

Sample: Email promo for marketing legend Jay Abraham

Subject Line: A Rare Business Growth Opportunity

Dear Early To Rise Reader:

In the next 10 minutes, what I'm going to share with you could be worth a fortune to you or your business—if you act on the recommendations I make in this letter.

In past ETR messages, you've read about marketing legend Jay Abraham. He's written guest essays for ETR on numerous occasions. And perhaps—as I have—you purchased his powerful marketing manual entitled, "Money-Making Secrets of Marketing Genius Jay Abraham and Other Marketing Wizards" that was offered to ETR subscribers back in August.

Jay is a world-renowned marketing, business building, and wealth-creating strategist. He's also a friend of MMF and they have worked together to resolve many tough business challenges.

Jay comes through every time and he's come through for over 500 of ETR's own customers who've turned to Jay for marketing help. Jay has helped coach over 10,000 different businesses worldwide in over 400 industries in all different kinds of market and competitive situations. The results? He's helped these businesses take in about \$6 billion!

Hundreds of people have sent testimonials to Jay including:

** Mark Victor Hansen and Jack Canfield, the authors of the Chicken Soup For The Soul book series. They credit Jay with giving them the core idea that launched their business. To date, they've sold over 80 million books!

** Robert Allen (author of Nothing Down and Creating Wealth) paid Jay close to \$200,000 for his advice. Just one of the concepts Jay came up with netted Allen almost \$2 Million in the next five weeks.

** Jay helped generate nearly 6 million leads for Merrill Lynch, John Neveen, Dreyfus, The Wall Street Journal, Citicorp, Forbes, and Fortune.

** Tony Robbins says Jay shows everyone he ever talks to how to find a \$10,000, a \$1,000,000, or even a \$10,000,000 windfall in their business or professional practice.

Jay has been written up in USA Today, Investor's Business Daily, Forbes, the New York

Times, the Los Angeles Times, the Washington Post, the San Francisco Chronicle, Entrepreneur magazine, Inc. magazine, Success magazine and many others.

Forbes did a two-page article on executive coaching that listed Jay as one of only five people the magazine called... “THE REAL THING.” He was the only one, Forbes said... “Could turn an under performing corporation into a marketing sales whiz.”

Jay gets paid \$5,000 per hour for his consulting...when you get access to him. A day spent with Jay runs you \$40,000! Jay’s products normally sell from \$500 to \$2,000 for tape sets alone. Live training programs currently go for \$15,000 to \$25,000 and as much as \$40,000 for a single event.

Now, here’s a rare opportunity for you—as an ETR subscriber—to be part of a one time only Jay Abraham training session.

Jay used to do a three-day training program that taught people a “FAST TRACK” way to master Jay’s best Moneymaking Marketing Secrets and Fortune Building Methods. He called it the MASTERMIND MARKETING SUMMIT. And it has been written about as one of the classic wealth building business programs of all time.

There are over 11,400 success stories that have been produced from people who’ve attended past versions of this program. For example, the people who ran W. Edwards Deming companies (the father of process improvement and optimization) attended. Three months later, they hired Jay to become their private marketing consultant.

Jay stopped doing the Mastermind Marketing Summit seven years ago in favor of far more lucrative private consulting and joint ventures he does now with well-known companies. But because a number of past clients begged Jay to bring back the Mastermind Marketing Program—so they could put their own team members through it—Jay decided to do the program ONE MORE TIME ONLY on December 7th, 8th and 9th of 2002.

And Jay has agreed to let a small group of our ETR customers and e-mail subscribers attend his program, along with people from his client companies. Better still, we’ve worked out an incredible way for you to “test-drive” Jay’s methods and mindset—before you have to commit. And even after you commit—we’ve worked out a way to pay only if it delivers meaningful results.

