



PRODUCT
LAUNCH
Playbook

THE PROVEN 26-EMAIL (18,000 WORD) WORD-FOR-WORD EMAIL
CAMPAIGN YOU CAN USE FOR YOUR NEXT PRODUCT LAUNCH

A NOTE FROM BRYAN

Hi,

Thanks for downloading the Product Launch Playbook!

I'm excited for you to jump in and get started with crafting the perfect email launch sequence for your next product launch.

A few notes before getting started:

Note #1: Before you start implementing your product launch sequence be sure to read the full case study we wrote re-capping exactly HOW we used this launch sequence in our latest product launch.

Having a bunch of emails is one thing, but knowing how to use them throughout your product launch is extremely important.

[You can read that blog post by clicking here](#)

Note #2: Use these emails as freely as you want. Pass them on. Model them. Copy them. But do make them your own.

In other words, don't copy them word for word and pass them off as your original work. That's not cool. Nobody wins when we do business like that.











Finally, [keep in touch with me](#). Let me know how your product launch goes.






I love hearing success stories. I also love sharing them with our readers.

-Bryan

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SUBJ: DO THIS EXERCISE RIGHT NOW

Happy Tuesday!

Two quick things...

1. I survived the weekend canoe and camping trip

Barely. :)

Our rickety canoe was loaded down with 80 lbs of gear, my dad, yours truly and my huge dog (who does not like to be still).

But we stayed upright and dry. Woot!

So, if you tried to buy and weren't able to head back over to the checkout page and the 15% Fast Mover Discount will be automatically applied.

[Click here to enroll \(and get 15% off\)](#)

**2. What I promised to you on Friday**

Friday, right before I left for the camping trip, we closed out a series where I taught you how to make your first \$1,000.

You learned...

- How to pick a service to offer
- How to find people who want that service
- How to build a relationship with those people
- Lastly, how to close the deal and turn them into paying customers

But I realized after writing that entire series that I left out one of the most important lessons I learned after doing this for the past 14 years.

Before we get to that I have a question for you.

Why?

Why have you been following this series?

Why do you want to make \$1,000 per month (or even \$10,000 per month)?

Why do you want to quit your job and start your own business?

What would be measurably different in your life if tomorrow morning you woke up and you had exactly what you wanted?

That is a very important question.

And one you **HAVE** to be crystal clear on before starting this journey. Or else you will quit.

Why I called off my wedding (6 days before the big event)

11 years ago I was engaged.

I was 21. In college. Broke. No savings. And I cut grass to make money.

My fiancée was about to go into med school AND we were building a house.

To make a long story short -- I was extremely stressed out.

I had no idea where the money to pay for a house, food and med school was coming from.

So, I quit college and focused on my lawn care business full-time.

I was making \$1,500 per month cutting yards.

It sucked.

The only way I knew to get more business was to go door to door and knock.

Every day, for 8 hours, I would knock on doors.

There were three likely scenarios every time I walked up to a door:

Scenario #1: The poor housewife inside got scared, yelled at the dog to quit barking and acted like she wasn't there.

Scenario #2: The poor housewife inside got scared, opened the door and yelled at me.

Scenario #3: The poor housewife got scared, opened the door and let the dog chase me.

All three scenarios ended poorly for me.

The money was decent but the constant rejection was hard.

Then one day I quit.

Exactly 6 days before our wedding date, everything fell apart.

My stress was at an all-time high.

We were in the middle of building this stupid house.

She was applying to med school.

And...

Well...

Then it all blew up.

We had a fight.

She wanted more time to “think about things.”

I thought that was stupid.

So, I called things off and went to another continent for 2 months. Africa.



Avoidance was my defense mechanism.

Guess what happened to my lawn care business when I left?

Yup!

Like my soon-to-be marriage, it completely fell apart.

My dad and a few friends did their best to keep up my customers' accounts.

But without me there, actively managing things.

Actively calling on new customers. Knocking on doors. Getting chased by dogs.

Without **ME** everything shut down and fell apart.

The same goes for the Santa Claus formula-based approach I outlined in this series.

Eventually you **WILL** hit a wall.

I did.

Devesh did.

Jonathan did.

You'll get rejected and ignored so many times that you'll want to quit.

You'll try it and it won't work for you.

Life will happen and you'll get sidetracked.

Or maybe you'll do what Keith did and try 64 pitches without a single yes.



Either way... the wall is coming.

Some event will happen in your life that will cause you to not be able to knock on doors anymore.

What happens then?

What happens when you take YOU out of your business?

The wall. That's what.

Back to my key takeaway after being in sales for 14 years

I hate risk.

My goal for the past decade has been to figure out how to create a business that didn't rely on me knocking on doors.

For me to dive headlong into another business, it needed to be Bryan-proof.

It needed to be wall-proof.

It needed to NOT rely on my exchanging time for money.

Then last year, I did it.

I generated over \$100,000 in income without ME being the centerpiece of the business.

After 14 years of experimentation, I finally came across the business framework I'd been hunting for.

The framework I implemented can be applied to anyone who wants to start their own business, take care of their family and live a life that doesn't involve long commutes and frustrating bosses.

In fact, last year I coached over 40 people from all different backgrounds to do the same thing I have.

Here are just a few different industries that this framework has been applied to through my one-on-one coaching program:

- Tarot card readers
- MMA fighters
- Jewish Rabbis
- Online marketers
- Accountants
- Real estate brokers
- Real estate agents
- Stay-at-home moms
- Autoresponder copywriters
- Logo designers

Tomorrow, I'm going to show you the common mistakes people make when trying to start their own businesses and the framework I discovered for creating a business that doesn't rely on you swapping time for money.

Soon, you'll be able to do exactly what I've done.

I'll show you how. :)

-Bryan

PS: Your homework for today is to identify your "What?" and your "Why?"

What is your goal?

- Is it to quit your job and make \$10,000 per month?
- Is it to publish your first book and sell 5,000 copies?
- Is it to launch your first iPhone app by the end of the year?

Why do you want that?

- Do you want to quit your job and make \$10k per month so you can be happier, focus on clients you enjoy and have the freedom to travel with your family?
- Do you want to publish your book because your mom told you that you never would and you want to prove her wrong?
- Do you want to launch your first app because you love programming and want to finally ship an actual product?
- **There are a lot of things out of your control.** But the starting line (aka. the what and the why) are in your control.

Your assignment for today is...

1. Identify your what and why.
2. Hit reply to this email and share them with me

Tomorrow we'll take the next step. Together.

SUBJ: **MAKE SURE YOU DON'T DO THIS (AND AN ACTION ITEM)**

Yesterday I told you the story of a huge mistake I made and how it destroyed my business.

First, I was engaged at 21 years old (wayyyy too young).

Then I called off the wedding six days before it was supposed to happen.

And I proceeded to flee the country to Africa for 2 months to avoid dealing with the fallout.

My business tanked because it relied on me doing everything.

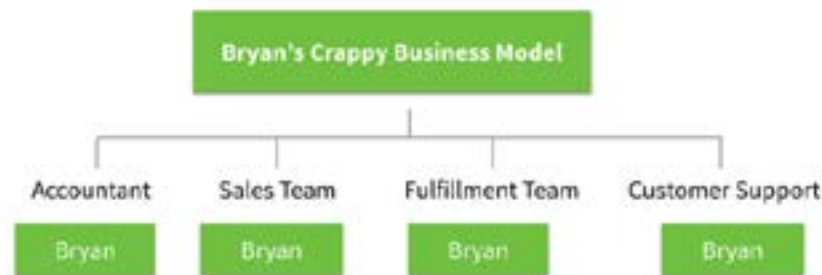
Me making sales calls.

Me knocking on doors.

Me fulfilling the service.

Me staying motivated.

This was my business model:



I hated my business.

The reason?

I had lost sight of WHY I had started my business in the first place.

As a result, I made dumb decisions, got wayyyyy off course and suffered the embarrassment of being forced to close the doors.

Let me ask you a question...

Would you ever start building a house without a clear picture of what you wanted it to look like?

No. That would be dumb.

Yet the #1 mistake you are making is not clearly articulating WHAT you want to achieve and WHY you want to achieve it BEFORE you start.

But don't worry. We're going to fix that. :)

Yesterday, I gave you two action items:

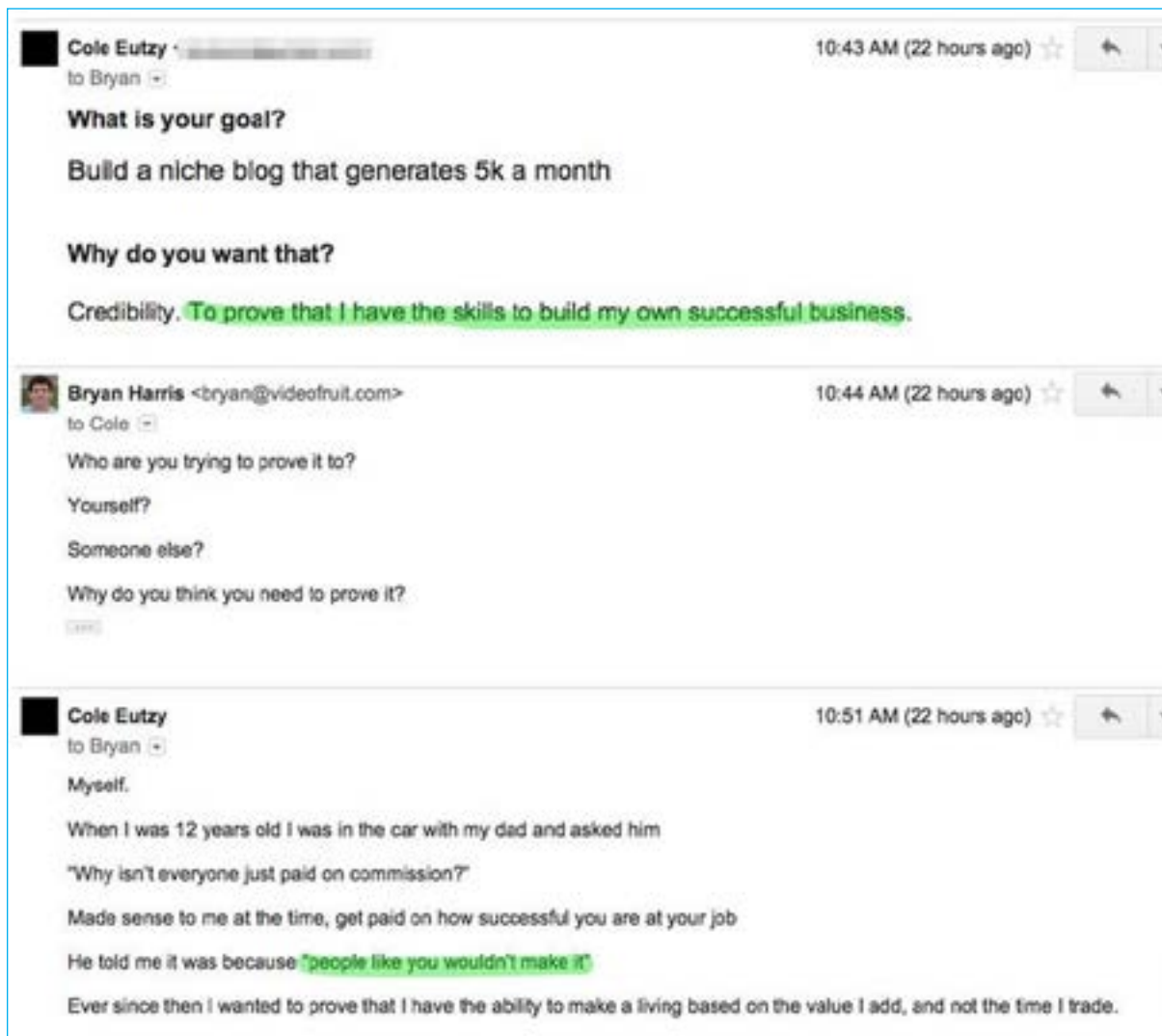
Action item #1: Write down your #1 goal.

