrounded by the best team on the planet. Expert Coaches, Educators, Tech Gurus and more. Every morning, every member of the Lurn team wakes with ONE job in mind: **To help our students create profitable businesses.**

Meet A Few of Your LURN Coaches...



Talk with any of our students. They will be the first to tell you that **Lurn isn't like most companies.** We will never provide you a solution... and then disappear and you never hear from us again. **We stand beside you EVERY step of the way.**

From launching your business. To making your first online sale. To earning your first \$10,000, \$100,000, and even your first million dollars – if that's your goal.

My entire team and I are here to help you to start and grow a successful online business, but...

The First Step Starts With YOU...

The only way we can give you the tools, the instruction and inspiration to actually do this is for you to take the first steps. Here are those important life-changing steps:

Life-Changing Step #1: [Save Your Free Seat for My Online Income Workshop – No Replays](#)

Life-Changing Step #2: Mark Your Calendar & Set a Reminder

Life-Changing Step #3: Show Up LIVE and Ready to Learn!

FREE INCOME WORKSHOP

Save My Free Seat - 100% Free

Click above or register here: www.inboxblueprint.com/for-tai-students/

Everything Else Falls on ME!

When you do YOUR part — **Sign Up and Show Up for my Online Income Workshop**

— I promise to do MY part, and show you:

1. **The fastest way to get to \$10k a month** - Yes, I'm going to PROVE it.
2. 3 LIVE case studies!
3. MY FAVORITE: **LIVE DEMO** of how to start your business in **60 minutes or less.**



LAUNCH PAD
Inbox Blueprint

There's a reason why I've given away nearly 20,000 books. And have many THOUSANDS of people registered for this Income Workshop.

What I teach — and what I'll teach in this Income Workshop — is unique, super easy to learn and extraordinarily effective!

I've made MILLIONS living by the exact system I'll teach to you. I've used it to **make \$11.4 Million in just 10 days!** I've used it to **bring in MILLIONS of Email leads.**

I've even taught it to THOUSANDS of students who are now enjoying MORE freedom, MORE success and MORE wealth as a result!

Now, I'm ready to teach it to YOU...

But YOU have to take the first step. I can't take it for you. [Save Your Free Seat for My Online Income Workshop — No Replays](#)

Thank you again for taking action and getting this free report. Make sure you don't stop there. Take ONE more action step — **Save your Free Seat Below!**



- Anik Singal -
Lead Fighter
Lurn, Inc.
#GoGoGo

FREE INCOME WORKSHOP

Exclusively for Tai Lopez's Students - **SUNDAY May 8th at 8pm EDT.**
BUT... you must show up LIVE because there will be NO REPLAYS.

Register right away with just your email address:

**YES! I Want To Reserve My Seat So I Can
Turn My Passion Into A Profitable Business**

Click above or register here: www.inboxblueprint.com/for-tai-students/

HOW I MADE \$1.1 MILLION IN 12 DAYS

Copyright © 2016 by Lurn, Inc.

All rights reserved. No part of this report may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by copyright law. For permission requests, write to the publisher, using the information below.

Website: www.lurn.com
Email: support@lurn.com

Disclaimer: *The views and opinions expressed in this free report are those of the authors and do not necessarily reflect the official policy or position of Tai Lopez. Case studies and income proofs included within this report are real-life examples of people who have achieved successful results using Lurn, Inc's strategies, training and tools. Results may not be typical nor expected for every person. This is not a "get rich quick" scheme. All information provided in this report is based on best practices and for educational purposes only.*

Copyright © 2016 by Lurn, Inc.

www.lurn.com