We’ve also persuaded Jay to send you a full and complete short-course primer on his most closely guarded secrets. The idea here is to make you a huge windfall profit up front—before you ever commit. In effect, Jay pays for your participation for you—if you ultimately decide to attend. There’s even a complete home study version of the program available for you if your work schedule won’t allow you to attend in person.

And it gets even better. There are four phases to this remarkable process and program:
1) A profitable \$10,750 grounding package Jay “gifts” to you before you attend 2) A live,

3-day, 36 hour program that's unlike any other experience you've ever encountered. 3) A complete set of tape recordings of the entire live program to listen to over and over again. 4) Jay has agreed to personally coach you on group conference calls for 90 minutes a month for 12 full months thereafter.

Plus, we were able to arrange a special "sweetheart deal"—only for ETR customers and e-mail subscribers—that takes 100% of the risk away, but also lets you PAY AFTER YOU PROFIT.

But here's the rub.

The room Jay is doing the program in holds an absolute maximum 600 people. Jay is expecting his clients and friends to bring at least 400. Nightingale Conant (the world's largest audio publisher of business and personal achievement tapes) in the UK is sending 100 of their clients. (All these are clients of Jay's, too.) So—with luck—we MAY be able to get 50 people from our list into the program, but only if we act fast.

This one time only training program is your opportunity to work closely with Jay Abraham and take your business to the next level, regardless of what the economy is doing.

Here's what you need to do immediately. Call or e-mail Carl Turner, (Jay's associate who's managing the event) at 1-888-xxx-xxxx (USA) or 1-310-xxx-xxxx. Or e-mail him at xxxxx@xxxxx.net and give him all your contact information (e-mail, phone, address, fax). Carl will send back to you, ABSOLUTELY FREE, the following four gifts:

1. A web link to an MP3 file of the complete audio of a two-hour Tony Robbins POWER TALK interview with Jay. Tony and Jay talk about specific ways businesses can use Jay's methodology to increase their leads and sales.
2. A complete written transcript of the two-hour POWER TALK interview with Jay. Having the "hard copy" of the interview will allow you to refer back to sections of the interview you want to go back over time and again.
3. The executive summary of Jay's best selling book. This book has been praised by Stephen Covey, Ken Blanchard, Mike Basch (the co-founder of Federal Express), Tony Robbins, Seth Godin (author of "Permission Marketing"), the founder of Home Shopping Network and the publisher of "Investor's Business Daily," as well as dozens of other business leaders.
4. You'll receive a complete overview of the Summit itself.

All four will be e-mailed back to you when you call and talk to Carl Turner about attending this incredible business building and moneymaking marketing summit.

I urge you, don't delay. We're sending this "Red Alert" to all 45,000 people on our e-mail list. You're all vying for the 50 places we've been allotted. And by the way, we're also sending our entire marketing staff.

As an ETR subscriber, I know you're dead serious about growing your business, making more profits, and amassing more wealth. Imagine the competitive edge you'll gain over your competition—and the contacts you'll make—when you spend three days with Jay and hundreds of other highly motivated people.

Call Carl Turner at 1-888-xxx-xxxx (USA) or 1-310-xxx-xxxx to receive your four FREE gifts. If they're overwhelmed, be sure to leave a message with all your contact information. That way, they can immediately send you out the materials first, and follow up with you by phone afterwards.

Sincerely,

Rich Silver

P.S. When you contact Carl, he'll e-mail or send you a wonderful package Jay prepared that's a complete overview of this opportunity. It will be quite clear to you why I think you'll want to make sure you attend and participate in this one time only Mastermind Marketing Summit. So don't put this off until later. Call 1-888-xxx-xxxx (USA) or 1-310-xxx-xxxx, or e-mail Carl Turner at xxxxxx@xxxx.net to get your four FREE gifts and see for yourself.

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I write articles, brochures, copy critiques, direct mail packages, newsletters, ads, salesletters, E-mail ads, E-books, E-mail newsletters, E-mail sales letters, and website copy.