Action item #2: Clearly articulate your WHY.

The responses that came in were incredible.

Here is one of my favorites (click to zoom in).

Pay attention to his WHY and look at his response when I followed up with him.



If you didn't write down your WHAT and WHY yesterday, take 5 minutes and do that now.

We'll wait on you.

Once you finish, hit reply and share it with me.

How to reach your goal

Ok.

Now you're super clear on what you want...

- "More time to spend with my family and see the world while working on interesting projects"
- "More freedom to do work that I enjoy"
- "More money so my wife can quit her job and we can start our family"
- "More control over my future (instead of my boss dictating it)"
- "More income so my family can be debt-free"
- "More freedom to travel the world, speaking and singing and inspiring women to understand their worth"

The big question now is how can you get there?

How can you achieve the goal that you've set?

One of the best pieces of advice I've ever received on reaching massive life-changing goals occurred on our journey to get out of debt.

When we got married, we collectively owed \$82,000.

Car loans.
Student loans.
Houseboat.
Ski boat.
Credit cards.

It was ridiculous.

I distinctly remember 2 years into our journey, one of our mentors telling us, "Don't beat yourself up if you make a mistake. Just don't make a fatal mistake."

The EXACT same thing is true in your business.

The reason you haven't achieved your #1 goal yet is because it's freaking hard to get there.

It's going to take time. Sweat. Tears. And a lot of mistakes.

Your job is to avoid making a FATAL mistake.

So I'm going to show you 3 more fatal mistakes that I've made and how to avoid them.

Note: 47 months after getting married, we paid off ALL of our debt and went on Dave Ramsey's show to share our story.

[Here is a recording if you want to listen.](#)



Mistake #1: Making incredibly detailed plans

Most “experts” will teach you to build your business by mapping out a gigantic 75-page business plan, then executing each step of the plan.

This sounds nice and warm and cuddly. But’s it’s completely ignorant of the way business actually works.

I’ve fallen into this trap more times than I can count. Spending weeks (or even months) mapping out exactly what my business will look like, imagining my business 3 years from now and pontificating all of the products I will spin off.

Then...

As soon as I go out into the real world and try to execute my master plan, it falls apart immediately.

Instead of creating master plans, you need to focus on one thing:

Speed of execution.

How fast you go from idea to implementation is one of the top indicators that you’ll succeed.



Ideas are fragile. 2 weeks from now you're going to be much less excited about your idea than you are right now.

Capitalize on that excitement and build momentum by executing QUICKLY.

When you see the first seeds of your idea taking root, that will generate more momentum and give you the jump-start you need to stay focused and grow that idea into a business.

Mistake #2: Asking people what they THINK about your business idea

This is how it typically goes...

You have a brilliant business idea, Uber for Groceries (or whatever).

You go and tell your BFF about your new idea.

You ask them "Well, what do you THINK?"

They respond half-heartedly and you become dejected.



Then you lose motivation, your idea dies and it takes you months to recover.

STOP ASKING PEOPLE WHAT THEY THINK!!

What they THINK doesn't matter.

The only question that matters is "Will they buy it?"

Instead of asking your friends what they think, do this...

Ask them to PayPal you money to pre-order the first version of your product (or service) at a discounted rate.

Once you get three people to do that...

Start making it!

Mistake #3: Trying to do everything by yourself

Look...

I would be happy moving off into a cabin in the woods, not talking to people and only emerging every three months for supplies.

I'm an introvert.

The problem with being an introvert AND trying to start a business is that you think you can do everything by yourself.

Reading blog posts...

Listening to podcasts...

Reverse-engineering what other people are doing...

That stuff will only take you so far.

You need more.

You need accountability and direction from someone who has been where you are trying to go.



When we were trying to get out of debt, that person was Dave Ramsey (for advice) and our friends Mike and Angie (for accountability).

Who is helping you?

Who is holding you accountable?

If your answer is “no one,” then stop and go get someone right now.

Get a mastermind group. Start one if you need to.

Hire a coach. Get a mentor.

It's VITAL to you reaching your goal.

Avoid fatal mistakes and do this instead

Most people believe they have to get lucky or spend years trying a bunch of different ideas in order to start a business that allows them to have more time, freedom and money.

Instead, I've discovered that building a list full of people who trust you and are eager to buy from you is far more important if you want to reach your #1 goal.

A list gives you the ability to bring clients to you instead of you constantly having to reach out them (which completely changes the dynamic of your relationship).

A list gives you the freedom to create products and launch them to a group of people who will instantly buy.

A list gives you the ability generate income by sending an email. (I've made \$10,000 with a single email).

A list gives you time by releasing you from the grind of HAVING to work 60 hours a week to make ends meet.

On Friday, I'm going to show you how to create a list and how to use that list to reach your goal.

We'll chat then.

-Bryan

PS: Your action item for today is two-fold:

Action item #1: Write your goal down on a piece of paper.

Action item #2: Now rip that piece of paper out of your notebook and tape it to the wall in front of your computer monitor.

Every time you spend 10 minutes on Twitter...

Every time you waste 2 hours on Facebook...

Every time you listen to another podcast or read another blog post...

Your goal will be staring you in the face and asking you "Why aren't you spending time working on me instead of doing whatever else you're doing?"

The final product should look like this...



Get to work. :)

SUBJ: I'M SORRY (THE COURSE)

Happy Friday!

So...

I've kind of sucked at something.

You pre-ordered the Get 10,000 Subscribers course.

Part of that deal was that you would be involved in the creation process and would get early access to the course.

And I've failed at delivering on either of those promises.

There are reason (or excuses) that I could give.

But honestly I just let you down. And I'm sorry.

Here is what I'm doing about it though.

The course goes on sale to the public on Tuesday.

I'm still making edits and tweaking stuff and probably will be up to the moment I press send on the open cart email.

So early access is still not an option due to my taking-forever-to-finish problem.

BUT!

I'm going to give you full access to the entire course plus all of the bonuses that I'm including as well.

The course will be selling for \$600 (on the low end) and \$1200 (for some of the bonuses and 1-on-1 consulting packages).

You'll get everything in the \$600 package + all of the advanced training's for no extra charge.

Also, if you are just kinda disappointed in me and not all that interested in the course anymore. I totally understand.

Just hit reply and ask for a refund and I'll send that over too.

Again...

I'm super sorry for being lame and not following through like I intended.

I hope this makes up for it!

Have a good weekend.

-Bryan

SUBJ: DO THIS TO GET FEATURED TO 750,000 READERS

Over the past 4 days you've made several solid progress.

First you identified your #1 goal.

Then you wrote down WHY you wanted it.

And Wednesday we started working on the HOW.

But do you want the truth?

You will probably fail.

Why?

It's hard to start a business.

Having an idea.

Validating the idea.

Building the idea.

Getting people to pay you for the idea.

All hard

But you don't have to fail.

It is possible to make it. To reach your goal.

Today I'm going to show you how to drastically increase your chances of hitting your goal (and give you one exercise to work on over the weekend).

I am living proof that **YOU** can create a business that gives you freedom.

Honestly...

I'm just a random dude from Alabama. Grew up in the middle of nowhere. Dropped out of college (twice!). Was kind of weird in high school. And bailed out of my own wedding 6 days before it was supposed to happen.

I doubt myself. Get stressed out. And worry about money. Just like you.

But what we've learned together over the last few days is...

If you set things up correctly and avoid the FATAL mistakes, you can do it.

Just like building a house. If you try to wander your way through the process, you'll end up with a jacked-up house.



Wednesday, I showed you four critical mistakes I've made.

Mistakes that have caused previous businesses to fall apart.

Let's recap...

Mistake #1: Forgetting to set your #1 business goal and not clearly articulating WHY you want to reach that goal. As a result, you get off course and burned out and your business fails.

Mistake #2: NOT executing your idea quickly enough, then getting bogged down with the details.

Mistake #3: Asking your friends what they THINK about your idea. This is destructive.

Mistake #4: NOT getting help from other people. Trying to be a lone wolf is great... if you want to make the same mistakes every other entrepreneur makes. Get help!

After hearing from hundreds of you, I've found that most people believe they have to get lucky or have the perfect idea in order to start a business that allows them to have more freedom.

We create all of these justifications:

Maybe I just don't have what it takes...

Maybe my idea is just bad...

Maybe Bryan is just smarter than me...

Wrong. Wrong. Wrong.

Instead, I've found that building a list full of people who trust you and are eager to buy from you is THE key to reaching your #1 goal.

To building a business that gives you more time, money and freedom.

Want to make more money so your wife can have the option quit her job and you two can start a family?

Build a list.

Want to have more control over your future (instead of your boss dictating it to you)? Build a list.

Want to make more money so your family can be debt-free? Guess what...

BUILD A LIST.

Now let me SHOW you why you need to build a list.

And how a list will help you reach your #1 goal.

Meet Tyler.

Everyone say “Heyyyyyy Tyler!”



Last January, Tyler had an idea.

He wanted to sell websites and marketing services to real estate agents.

Being a Videofruit reader, he followed the exact process we’ve laid out over the past few weeks. He started making websites, cold calling and giving them to high-value prospects.

After a few months of tweaking his approach, he finally started selling a few here and there. But he eventually hit **The Wall**.

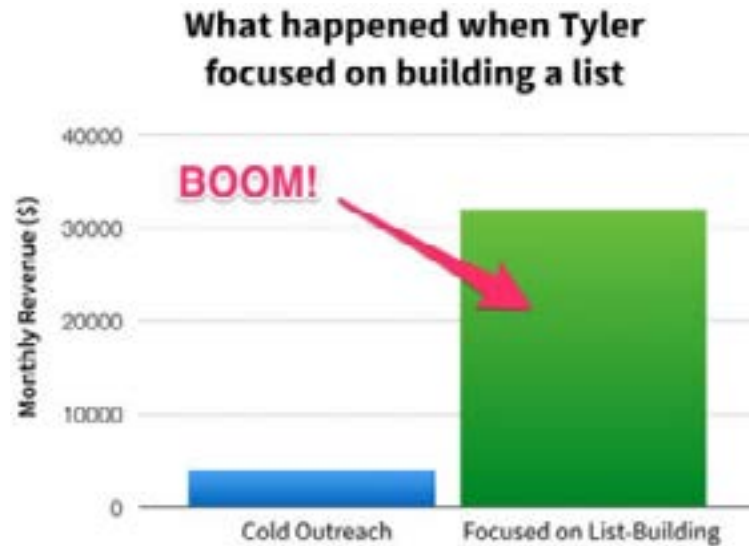
He got stuck and couldn’t figure out how to get more clients.

Then in October, he decided to change his approach completely. Instead of cold calling prospects, he decided to start building a list of people who knew him, liked him and trusted him.

Guess what happened next?

He got past The Wall!

Over the next few months, his revenue went from \$4,000 per month to \$32,000 per month.



All from doing one thing...

BUILDING A LIST.

Now any time Tyler creates a new product, offers a new service or just wants to get more customers to his existing service, all he has to do is send an email.

No cold calling.

No crazy pitches.

Just an email.

That is the power of building a list.

So how do you start building your list?

Building an email list is straightforward. You need two key ingredients:

Thing #1: Traffic (*people seeing an invitation to join your list*)

Thing #2: Conversions (*some of the people who see your invitation need to actually join*)

Here is the rub...

Most list-building advice focuses on conversions.

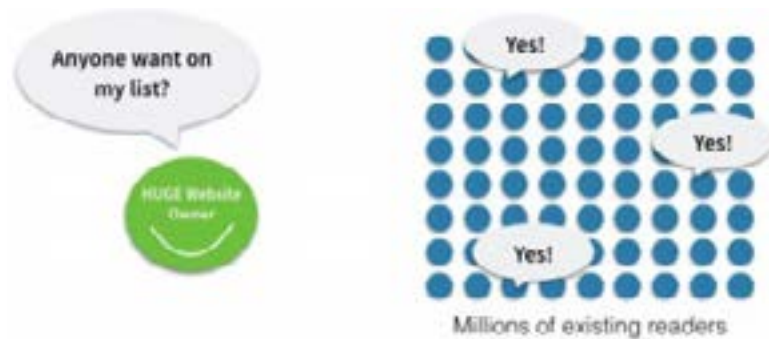
“Install this pop-up box here.”

“Put this widget there.”

That kind of thing.

But when you are just starting out, all of that stuff is a waste of time because you’re missing one of the key ingredients: **TRAFFIC**.

That’s why when I see blog posts like “How I Got 30,000 Email Subscribers in 2 weeks,” I cringe. Because they are ALWAYS written by people who have millions of existing readers.



OF COURSE all they have to do is put a basic invitation out and their list will explode.

What about everyone else?

When you try to mimic these same basic strategies, your results pale in comparison and you get discouraged.



Why?

You don't have millions of readers!

So I'm going to give one strategy you can use today to fix that problem.

I call it the testimonial hack.

In the very early days of Videofruit I used this strategy to get featured on the homepage of AppSumo (which has over 750,000 subscribers).

And the best part?

I had never published a blog post before.

I had no product.

I was a complete nobody.

But I used this strategy to turn that opportunity into 250 email subscribers.

And it's so simple that YOU can do the same thing by the end of this weekend.

Here is how it works:

Step 1: Make a list of 5 products or services that you've purchased (related to your business).

Step 2: Write a short testimonial documenting one small win you've had with each product.

Step 3: Send that testimonial to the owner of the product and tell them "Thank you!"

This strategy works because all product owners are looking for success stories. They want to feature people (like you!) who have used their product and have had success as a sales tool to get more people to buy their product.

You can take advantage of this by using that testimonial to introduce yourself to that product owner's audience.

Let's walk through each step in detail.

Step 1: Make a list of 5 products or services that you've purchased.

Think broadly here.

- What books have you bought?
- What courses have you purchased?
- What blog posts have you read?
- What podcasts have you listened to?

The goal of this step is to identify 5 companies in your industry, with websites, that have people in their audience who would be a good fit for your list.

Step 2: Write a short testimonial documenting one small (or big!) win you've had with each product.

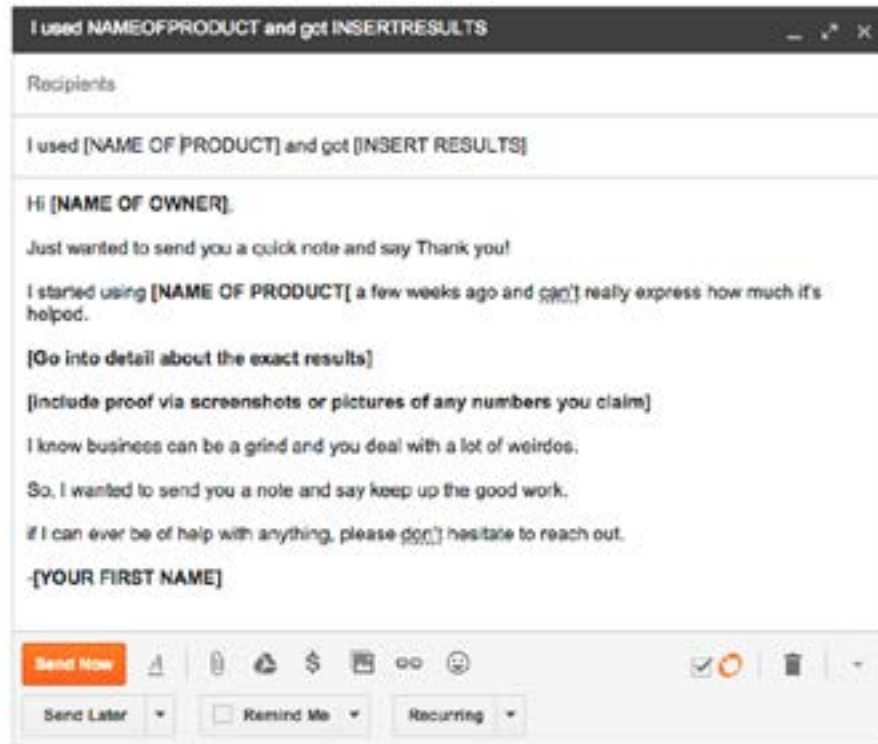
Next share a small (or big) win you've had after taking their advice and acting on it.

Don't overthink this step.

Review back over their instructions they gave, then dig into what you've done since.

Then write a short testimonial sharing your results.

Here is the template I use as a general guide.



Step 3: Send that testimonial to the owner of the product and tell them "Thank you!"

The last part is the easiest.

Share your results.

This is the fun part. This is where you get to brag on yourself and on them for helping you.

Here is an example of a short conversation I had with Clay Collins (the owner of LeadPages).

After this conversation, my website was featured in numerous blog posts and 100s of webinars LeadPages put on in 2014.

It also helped me land a guest post later that year that directly added 500 subscribers to my list.



Whether you are just starting out or are a little further along, the testimonial hack is a great way to get free traffic and grow your list as a result.

Of course, there is a lot more to growing a list than just this one strategy.

Once you've used the testimonial hack, there are still questions like:

1. How do I turn my traffic into email subscribers?
2. How do I get a constant stream of new people to my site?
3. How do I actually make money from my list?

If you want answers to these questions and are ready to be taken by the hand and shown the exact process, I can help.

I've just put the finishing touches on a brand-new course that will walk you through a **proven step-by-step system** for creating a powerful and profitable email list. It's called Get 10,000 Subscribers.

It will be available to purchase on **Tuesday, April 28th at 10:00 a.m. CST**. I'll be sending more details as well as a behind-the-scenes walkthrough of the course on Monday morning.

So stay tuned!

Talk Monday.

-Bryan

PS: Your action items for today are:

- **Action Item #1:** Brainstorm one website you could use the testimonial hack on.
- **Action Item #2:** Hit reply and tell me who you are thinking of targeting and why.
- **Action Item #3:** Use the template above to write out your testimonial.

All right. That's it for today.

Get to work! :)

SUBJ: GET 10,000 SUBSCRIBERS (ONE MORE ACTION ITEM)

Three years ago I created my first product.

An iPhone app.

One of the deepest levels of satisfaction that you can experience is creating something from scratch, then releasing it to the wild and seeing other people use it and enjoy it.

It's amazing.

But, guess how much money I made from that app?

\$0

Ha!

In fact, I **LOST** \$1,385 on it.

My goal when I created it was to generate enough money to quit my day job. My boss and I did not get along. Business was slow. And I was burned out.

I needed a change.

Losing \$1,000 sucked.

Now, fast-forward 8 months.

I was prepping to launch my next app. Only this time I was extremely confident I would make money from it.

Why?

This time I wasn't just pressing publish and crossing my fingers that people would magically show up to buy it.

This time I had put together a list of people who were eagerly waiting the release of the product.

People who had their money in hand, standing at my door and waiting for me to tell them to come in.

The day that I released it, I added 500 customers at \$10 per month.

How?

I sent **one** email to my list.



How do you build an email list?

In the 8 months between launching my first and second app, I did everything I could to figure out how NOT to lose money again.

What I discovered was this...

The quickest and most risk-free way to create a product or service that people will buy is to FIRST build a list of people who want it.

Then the selling process is very basic. Simply send an email with a link to buy.

But how do you create that list?

It took me years to answer that question. Now I'm really good at it.

In 2014 I started the Videofruit blog, and within 10 months built an email list of 10,000 subscribers.

Then I started documenting my system by walking a handful of coaching clients through that process with their own businesses.

I've now consolidated that entire system into one easy-to-follow course.

It's called Get 10,000 Subscribers.

(Clever name, right?)

I've found that reaching 10,000 subscribers is a HUGE tipping point in your business.

At 10,000 subscribers my students and I have been able to...

- Create a coaching program that sells out within 2 hours (and charge \$500 per hour for their time).
- Create a software product and generate \$5,000 of monthly recurring revenue (24 hours after launching).
- Create a training course and sell \$25,000 worth in 96 hours

If you want to do the same thing, keep reading...**What's in the course?**

Get 10,000 Subscribers is my entire step-by-step system for building a powerful and profitable email list.

- **It will show you how to go from 0 subscribers to 10,000 in 10 months.**
- It will teach you how to create a product for your list and launch that product.
- **It will keep you accountable and help push you through the four major plateaus that every platform builder faces.**
- It will teach you how to write guest posts that generate 200+ subscribers.
- **You will learn how to create marketing giveaways that add over 2,000 subscribers to your list.**
- You will learn the exact framework I use to write blog posts that generate 100-300 new subscribers every time I press publish.
- You will learn the traffic generation strategy I use to get 1000s of new readers for old and new content on my blog.
- You will get unlimited one-on-one consulting with me.
- You will get access to a private community full of other people growing their lists.
- You will get regular group Q&A sessions with the entire community.
- You will get a 15-minute face-to-face kickoff call with me. (via Skype)
- You will get access to advanced list-building workshops with Andrew Warner, John Lee Dumas and others.

If you know you need to build a list, but feel lost when it comes to what you actually need to do, this course is the perfect fit.

It is like a college class. There is a syllabus. An order to the program. Assignments. Interaction. Examples. Templates.

Literally everything you need.

This isn't just a bunch of tactics or blog posts strung together. It's a system to create an email list that will give you freedom.

How can you enroll in the course?

Tomorrow (Tuesday, April 28th) at 10:00 am CST, the course will be opened for enrollment.

Enrollment is open for 7 days.

Since every student has personal interaction with me, there are a limited number of spots for the spring semester.

Normally you have to pay \$500 per month (with a 6-month minimum commitment) for access to me and this material.

However, tomorrow you'll be able to get access for a fraction of the price. (There are even a few payment plans for those who might be a bit more cash-strapped.)

Tomorrow morning I'll be emailing you a link with more details and instructions on how to enroll.

So keep an eye out for that.

-Bryan

PS: Today's action items:

- **Action Item #1:** Write down what would be different in your life and business if you had a list of 10,000 subscribers.

- **Action Item #2:** Hit reply and tell me what you would DO tomorrow if you woke up and had 10,000 subscribers on your list.

Example: "I would write the book I've always wanted to write and send an email to my list to pre-sell 100 copies."

Take 15 minutes. Dream about what it would be like. Then hit reply and share it with me.

PPS: Be looking out for tomorrow's email with more details on the course and enrollment info.

SUBJ: GET 10,000 SUBSCRIBERS IS OPEN FOR ENROLLMENT

Good morning!

The **Get 10,000 Subscribers** course is now LIVE and open for enrollment.

I stayed up way too late last night getting everything ready for today. Also I ate a few too many slices of pizza at 10 p.m. and in a fatigued haze decided to add more bonuses.

Stupid good bonuses really. Like...

- Unlimited Consulting (Directly With Me)
- 15-Minute Strategy Skype Call

AND!

As a gift to all of you eagerly awaiting launch day, both full pay packages are **15% off for the first 24 hours**.

BOOM!

Just use the coupon **FASTMOVER** at checkout.

[To get all of the details on the course and enroll, click here](#)

So, now you have two options.

Option #1: Keep being someone who just dreams about the business they've always wanted, a wantrepreneur. Create lofty goals and expectations and then do nothing.

Option #2: Join Get 10,000 Subscribers and let me help you build an email list that will allow you to live the life you want (not the one you are forced to live).

To grow a profitable and powerful email list.

To prove to yourself that you CAN build a business

To focus on the projects you want to work on.

To pay off your debt.

To start a family.

What's it going to be?

[Click here to join Get 10,000 Subscribers](#)

-Bryan

PS: My wife is awesome. I was up all night tying up the loose ends for the launch today and she made me this cool gift bag full of my favorite snack...Swiss Rolls!

I've vowed to eat a Swiss Roll for every course we sell today.

Wanna make me fat? Pick up a copy :)



SUBJ: GET 10,000 SUBSCRIBERS

Excuse the back-to back emails!

The discount code I sent out went haywire.

(Yay for technology that doesn't work!)

But I've fixed the issue.

So, if you tried to buy and weren't able to head back over to the checkout page and the **15% Fast Mover Discount** will be automatically applied.

[Click here to enroll \(and get 15% off\)](#)

If you have any questions, just hit reply and let me know.

-Bryan

PS: The Swiss Roll wrapper pile is steadily growing :)

SUBJ: RE: OPEN ENROLLMENT

[this is a duplicate, ignore]

Excuse the back-to back emails!

The discount code I sent out a few minutes ago went haywire.

(Yay for technology that doesn't work!)

But I've fixed the issue.

So, if you tried to buy and weren't able to head back over to the checkout page and the **15% Fast Mover Discount** will be automatically applied.

[Click here to enroll \(and get 15% off\)](#)

Note: The discount is exclusive to the one time payment options.

If you have any questions, just hit reply and let me know.

-Bryan

SUBJ: 48-HOUR LIST BUILDING CHALLENGE

Guess what!

Turns out today is not only the launch of my brand new course, [Get 10,000 Subscribers](#) (shameless plug), it's also the TWO YEAR anniversary of Videofruit being in existence.

WOOOOAH BABY!

I'm going to put on my old man hat for a minute...

"It seems like just yesterday that this thing started."

Seriously though, it's nuts that 50,000 of you read this blog every month.

I'm truly grateful.

Thank you!

Want to see how it all started?

With this little Facebook post...



No huge launch. No fan fare.

I didn't even have a website.

I just asked people to DM me if they wanted to learn more about something I was doing.

Super simple.

It doesn't have to be complicated at all.

Making money from your list doesn't have to be complicated either.

Three days after posting that message I emailed all 26 of my new email subscribers and asked them to pre-order my course on making explainer videos.

Guess what happened?

\$800 in sales happened!

Want to learn how to the same thing?

I'll show you.

[Join my brand new course, Get 10,000 subscribers](#)

Reminder: The 15% off Fast Mover Discount will vanish tomorrow morning at 10 a.m. CST.

-Bryan

PS: I want to show you **that there's no reason you can't start your business today.**

So, I'm doing a 48 hour List-Building Challenge starting tomorrow. I'll pick a topic, start a list, build it as big as possible and launch a product to that list by the end of day Friday.

Completely from scratch. (No using my existing list or traffic to help it along)

Would you like to see that? If so, hit reply and let me know.

I have three topics in mind (all non-marketing related)

Topic #1: Hammocking in Nashville

Topic #2: Stand Up Paddle Boarding

Topic #3: Yoga for Pregnant Women

Which would you like to see?

SUBJ: DISCOUNT VANISHES IN A FEW MINUTES (FOREVER)

Yo!

Two quick reminders...

Reminder #1: [Get 10,000 Subscribers](#), my killer new course, just opened for Spring enrollment.

If you want to build an email list so you can do cool stuff like...

- Make a healthy side income
- Have more time to work on projects you like
- Decide to pick up and go to visit your mom for a week (freedom)
- Quit your job and create a business that's fun

...then you should be building a list.

Best way to build a list? Duh! Buy my new course and I'll show you every step.

In fact: If you don't get 100 new subscribers in your first 7 days, I require you to ask for a refund.

Reminder #2: For another 60-ish minutes you can save a bunch of money on the course. 15% to be exact.

At **10 a.m. CST** this morning the FAST MOVER discount will vanish forever.

Like never coming back (not even on the next launch).

Just go click the link below and the discount will be automatically applied.

So...

[GO BUY IT NOW.](#)

:)

-Bryan

PS: I'll be sending out an update later today on the 48-Hour List Building Challenge.

Stay tuned.

SUBJ: **CAN YOU BUILD A LIST AND LAUNCH A PRODUCT IN 48 HOURS?**

Take a guess...

What's the #1 question people have about building an email list?

Answer = How long does it take?

How long does it take to build a list?

How long does it take to make a product?

How long does it take to make MONEY?

Solid question.

Most people look at building a list as a loooooong-term play. Something that takes years to cobble together and even more time to make money from.

That's silly.

I was on live chat the other day with someone looking at buying my new course, [Get 10,000 Subscribers](#).

And we were having this exact convo.

I told them...

There is NO reason you can't start a list today and have 100 subscribers in a week.

Guess what he said?

"Prove it."

I was like, "Oh snap!"

Sooo.....

I'm putting my money where my mouth is.

Over the next 48 hours I am going to start an email list from scratch and launch a product to that list.

Am I nervous? Yep!

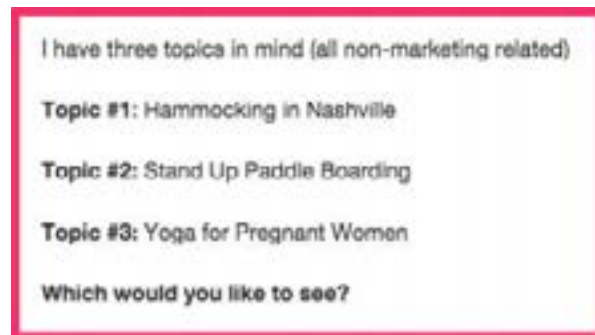
But if my course is good at all, it should work. I should be able to get 100 email subscribers, come up with a product and get someone on that list to buy it.

And if I can, you can too.

So, here is the deal.

Tuesday I asked for ideas on what topic I should pick.

I threw out a few suggestions:



The winner (by a slim margin) was #1, Hammocking in Nashville.

This should be interesting.

Only Rule is I can't use my existing list or traffic to help it along (has to be completely from scratch).

If you want to follow along I'll be posting updates on Twitter throughout the day.

[You can follow me here.](#)

Also, in the Get 10,000 Subscribers Facebook Community, I'm sharing tons of details on this experiment. And even getting feedback and suggestions from the students.



Enroll in the course for access to the community.

What do you think?

Think I'll be able to do it?

-Bryan

PS: Yesterday a survey went out to all the new students of Get 10,000 Subscribers, asking if they could have ONE more thing added to the course, what would it be.

Take a look at their answers:

#1. More 1:1 time with you

#2. Help on getting my butt in gear and executing

#3. Be a better writer

So, I'm working on a few new bonuses to add to the course to cover these three things.

Keep your eye out tonight for an update on that.

Should be some sweet bonuses.

SUBJ: NEW BONUS JUST ADDED (AMY HOY & NEVILLE)

This morning I told you about a few new bonuses I was working on adding to the Get 10,000 Subscribers course.

Welp, this afternoon I've been busy hammering out the details. I think you'll like them.

:)

Here they are:

Bonus #1: The Kopywriting Course by Neville Medhora (normally \$197)

I'm REALLY excited about this!

This is my friend Neville Medhora's flagship product. It teaches you how to write so that people will like you, your message will resonate with them and they'll want to buy from you.

Emails.

Blog posts.

Sales pages.

Tweets.

Anything that involves putting words down on paper.

Neville is the Picasso of writing. He helped AppSumo grow into a 7-figure business by writing weekly emails for them. Now he helps other people do the same thing.

If you haven't checked out his [work](#), you should. Get 10,000 Subscribers will help you write better. I'll show you how to write blog posts that blow people's minds... but Neville takes it 10 steps deeper in this course.

Neville does weekly tear downs of websites to teach you how to write better



With this bonus you'll get immediate access to his entire course, forever.

All included in your purchase of Get 10,000 Subscribers.

BOOM!

Bonus #2: Just F'ing Ship by Amy Hoy (normally \$19)

This is the best book I've read in the past 2 years.

Whether you get it for free with this course or not, you must read it.

Question for you...

What do you need to change about yourself in order to reach your goal of 10,000 subscribers?

Yesterday I asked a few 10ksubs students that question.

The answers were awesome

- "Start executing. We just need to pull the trigger and release it. We can always make it better afterwards!"
- "I need to change my habit of getting overwhelmed and hiding under the bed."
- "Eliminate distractions that don't build my business (already eliminated 3 side hustles in order to pursue this)."

Put simply: You need to **EXECUTE**.

This book will give you an incredible mental framework to do just that.

I read this book 4 times while creating the Get 10,000 Subscribers course. It helped me get past the mental hurdles of creating and shipping a product.

All the stuff you struggle with...

Perfectionism

Wanting validation by others

HIGH highs and LOW lows



It should be **MANDATORY** reading for anyone who is about to start a new project, create a new product or start doing anything that will raise their anxiety level.

You must read it.

Bonus #3: My Complete Time Management and Execution System (never offered before)

What is the VERY hardest thing to do when you're trying to run a business?

No, it isn't list building...

It's time.

Finding the TIME to get everything done is incredibly hard. When you're working a full-time job, it seems impossible. When you quit your full-time job to work on your business, you have grandiose plans for all the free time you'll have.

WRONG!

Time management is 1000x worse when you have no external structure (aka your job) forced upon you.

That is why over the past 3 years I've been maniacal about coming up with a time management system that practically forces me to get things done.

Why am I able to run a coaching program, build apps, blog regularly, and create and launch multiple products?

My system is extremely good.

I've put my entire system into an easy-to-follow bundle for you.

With this bonus you'll get...

- **15-minute Walkthrough Video:** I'll show you exactly how I start each day and set up the day to accomplish my BIG goals (which includes getting 100,000 subscribers this year).
- **PDF Checklist:** It will allow you to easily create your own system and customize it to fit your projects and priorities.
- **Photocopy of my Daily, Weekly and Monthly checklists:** These are the heartbeat of my business. They keep me in line, make sure I don't forget anything and that all the little things I hate doing get done.
- **Also, you'll get a 15-minute Breakdown** of how I use this system to manage my assistant, programmer and all of my contractors.



How do you get the bonuses?

Easy.

[Enroll in the MASTER PLAN for Get 10,000 Subscribers.](#)

When you do, I'll buy you a copy of each bonus and then email you immediate access to Just F'ing Ship and the Kopywriting Course. The time management system will be delivered in the 10ksubs course next Friday.

ONE IMPORTANT THING.

All three bonuses will disappear on Sunday May 3rd @ 11 pm CST.

POOF! Gone forever.

Thats 48'ish hours from now

K?

[So stop procrastinating and go enroll now.](#)

You can be building your email list in the next 5 minutes.

-Bryan

PS: Remember, Get 10,000 Subscribers comes with a 30-day **MANDATORY** refund policy. If you don't get 100 new subscribers in 30 days, we require you to return it for a full refund.

So, if you're on the fence, buy it and focus on execution. If the strategies just don't work for you, **I'll make you get a refund.**

PPS: The list-building challenge is rocking along well!! Got 25 new subscribers in the first 3 hours. Now it's time to scale up. My goal is 100 by the end of Day 1.



SUBJ: GET 10,000 SUBSCRIBERS ACCESS

[only sent to beta buyers]

Hello BETA buyers!

As you know by now the official launch of Get 10,000 Subscribers is underway.

The course doesn't "officially" start until next Friday (when the launch closes).

But you can get cranking on it now if you'd like.

Also, you can start interacting in the community.

10'ish minutes ago you should have received an email with login instructions.

To get going, just follow them.

If you have any questions, you know where to get me :)

..

THANK YOU for trusting in me and jumping into the program before it existed.

I am extremely honored.

Now...

Get to work!

;)

-Bryan

SUBJ: **THE RESULT OF THE 48-HOUR BUILDING CHALLENGE**

Is it possible to pick a topic, build an email list and launch a product in 48 hours?

On Thursday, I started the 48-Hour List Building Challenge to show you there is **no reason you can't start a list and make money from it right now.**

I challenged myself to build a list and launch a product from scratch. All in 2 days.

And I couldn't use any built in advantages (like my website, email list or social channels).

Welp! My 48 hours are up.

The results are in...

Want to see what happened?

Did I fail?

[Click here to get all of the details](#)

-Bryan

PS: Reminder: *The three bonuses I announced yesterday for for Get 10,000 Subscribers (Kopywriting Kourse by Neville Medhora, Just F'ing Ship by Amy Hoy and My Entire Productivity System) are all FREE with the Master Plan edition of the course.*

Those bonuses will go away on Sunday at 11:59 p.m. CST.

SUBJ: WANT TO BE FEATURED?

Happy Saturday afternoon!

I was up til 2 a.m. writing up the summary of the [48-Hour List Building Challenge](#). Then back up at 6 a.m. going to yard sales for baby clothes.

Anyhow...

Tomorrow I want to feature a few of you guys (10ksubs students) to my entire list.

Yesterday, Daniel was featured for his work of going from 0 to 48 subscribers in 24 hours.



Now I want to feature you...

What have you done since joining the course?

Picked up a bunch of new subscribers?

Had a major mental breakthrough?

Feel like you have real traction for the first time?

It can be big or small.

Just hit reply and tell me.

I'll pick a few stories and use them as a case study to the Videofruit audience.

Send them to me as soon as you can.

-Bryan

PS: Be sure to include full details including screenshots, statistics and any other substantiating proof of your numbers (this will help other people learn by **SHOWING** them versus **TELLING** them about).

SUBJ: **THIS IS GOING AWAY TODAY**

Just a friendly Sunday morning note about something time-sensitive...

If you followed along with the [48-Hour List Building Challenge](#), you know that I've opened up registration to my new course on how to build a powerful and profitable email list, [Get 10,000 Subscribers](#).

This is the exact system that I have used to build an email list from scratch, quit my job and generate over \$100,000 in my first year of working for myself.

Here's the time-sensitive part:

The biggest problem you have is taking action. Over analyzing things. Coming up with excuses for not moving forward.

I want to rip every one of those barriers down.

So...

Two days ago I added three bonuses as an incentive for you taking action right now.

...and here is the time-sensitive part:

All 3 of those bonuses will go away at 11:59 p.m. CST today (Sunday, May 3rd).

No more procrastinating.

Here are the bonuses:

Bonus #1: Kopywriting Kourse by Neville Medhora.

This course will show you how to go from being a crappy writer to blowing peoples minds with the words you put down on paper. This is an entire standalone product that my friend Neville currently sells for \$197. But you get it for free when you join Get 10,000 Subscribers.

The material in this course has been directly responsible for me growing my blog, learning how to write stuff that people actually want to read and being able to sell my products.

Suck at writing?

Want to learn to write faster?

Lost when it comes to creating a sales page?

Neville is the person I learned from. He will make you better.

Bonus #2: Just F'ing Ship by Amy Hoy

This is the best book I've read in the past 2 years.

So good that I hunted down the author and bought 50 copies of it to give to my coaching clients.

It's so good I bought 50 copies



Scared that you aren't good enough?

Do you start a bunch of projects but never finish any of them?

Get scared out of your mind when it comes time to ask people to buy?

This book will give you a practical framework to overcome those problems and finally ship your product.

I want you to read it. So when you enroll you get a free copy.

Bonus #3: My Entire Productivity and Execution System

The final bonus is a personal walkthrough and carbon copy of my productivity system.

This is the system that I use to run Videofruit everyday.

Work a full time job?

Find yourself stressed out?

Need more time to work on your business?

With this bonus I'll show you how to start your day, find more time and get the most out of that time (even if your schedule is completely nuts).

How do you get the bonuses?

EASY.

[Enroll in the MASTER PLAN for Get 10,000 Subscribers.](#)

When you do, I'll send immediate access to the Kopywriting Kourse and Just F'ing Ship (the Productivity System bonus will be added next week).

ONE IMPORTANT THING.

All three bonuses will disappear TONIGHT (Sunday, May 3rd) @ 11:59 p.m. CST.

POOF! Gone forever.

That's just 16'ish hours from now

[So stop procrastinating and go enroll now.](#)

You can be building your email list in the next 5 minutes.

-Bryan

PS: My course comes with a 30-day **MANDATORY** refund policy. If you don't get 100 new subscribers in 30 days, we require you to return it for a full refund.

So, if you're on the fence, buy it and get to work. If the strategies don't work for you, I'll make you get a refund (and I'll let you keep the bonuses).

PPS: These bonuses aren't just some marketing gimmick. When you incentivize yourself to accomplish a goal, you are scientifically proven to be more likely to achieve it.

These are called positive reward triggers.

I've baked principal into the course.

When you start Module 1: Getting your first 100 Subscribers, the first thing you have to do is set a reward for yourself for when you hit 100 subscribers.

Here is your action item for today:

- **Action item #1:** Hit reply and tell me what you want to reward yourself with when you reach 100 subscribers

Here are a few things that some of the new students have picked:



What is your reward going to be?

Hit reply and let me know.

SUBJ: 6,500 SUBS. \$200 PRODUCTS. HOW MUCH REVENUE?

Will this work if I am in _____ industry?

Since opening enrollment into my [new email list building course](#), that has been the most asked question.

And it's a valid question.

What do you think?

*If you are a **public speaker**, how would an email list help you?*

*If you are a **real estate agent**, how would an email list help you?*

*If you are an **author**, how would an email list help you?*

But before answering that question you have to understand the physics behind email lists...

Take this quiz:

There is a blog.

They have 6,500 email subscribers.

They create a product.

Product costs \$200.

They email their 6,500 email subscribers with a link to buy their \$200 product.

QUESTION: How many sales does the blog owner make?

There are obviously a lot of variables involved. But take a rough guess.

2?

50?

1,000?

How many?

Answer = 131

Total Revenue: \$25,807 ([full case study](#))

I have found that it's fairly straight forward to predict the revenue of an email list.

Here is the rough math:

- If your product costs \$50 or less you can usually turn 3 to 7% of your subscribers into customers
- If your product costs \$50 to \$200 you can usually turn 1 to 3% of your subscribers into customers
- If your product costs \$200 to \$1,000 you can usually turn 0.5% to 2% of your subscribers into customers

For example...

When I launched my first product on the this blog, The Vault, I sent this email to announce to my list that the product was for sale:



Within 24 hours of sending it, 0.8% of my list (52 people) had purchased the product.

Revenue: \$10,244

After closing the cart 4 days later, 2.01% of my list (131 people) had purchased the product.

Revenue: \$25,807

But here is where it gets crazy...

If I wanted to double my revenue, all I need to do is double my list size.

POOF!

\$51,614 in revenue.

Make sense?

The reason this works is one thing: **Distribution.**

With an email list you have direct access to a group of people that have asked you to contact them on a regular basis.

This is what a product launch looks like with an email list.



Without an email list?



All you have to do is type up an email, include a link to your product and press send.

And you start making money.
How much?

Well that depends on four things:

1. Number of people on your list
2. Quality of your relationship with the list
3. How good of a fit your product is for your list
4. How good of a job you have done prepping your audience for the product

Inside of my new course, *Get 10,000 Subscribers*, I will show you how to build an email list from scratch. Then I take you through my process for establishing a deep relationship with your list. Lastly, you'll learn how to discover and launch the perfect product to them.

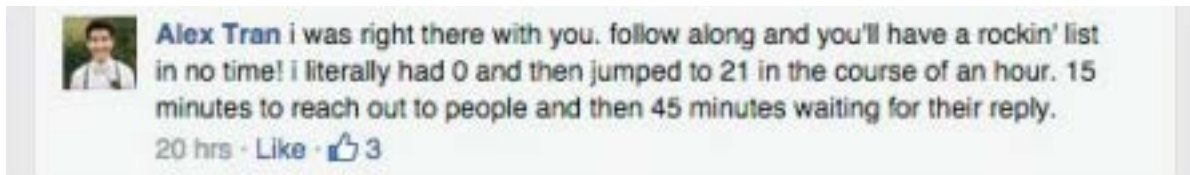
Enrollment into Get 10,000 Subscribers will close down on Wednesday, May 6th at 11:59 p.m. CST.

That's 2 days from now.

Want to join?

If you're ready to get to work, you can be building your list in the next 5 minutes.

Just like this guy...



[Click here for more information](#)

-Bryan

PS: I talked with a few Videofruit readers this afternoon and got them to share their email list size and revenue numbers with me.

Tomorrow you're going to see behind the scenes of how people in completely different industries use their list.

- One guy is a speaker.
- One is an author.
- The other has a niche software training course.

I'll show you how big their list is, how much money they made and the exact email they used to launch their product.

This will help you get an idea of what you'll be able to do with your list.

Talk to you in the tomorrow.



SUBJ: PRIVATE LAUNCH NUMBERS

Why do you go to the gym?

It's not to lift weights.

If you're being honest, the REAL reason you go to the gym is to **look good naked**.

..

Why do you want an email list?

It's not to have a bigger email list.

If you're being honest, the REAL reason is to **make more money**.

So that you can...

- Quit your day job
- Invest more into your business
- Spend more time with your family
- Give more money to causes you believe in
- Have more freedom to work on projects that excite you

But how?

Well...

Unless you've been hiding under a rock (and if so, HEY!), you know that last week I opened up spring enrollment for my new list-building course. It teaches you how to build a profitable email list from scratch.

Enrollment will CLOSE Tomorrow (Wednesday, May 6th) @ 11:59 p.m. CST.

[Want to build an email list? Go enroll now.](#)

..

Today I want to give you a few examples of HOW people have been able to turn their email lists into income...

...especially outside the world of online marketing.

It's easy to look at my case story and reason it away with **"Oh! The only reason he makes money online is because he talks about making money online! That will never work for me. I'm in _____ industry."**

Well... that's complete bullcrap.

So I wanted to SHOW YOU how people in completely obscure industries have been able to take the principles I teach in this course and have success.

Hopefully this will help you better visualize what this will look like for you.

Here goes...

Case Study #1: The guy who teaches people how to use an obscure software product

Have you ever heard of Scrivener? Nope. Me neither.

Until I met Get 10,000 Subscribers student Joseph Michael.

Scrivener is the Ferrari of word processing programs.

Authors and bloggers use it when working on BIG projects (like writing a book or long blog-post series).

Anyway...

The problem with Scrive

Look at all of these buttons? My head hurts just looking at a screenshot.



Joseph noticed this problem and decided to solve it. So he built an email list of people interested in writing and using Scrivener.

Then he created a product, [Learn Scrivener Fast](#), that teaches people HOW to use Scrivener.

Let's look at his numbers:

List Size = 3,241 subscribers.

Product cost = \$97, \$147, \$197 (based on what package a customer chose).

Launch Revenue: **\$10,678**

This is what Joseph said about Get 10,000 Subscribers...

“Before I came across Get 10,000 Subscribers I was shooting blindly in the dark just hoping and praying that what I was doing would work. Now I have a roadmap to grow my list. No more hoping, guessing, and wasting time. I finally feel confident and in control. And the best part...I’m now adding 100+ new subscribers to my email list every day. I’m on track to double my revenue this year.

Case Study #2: The guy who teaches people how to talk

Know the single greatest fear people have?

Public speaking!

Grant Baldwin’s job is teaching people how to...

1. Learn how to speak in public (without passing out in fear)
2. Convince big conferences to book them to speak



His job is waaaaay harder than mine.

Earlier this year he decided to create a [course](#) that walks people through the process of being a nobody to being someone who conferences seek out.

But first he built a small email list of people interested in that topic.

Then when the course was ready, he emailed those people and ask them to buy it.

Let's look at his numbers:

List size = 610 subscribers.

Product cost = \$197

Revenue on his launch: **\$11,380**

This is what Grant said about Get 10,000 Subscribers...

"Much of what I've learned about list building has been from Bryan. I followed his plan for launching a new product to my email list to a 'T' and as a result, we had 20 people pay \$197 for a product I hadn't even created yet! After validating that product, we've added over 100 new members to our course and generated over \$40k in revenue in 2 months by following what Bryan teaches."

I talked with both Joseph and Grant yesterday and they agreed to share their launch emails with you. These are the exact emails they sent to their lists when they first launched their products.

Collectively they generated **\$22,058**.

I compiled them into a short PDF for you ([Download it here](#)).

Take them. Steal them. Modify them.

One more thing...

Tomorrow morning I'm going to share a few more case studies with you. Use these case studies as motivation.

Use them to envision what YOU could do once you build your email list.

Use them to give you that final kick in the butt you need to **START**.

Keep your eyes out for that.

See you tomorrow.

-Bryan

PS: Remember: The Get 10,000 Subscribers course CLOSES tomorrow (Wednesday, May 6th) @ 11:59 p.m. CST.

If you know in your gut that you need to build an email list, this is the best way to do it. I'll take you by the hand and baby-step you through the entire process.

You'll get unlimited consulting with me. You'll get a 15-minute personal phone call with me.

You'll get an entire system to follow (which includes all 18 strategies, meticulously documented, that you need to put into place to grow your list).

Ready to start? Click here to enroll now.

PPS: Mandatory: The course comes with a mandatory refund policy. If you buy the course, hustle your face off and you don't add 100 new subscribers in the first 30 days, I require that you ask for a refund.

Just send us an email to support [at] 10ksubs [dot] com and will refund the entire thing.

Look at a few more things people are saying...



Luke Montgomery

Dude this is awesome! I'm using your method and I've got 23 emails in about 35 minutes!

and



InSpirit Financial

First website: Did it my way...6 months 13 subs

Second website Screw it, I'll try Brian's way... 3 days, 54 subs.

I give. Brian da man.

SUBJ: I HAD AN IDEA

You're getting this email because you enrolled into the Master Plan of Get 10,000 Subscribers.

First, thanks for joining the course!

Super excited to go through it with you and help you along the way.

Second, I sent out a survey over the past few days and asked, "If there was one other item added to the course, what would you want it to be?"

The most popular answer (by a wide margin) was, "More 1:1 time with you!"

So....

I had an idea.

(This isn't set in stone so don't hold me to it yet)

But what if we started a private mastermind.

Me + 7 of you.

That's enough to get on a Google Hangout once per month and all talk together.

Answer your questions. Tear down your landing pages. Help you tweak your blog posts. Whatever you need help with.

We'd tackle it as a group.

Would that be of interest to you?

Here is what the mastermind would (potentially) include...

1. Monthly Google Hangout (60-90 minutes)
2. 1:1 Help and Conversation with the entire group
3. Dedicated Slack channel (chat room) for us to interact with each other throughout the week.

The cost would be around \$1,500 - \$2,500 (one time) and include a one year membership to the mastermind.

Before I jump out and offer this, I want to first make sure there interest is there.

What do you think?

Would you want to join this?

-Bryan

SUBJ: **GET 10,000 SUBSCRIBERS CLOSES TONIGHT (TWO NEW BONUSES)**

A few quick things this morning....

Thing #1: Get 10,000 Subscribers course closes tonight (May 6th) at 11:59 p.m. Central.

The course will re-open in another 6+ months. But all of the bonuses associated with it will be disappearing forever.

Namely the **Unlimited Consulting** and **1:1 Skype Call**. As you can imagine, personally coaching 100+ people takes time. So, we won't be offering this in future releases of the course (at least not at this price point).

So, if you've been waiting for someone to personally help you get your business and email list off the ground. This is your chance.

I'll personally help you.

[Click here to enroll now](#)

Thing #2: Two New Bonuses Added (More 1:1 time with me PLUS a free course from Jeff Goins)

Over the weekend we added a few bonuses to the course. But they expired Sunday night.

Which sucks for everyone that missed the deadline.

Here is the fun news though...

I just added two more killer bonuses to the course.

Bonus #1: Intentional Blogging course by Jeff Goins (\$200)

My friend Jeff Goins is a really good writer. He's grown his blog to over 200,000 visitors per month and his email list to 60,000+ subscribers

He has a course called Intentional Blogging which shares his top strategies and tips for how he did that.

While the 10ksubs course covers this topic in depth, Jeff's course goes into even more detail. And draws on his 10+ years of experience as a writer.



This is a course that normally sells for \$200. But he's offered to throw it in for free to anyone who purchases Get 10,000 Subscribers before the deadline tomorrow.

In his course you'll get:

- 30+ HD video lessons
- Step-by-step instructions on how to set up and launch a blog the right way
- Detailed tutorials on all the technical issues of blogging that most people tend to get hung up on
- Proven strategies on what it takes to build a powerful online brand
- Expert secrets to connecting with influencers and leveraging your network to accelerate your blog traffic

Bonus #2: More access to me (additional 1:1 Skype call)

Yesterday I asked the 100+ current 10ksubs students this question...

"If I added ONE more thing to this course, what would you want?"

Their answer?

More 1:1 time with me.



My immediate reaction was... ugh. More of MY time.

But then I dug a little deeper and found that the reason they wanted more time was to keep them accountable and for me to help them get unstuck later in the course.

So, here is what I decided to do...

When you purchase the course, you'll get one additional 1:1 Skype call with me, to use 90 days after you start the course.

The first Skype call is to be used in the first 30 days as a jump-start for you. The second is to be used AFTER 90 days to help you get unstuck.

Makes sense? Good.

You can use this time to talk about anything you need help with:

- Auditing your landing pages
- Helping you write a blog post
- Analyze your conversion rates
- Talking about Auburn football
- Finding topics to write about

Whatever you need help with.

To get these bonuses you'll need to enroll and choose the Master Plan.

[You can do that here. Be sure to do it before midnight tonight.](#)

Remember, the course (and all of the fun bonuses) will vanish tonight at midnight.

Stop procrastinating and climb aboard.

-Bryan

PS: Just not ready to make the leap? That's OK. [Click here and you won't](#) get any more emails about this launch.

PPS: Mandatory: The course comes with a mandatory refund policy. If you buy the course, hustle your face off and you don't add 100 new subscribers in the first 30 days, I require that you ask for a refund.

Just send us an email to support [at] 10ksubs [dot] com and will refund the entire thing.

Look at a few more things people are saying...



and this



35 new subscribers today

SUBJ: **HOW DARRELL MADE \$61,000 WITH A TINNNNY LIST**

Yesterday I showed you behind the scenes of two Videofruit students' lists.

You saw their list sizes and the exact revenue they produced from the list.

One guy helped people learn how to use a niche software product and the other taught people how to speak (and get booked by big conferences like SXSW).



Today, I'm going to show you two more interesting case studies from people NOT in the "make money online" world. You're going to see behind the scenes of their lists and how they built them, and then their exact revenue numbers.

But first...

Enrollment for Get 10,000 Subscribers, my course on how to build a powerful and profitable email list, closes tonight, May 6th, at 11:59 PM Pacific.

This course was designed for freelancers, coaches, bloggers, information marketers, real estate agents, and other small business owners.

[Try Get 10,000 Subscribers today \(click here to enroll\).](#)

Remember: The course comes with a 100% mandatory refund policy, which means if you purchase it and don't get 100 subscribers on your list in the first 30 days, I require you to ask for a refund. So if you think there is even a slight chance that Get 10,000 Subscribers is right for you, you should buy it right now.

Try the course risk-free... and then decide if it's right for you. If it isn't, I'll give you a 100% refund.

...

Now on to the case studies...

For some reason it's REALLY difficult to envision how things will play out for you.

For example...

If you are a writer and you're trying to figure out how to grow an email list in order to sell more books, it can be challenging to take a case study about someone who teaches people how to speak and make that applicable to you.

I'm a little thick.

I need examples from the industry I'm in.

So that's why I'm showing you these case studies. Not to sell you a course (although I do hope you join), but to help you visualize what your life and business can look like if you decide to finally take action.

Visualizing what my business would look like was one of the key steps for me in the beginning. If you can VISUALIZE what success would look like for you, even if your vision is a bit hazy and unfocused, then you've made a huge step towards reaching your goal.

Case Study #1: The guy who teaches people how to write

My friend and Videofruit coaching client, Jeff Goins, is a great writer.

Unlike me, he grew up loving writing.

Reading books. Scribbling in journals. All that jazz.

A few years back he decided to teach people how to write so that other people would want to read (and pay for) their material. So he put together a course called Tribe Writers.

Only problem was... he didn't have a way to sell it.

So, he used the EGP Formula (which I teach in the course) and cobbled together an email list of **2,900 subscribers**.



Then he launched.

He sent his list an email announcing the release of his new course.

Let's look at his numbers:

List Size = 2,900 subscribers.

Product costs = \$49 and \$99

Launch revenue: **\$25,000 (in 5 days)**

Jeff was a consulting client of mine last year and as a result had access to much of the information in the 10ksubs course before anyone else. So I asked him if he would recommend it to others. This is what Jeff said:

"Bryan is my go-to guy for all things list building. He is way more disciplined than I am about testing things and finding out what actually works, and I credit much of my recent list growth to him. In just a month he helped me double my email subscription rate. This dude knows his stuff."

Case Study #2: The guy who helps authors launch their books

You know what's even harder than writing a book?

Getting someone to buy it.

10ksubs student Darrell Vesterfelt specializes in doing just that (getting people to buy his clients' books).

He spent a few years helping authors launch their books. Then he took that existing skill he had and built a product called Author Launch.

nudge nudge What skill do you ALREADY HAVE that you could package into a product?

Only problem was, his list was super small (less than 100 subscribers).

So Darrell used the freelance bartering technique (which I teach in the course) and convinced a past client to email his list for him. As a result, Darrell's list grew to 3,500 subscribers.

Darrell's List Size after using the Freelance Bartering Technique



Then he launched.

He sent his list an email announcing the release of his new course.

Let's look at his numbers:

List size = 3,500 subscribers.

Product costs = \$400 and \$600

Launch revenue: **\$61,000 (in 7 days)**

After hearing Darrell's launch numbers, I tracked him down and asked him if I could share them publicly. Obviously, he obliged. Then I asked him to write a short note to you guys about his experience:

"To be honest, I've never met Bryan. But I came across his blog a few months back. As a result I've been able to grow my list from just a handful of subscribers to over 5,000 in 2015. Then I launched my course and did over \$60,000 in the past month. If you want to learn how to build an email list and launch a product, listen to him."

Maybe you've heard it before, but it's true: **The money is in the list.**

I have spent the last 14 years in sales.

Building materials. Dance lessons. Conveyor sales. Lawn services.

You name it, I've probably sold it. And over those 14 years I've read every book I could get my hands on about sales techniques. The good stuff and the sleazy.

I was a maniac about trying to “break the code” in sales. That was driven by a desire to feel confident in being able to make money from what I created.

Art. (Yup! I used to paint.)

Apps.

Courses.

Real estate.

Whatever my current attention was focused on, I wanted to be confident I could support myself and my family with it. And everything I experimented with either took an extremely long time to work or was way too inconsistent.

Until I discovered email.

Email is the single most impactful sales channel I’ve ever seen.

I’ve personally seen 100s of people completely change the direction of their lives by building email lists.

I did it over an 18-month period with Videofruit. Then (on a small scale) over a 2-day period with the [48-Hour List Building Challenge](#).

But more importantly, **YOU CAN DO IT TOO.**

Most people believe they have to get lucky or spend years trying a bunch of different ideas in order to start a business that allows them to have more time, freedom and money.

Instead, I’ve discovered that building a list full of people who trust you and are eager to buy from you is far more important if you want to reach your #1 goal.

- A list gives you the ability to bring clients to you instead of you constantly having to reach out to them (which completely changes the dynamic of your relationship).
- A list gives you the freedom to create products and launch them to a group of people who will instantly buy.
- A list gives you the ability generate income by sending an email (it’s like printing money)
- A list gives you time by releasing you from the grind of HAVING to work 60 hours a week to make ends meet.



I want to help you do this.

I want to help you build an email list that gives you a stable foundation and allows you to live the life that you want.

Get 10,000 Subscribers will give you the exact blueprint you need. It will show you how to build a powerful and profitable email list. I will take you by the hand and walk you through 18 different list building strategies, show you how to do each one and then give you a complete system to find, build and launch your first product.

Are you ready to take the first step? Don't wait another 6 months to take action.

Enrollment closes tonight, May 6th, at 11:59 PM Pacific.

[Try Get 10,000 Subscribers today \(click here to enroll\).](#)

-Bryan

PS: The course comes with a 100% mandatory refund policy, which means if you purchase it and don't get 100 subscribers on your list in the first 30 days, I require you to ask for a refund.

So if you think there is even a slight chance that Get 10,000 Subscribers is right for you, you should buy it right now.

PPS: The course will not be available for purchase again for at least 6 months. However, all of the bonuses (including *Unlimited Consulting* and (2) *Personal Skype Call* with me) will not be returning. Not without a sharp price increase.

If you've always wanted someone to help you, someone to hold your hand as you start your business and build your list, this is your ticket.

Look at what people inside of the course are saying..



SUBJ: ABOUT TO CLOSE THE DOORS ON GET 10,000 SUBSCRIBERS

Heads up...

Enrollment for Get 10,000 Subscribers, my course on how to build a powerful and profitable email list, closes tonight, May 6th, at 11:59 PM Pacific.

That's just a few hours from now.

This course was designed for freelancers, coaches, bloggers, information marketers, real estate agents, and other small business owners.

[Try Get 10,000 Subscribers today \(enroll here\).](#)

Reminder: Everyone who enrolls today in the Get 10,000 Subscribers Master Plan will get 6 additional resources.

Here are my three favorite...

Resource #1: Unlimited Consulting with Bryan (*Have a question? Talk with me directly.*)

Resource #2: (2) Personal Skype Calls with Bryan

Resource #3: (12) Advanced Training workshops (*with Noah Kagan, Brian Dean, Andrew Warner and others*)

(Click the link above for details on all six resources.)

If you know it's time to start building your list, enroll in Get 10,000 Subscribers.

Here's what you get when you enroll:

- **The Get 10,000 Subscribers System:**

Includes 70+ videos, lessons and assignments that take you by the hand and show you the exact steps you need to take to go from 0 subscribers to 10,000 subscribers (even if you are starting from scratch).

Total value: \$1,200.

- **12 Advanced Trainings:**

These are live master classes with experts in niche list-building techniques. People like *Noah Kagan, Brian Dean, Jeff Goins, Andrew Warner and John Lee Dumas*. These will all be recorded and given to you to use at any time.

Total value: \$650.

- **Private Get 10,000 Subscribers Community:**

This is where 100+ students are already helping each other, sharing their successes and workshopping through each other's problems. You can interact with all 10ksub students here.

Total value: \$350

- **4 LIVE Q&A Sessions: These will be held LIVE.**

You will be able to submit any questions for me to answer or pages for me to tear down, or share where you are stuck and need help. Then the entire community will help you through your problem. All calls are also recorded so you can review later if you can't make the call.

Total value: \$350

- **12 List-Building Case Studies:**

Every month we'll showcase one 10ksubs member via a video case study. Ordinary folks just like you and me who have had success. You'll learn what they did and the results they experienced. Then we'll hand out all of their swipe copy and templates so you can model them in your business.

Total value: \$350

And just yesterday I added two new bonuses for everyone who purchases tonight before enrollment closes.

- **Intentional Blogging by Jeff Goins:**

This is an entire flagship course created by Jeff Goins. While 10ksubs goes into depth on the topic of writing, Jeff has been doing this for 10+ years. He is a master at it. This is the perfect supplement to the course. This course sells for \$200 on Jeff's website (but you get it for no cost).

- **Additional Personal Skype Call:**

The Master Plan originally came with one (1) Skype call with me. But anyone who purchases before the close of enrollment today will get one additional call. Personal coaching with me normally costs \$500 per hour.

Even better...

The course (and all bonuses) are backed by a 30-day mandatory refund policy, meaning if you buy the course and don't get serious results (à la 100 subscribers in your first week), I require that you request a refund.

I'll refund you 100% of your cost. No questions asked.

So all the risk is on me. As it should be...

[Try Get 10,000 Subscribers right now.](#)

On the fence?

I've talked to several folks today who were on the fence.

Here is what I suggest...

Grab the \$97-per-month plan and hustle hard for your first 30 days. If you don't get MAJOR results, you aren't going to hurt my feelings by asking for a refund.

It's on me. If it doesn't produce, you shouldn't pay me.

Hustle. Execute. Sweat. Bleed.

I'll take care of the rest.

[Get Instant Access](#)

Still have questions?

Here are some of the most asked questions (and my answer).

Will this course continue to be updated? And will I get free access to future versions?

Yes! This is THE flagship product of Videofruit. It will be updated on a regular basis.

All updates are free for one year. After that you can pay a small (discounted) fee for any future updates.

How much more is in the course vs. what you already put on your blog?

Think of a blog post as being a chapter from a book, and the Get 10,000 Subscribers course as being an entire college class.

The course goes into MUCH more detail, with use cases, examples, checklists and video tutorials on every single strategy.

Blogs are flat. Singularly focused on tactics. The course is dynamic and specifically engineered to grow your list over time with easily repeatable strategies.

Will this work for someone who is not in the "online marketing" industry?

Absolutely.

I was just writing up a case study of a coaching client who is a CPA for dentists (yawn!) who used several of the techniques in the course to double his email list in the first 14 days.

This system has worked for tarot card readers, Jewish rabbis and churches.

All of the strategies taught are built on universal marketing principles and are not industry-specific.

What if I'm literally starting from step 0? No audience. No products.

Yes!

The entire first module is how to get to 100 subscribers in the first 7 days.

It's specifically engineered to take a COMPLETE NEWBIE and show the exact steps you need to go from zero to 10,000.

Here is an example of one 10ksubs student who bought the course a few days ago and is already making serious progress:



What if I'm literally starting from step 0? No audience. No products.

Yes!

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Here is an example of one 10ksubs student who bought the course a few days ago and is already making serious progress:

Can I afford this right now?

At the end of the day that's a question you have to answer.

However, I can tell you that the strategies in this course made me over \$100,000 last year.

The pricing model is specifically designed to enable beginners to get started without breaking the bank. If you can't buy groceries to put on the table tonight, DON'T buy this course. Go get a pizza delivery job and make money so your family doesn't starve.

But I will challenge you on one thing....

Instead of thinking about how much ANY item costs, ask yourself how much does it cost in relation to how much it makes you.

For example, if you take a college class that costs \$1,000 and as a result you can go out the next week and make \$10,000 in income, would you pay for it? Absolutely!

It's not about the bottom-line cost; it's about the return on that investment.

Use the 30-day refund policy to your advantage. Grab the cheaper option. Work your face off. And if, for whatever reason, it doesn't work for you, I'll make you get a refund.

I was wondering if you are going to cover the launch strategy.

Absolutely. We'll be hosting an entire LIVE workshop on how to monetize your list. It goes line by line on how to pick, validate and launch your product.

The strategies in that section allowed me to launch a product to my list and generate \$10,000 in sales in the first 24 hours.

I'll even show you behind the scenes of THIS launch (which is breaking every Videofruit sales record) and walk you through what I did differently this time that has 5xed my sales.

Is it actually possible for me to get 10,000 subscribers?

I'm just a random dude from Alabama. If I can do it, anyone can.

I did it without focus or having really any idea what I was doing for the first 3 months.

You'll have a major advantage, because you will have someone hold you accountable and tell you exactly what works and what doesn't.

Instead of stumbling around trying a bunch of random strategies, you can focus on a system that has been PROVEN to work over and over again.

How much time will this take to complete the course?

Great question!

The course is self-paced. Once you complete one lesson, you can move on to the next.

Each module starts by giving you a recommended time to work per day. Modules 1 and 2 recommend a 30-minute commitment. From there you can work as long and hard as you like.

However, if you don't have enough time or if life just happens, you can slow down and take your time.

What If I already have 1,000+ subscribers on my list? Will the course still work for me?

It depends. Are you still hungry?

If so, yes!

My personal list goal for the year is to reach 100,000 subscribers. I'm going to do that by following the system in this course.

The 10ksubs system has been used on lists of all sizes. People with lists of 0 subscribers, all the way to 240,000 subscribers.

So, yes! No matter your list size, the course is applicable and can help you reach your list goal.

Still have questions? Hit reply and let me know.

I'll be answering email and I'll be on live chat (on the sales page) all night.

Ready to give it a try?

[Get Instant Access](#)

-Bryan

PS: If you scrolled down to the P.S. because this email was too long, I understand. Long story short: I showed you why people buy. I also showed you what you get inside Get 10,000 Subscribers. Scroll back up and read it, :)

PPS: If you've decided not to buy, that's ok too. Not everyone is ready. I understand.
[You can click here and I won't send you any more messages about this launch.](#)

Look at what some students are doing already...



(Just not ready to make the leap? That's OK. [Click here and you won't get any more emails about this launch.](#))

SUBJ: I HAD AN IDEA

Happy Thursday!

First, thanks for letting me invade your inbox over the past two weeks. We'll be returning to our regular once-a-week emails on Monday.

Second, I got a lot of feedback over the last few hours from people who REALLLY wanted to get into the Get 10,000 Subscribers course but simply didn't have the money.

I get it.

Bills. Kids. Food.

So I had an idea. What if the monthly payment was more affordable?

The cheapest way to start the course was \$97 per month. I wanted to give an option for an easier monthly payment plan, so I adjusted it to \$69 per month (for 12 months). That's \$30 per month cheaper than any previous option.

This offer is only good for 24 hours and **will expire Today @ 11:59 p.m. Pacific time**. If you were sitting on the fence, hopefully this makes it a no-brainer.

Click below and you will be taken directly to the check-out page:

[Pro Plan \(\\$69 per month for 12 month\)](#)

[Master Plan \(\\$149 per month for 12 months\)](#)

-Bryan

PS: The course is backed by a 30-day mandatory refund policy, meaning if you buy the course and don't get serious results (aka: 100 subscribers in your first week), I require that you request a refund.

I'll refund you 100% of your cost. No questions asked.

So all the risk is on me. As it should be.

PPS: If you need a quick reminder of what is included in each package, click the link below for the full sales page.

[Click here for full details on the course](#)

(Just not ready to make the leap? That's OK. [Click here and you won't get any more emails about this launch.](#))

SUBJ: **CLOSING FOR 6 MONTHS (LAST CALL)**

Last call...

The extended enrollment for Get 10,000 Subscribers, my course on how to build a powerful and profitable email list, closes tonight, **May 7th, at 11:59 PM Pacific.**

That's 6'sih hours from now.

There will be no more extensions or exceptions made. If you want to start building your email list, this is your chance.

Remember: This morning I announced two new price plans...

[Pro Plan \(\\$69 per month for 12 month\)](#)

[Master Plan \(\\$149 per month for 12 months\)](#)

Everyone who enrolls today in the Get 10,000 Subscribers Master Plan will get 6 additional resources.

Here are the highlights...

Resource #1: Unlimited Consulting with Bryan (Have a question? Talk with me directly.)

Resource #2: (2) Personal Skype Calls with Bryan

Resource #3: (12) Advanced Training workshops (*with Noah Kagan, Brian Dean, Andrew Warner and others*)

[Click here for details on all 6 resources \(and to enroll\).](#)

Here's what you get when you enroll:

- **The Get 10,000 Subscribers System:**

Includes 70+ videos, lessons and assignments that take you by the hand and show you the exact steps you need to take to go from 0 subscribers to 10,000 subscribers (even if you are starting from scratch).

Total value: \$1,200.

- **12 Advanced Trainings:**

These are live master classes with experts in niche list-building techniques. People like *Noah Kagan, Brian Dean, Jeff Goins, Andrew Warner and John Lee Dumas*. These will all be recorded and given to you to use at any time.

Total value: \$650.

- **Private Get 10,000 Subscribers Community:**

This is where 100+ students are already helping each other, sharing their successes and workshopping through each other's problems. You can interact with all 10ksub students here.
Total value: \$350

- **4 LIVE Q&A Sessions: These will be held LIVE.**

You will be able to submit any questions for me to answer or pages for me to tear down, or share where you are stuck and need help. Then the entire community will help you through your problem. All calls are also recorded so you can review later if you can't make the call.
Total value: \$350

- **12 List-Building Case Studies:**

Every month we'll showcase one 10ksubs member via a video case study. Ordinary folks just like you and me who have had success. You'll learn what they did and the results they experienced. Then we'll hand out all of their swipe copy and templates so you can model them in your business.
Total value: \$350

Also...

The course (and all bonuses) are backed by a 30-day mandatory refund policy, meaning if you buy the course and don't get serious results (à la 100 subscribers in your first week), I require that you request a refund.

I'll refund you 100% of your cost. No questions asked.

So all the risk is on me. As it should be...

[Try Get 10,000 Subscribers right now.](#)

Still undecided?

I've talked to several folks today who were on the fence.

Here is what I suggest...

Grab the \$97-per-month plan and hustle hard for your first 30 days. If you don't get MAJOR results, you aren't going to hurt my feelings by asking for a refund.

It's on me. If it doesn't produce, you shouldn't pay me.

Hustle. Execute. Sweat. Bleed.

I'll take care of the rest.

[**Get Instant Access**](#)

Still have questions?

Here are some of the most asked questions (and my answer).

Will this course continue to be updated? And will I get free access to future versions?

Yes! This is THE flagship product of Videofruit. It will be updated on a regular basis.

All updates are free for one year. After that you can pay a small (discounted) fee for any future updates.

How much more is in the course vs. what you already put on your blog?

Think of a blog post as being a chapter from a book, and the Get 10,000 Subscribers course as being an entire college class.

The course goes into MUCH more detail, with use cases, examples, checklists and video tutorials on every single strategy.

Blogs are flat. Singularly focused on tactics. The course is dynamic and specifically engineered to grow your list over time with easily repeatable strategies.

Will this work for someone who is not in the “online marketing” industry?

Absolutely.

I was just writing up a case study of a coaching client who is a CPA for dentists (yawn!) who used several of the techniques in the course to double his email list in the first 14 days.

This system has worked for tarot card readers, Jewish rabbis and churches.

All of the strategies taught are built on universal marketing principles and are not industry-specific.



What if I'm literally starting from step 0? No audience. No products.

Yes!

The entire first module is how to get to 100 subscribers in the first 7 days.

It's specifically engineered to take a COMPLETE NEWBIE and show the exact steps you need to go from zero to 10,000.

Here is an example of one 10ksubs student who bought the course a few days ago and is already making serious progress:

Can I afford this right now?

At the end of the day that's a question you have to answer.

However, I can tell you that the strategies in this course made me over \$100,000 last year.

The pricing model is specifically designed to enable beginners to get started without breaking the bank. If you can't buy groceries to put on the table tonight, DON'T buy this course. Go get a pizza delivery job and make money so your family doesn't starve.

But I will challenge you on one thing...

Instead of thinking about how much ANY item costs, ask yourself how much does it cost in relation to how much it makes you.

For example, if you take a college class that costs \$1,000 and as a result you can go out the next week and make \$10,000 in income, would you pay for it? Absolutely!

It's not about the bottom-line cost; it's about the return on that investment.

Use the 30-day refund policy to your advantage. Grab the cheaper option. Work your face off. And if, for whatever reason, it doesn't work for you, I'll make you get a refund.

I was wondering if you are going to cover the launch strategy.

Absolutely. We'll be hosting an entire LIVE workshop on how to monetize your list. It goes line by line on how to pick, validate and launch your product.

The strategies in that section allowed me to launch a product to my list and generate \$10,000 in sales in the first 24 hours.

I'll even show you behind the scenes of THIS launch (which is breaking every Videofruit sales record) and walk you through what I did differently this time that has 5xed my sales.

Is it actually possible for me to get 10,000 subscribers?

I'm just a random dude from Alabama. If I can do it, anyone can.

I did it without focus or having really any idea what I was doing for the first 3 months.

You'll have a major advantage, because you will have someone hold you accountable and tell you exactly what works and what doesn't.

Instead of stumbling around trying a bunch of random strategies, you can focus on a system that has been PROVEN to work over and over again.

How much time will this take to complete the course?

Great question!

The course is self-paced. Once you complete one lesson, you can move on to the next.

Each module starts by giving you a recommended time to work per day. Modules 1 and 2 recommend a 30-minute commitment. From there you can work as long and hard as you like.

However, if you don't have enough time or if life just happens, you can slow down and take your time.

What If I already have 1,000+ subscribers on my list? Will the course still work for me?

It depends. Are you still hungry?

If so, yes!

My personal list goal for the year is to reach 100,000 subscribers. I'm going to do that by following the system in this course.

The 10ksubs system has been used on lists of all sizes. People with lists of 0 subscribers, all the way to 240,000 subscribers.

So, yes! No matter your list size, the course is applicable and can help you reach your list goal.

Still have questions? Hit reply and let me know.

Ready to give it a try?

[Get Instant Access](#)

-Bryan

PS: If you've decided not to buy, that's ok too. Not everyone is ready. I understand.

[You can click here and I won't send you any more messages about this launch.](#)

Look at what some students are doing already...



(Just not ready to make the leap? That's OK. [Click here and you won't get any more emails about this launch.](#))

SUBJ: **YOU ASKED FOR IT (TONIGHT)**

Happy Friday!

First, thank you for all of the support over the past two weeks as I launched my first flagship product, Get 10,000 Subscribers. The response has been awesome. I'm extremely thankful for every one of you.

Seriously...

THANK YOU!

Every kind word, comment, tweet and (especially) report of results you've experienced makes me smile.

There have been an abnormal amount of emails lately, but we'll be returning to our regular every-Friday case studies and marketing dissections next week.

Second, quite a few of you emailed and said you wanted to join the course but for a variety of reasons couldn't.

The two main reasons were: 1) didn't have the time to commit to a 10-month program, or 2) didn't have the money to pay \$600+ right now.

So, last night I was talking to a good friend of mine, and he suggested doing something that he's experimented with in the past: creating a lower-priced (and lower time-commitment) product that would allow you to make serious progress on building your list.

Think of it like taking Math 101 before jumping into Theoretical Physics.

I mulled on it and decided to do it!

So, for today only, I'm offering a new entry-level course:

Rapid List Building: How to get your first 500 subscribers in 30 days

This course will take a complete beginner (no website, no product, no idea of what to focus on) and help you find your idea, focus on one exact topic and then grow your list to 500 subscribers in 30 days.

The price is lower: 2 payments of \$97.

The time commitment is lower: 30 days, start to finish.

AND when you hit your goal of 500 subscribers, you can easily upgrade to 10ksubs to continue building your list.

[Try the Rapid List-Building System now.](#)

What all is included?

Here is a rundown...

MODULE 1: Foundation and getting your first subscribers

- Meticulous step-by-step instructions for every strategy you learn
- You will learn how to build a list even if you don't know what you'll sell (or the exact topic you want to cover).
- You will learn how to get your 1st email subscriber (in less than 10 minutes).
- You will learn the correct way to set up your email service provider (and how NOT to get in legal trouble).
- You will learn how to create your first email collection form.
- You will learn how to make it extremely easy for anyone who comes to your website to sign up for your list.
- How to craft a compelling call to action that uses proven psychological triggers (no matter your industry)
- The objective of this module is simple: To get your first subscriber and set up your internal system to handle the growth to come.

MODULE 2: Your first 500 subscribers

- You will learn the type of subscribers you DON'T want on your list (and how to avoid them).
- You will learn how to turn every subscriber you get into a referral source. (This is a critical strategy to use to rapidly grow your list in the early stages.)
- How NOT to write content to attract subscribers (and what to do instead)
- How to double the conversion rate of the most important page on your website
- One simple thing you can do to turn every email you send into a salesperson for your list (This generates 100 new subscribers per month for me.)
- You'll get a free copy of a brand-new custom landing page that converts more than 20% of all visitors.

- You'll learn how to use your call to action from Module 1, combined with a compelling pilot story, to create irresistible copy for any page on your website.
- You will get a behind-the-scenes look at my passive list-building system that collects 75 new subscribers per day (and I'll show you how to set up your own).
- How to use your existing friends and family to help you jump-start your list
- The objective of this module: Grow your list to 500 subscribers in 30 days.

What will you get?

The Rapid List-Building System: Includes 20+ videos, lessons and assignments that take you by the hand and show you the exact steps you need to take to go from 0 subscribers to 500 subscribers (*even if you don't have a website*).

Class will start this coming Monday. It's self-paced and you can jump in any time. However, I'm only offering the course for sale TODAY. Enrollment will end tonight at 11:59 PM PST.

Are you ready to take the first step?

[Click here to get the Rapid List-Building System.](#)

-Bryan

PS: The Rapid List Building course is backed by the same 30-day mandatory refund policy as Get 10,000 Subscribers, meaning if you buy the course, put in the work and don't get serious results (aka: 100 subscribers in your first week), I require that you request a refund.

I'll refund you 100% of your cost. No questions asked. So all the risk is on me. As it should be.

PPS: This course is ONLY being offered today to those who couldn't jump in to Get 10,000 Subscribers. If you are ready to start building your list, but need an easier way to get started, this is your chance.

Look at what one student is doing already:



(Just not ready to make the leap? That's OK. [Click here and you won't get any more emails about this launch.](#))

SUBJ: **FINAL CALL (NO EXCEPTIONS)**

It's Friday night....

What are you doing reading email?

Better question is, what am I doing writing an email.

BUSTED.

Quick note to remind you that the Rapid List Building course will expire in just a few hours (11:59 p.m. PST).

The Rapid List Building course will take you, a complete beginner (no website, no product, no idea of what to focus on), and help you find your idea, focus on one exact topic and then grow your list to 500 subscribers by June 8th, 2015.

[Try the Rapid List Building course now \(click for more info\).](#)

This course is perfect for anyone that wanted to join Get 10,000 Subscribers but wasn't able to because you either didn't have the time to commit OR the money to spend.

It will allow you to get your list started with the absolute minimum time commitment. AND at a fraction of the price (\$97 per month for two months).

Once you hit your goal of 500 subscribers, if you want to upgrade to Get 10,000 Subscribers, you can do so at a discounted rate.

People inside of the course are already seeing MAJOR progress.



This guy started 4 days ago. That could be you.

Next Friday night you could be sporting a list of 100 subscribers, just like Daniel.

Are you ready to start?**[Try the Rapid List Building course now \(enroll now\).](#)**

Ready to build a list that allows you to work on your own terms?

Spend your days doing work you actually like?

Have the freedom to spend time with your family?

Here is what you need to do:

STEP 1 is to pick your topic.

STEP 2 is to build a list on that topic.

STEP 3 is to launch a product to that list.

This course will show you how to do all three.

Which reminds me!!

I decided to include a recorded copy of the *Monetize Your List (LIVE) Workshop* to anyone that joins the Rapid List Building course tonight.

When you are ready to start making money from your list, you'll need a plan.
This workshop is your plan.

It will show you the ins and outs of picking out your first product, validating that the product is what your audience wants and then launching that product to your list.

I'll share my exact email scripts, templates and behind the scenes data from the launch of Get 10,000 Subscribers.

You'll leave with the exact blueprint you need to follow in order to turn your subscribers into stable and reliable income.

This workshop will be conducted live in June 2015 and be made available to you so you can review and watch anytime.

...

So...

This is it. The last email about this for 6 months.

If you're on the fence, it's time to make a decision.

What will it be?

Option #1: Join the Rapid List Building Course

Or

Option #2: Waste your life watching more dumb Youtube videos

:)

-Bryan

PS: The Rapid List Building course is backed by the same 30-day mandatory refund policy as Get 10,000 Subscribers. Meaning if you buy the course, put in the work and don't get serious results (aka: 100 subscribers in your first week), I require that you request a refund.

I'll refund you 100% of your cost. No questions asked. So all the risk is on me. As it should be.

PPS: This course will not be available after 11:59 p.m. PST today. No exceptions.

See you inside :)

(Just not ready to make the leap? That's OK. [Click here and you won't get any more emails about this launch.](#))